

**CONSUMERS' ATTITUDE TOWARD PORTRAYAL OF FEMALE ROLES  
IN ADVERTISING FOR CONSUMER PRODUCTS IN NEPAL**

**By**

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# **CERTIFICATION**

## **DECLARATION OF AUTHENTICITY**

I, Anju Tripathi, declare that this GRP is my original work and that it has fully and specifically acknowledged wherever adopted from other sources. I also understand that if at any time it is shown that I have significantly misinterpreted materials presented to SOMTU, any credits awarded to me on the basis of that material may be revoked.

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## ABBREVIATIONS

Ads	Advertisement
SO	Sexual Object/ Decoration
HM	Homemaker
EM	Empowered
CO	Career-Oriented

## **EXECUTIVE SUMMARY**

This purpose of this research study was to examine the impact of portrayal of female in Nepalese advertisements on consumers' attitudes. This study has examined the effects of viewing different role portrayed for models in advertisements on consumers' attitudes. TV and online media are selected as the medium for the study. This study was conducted to assess the opinion of the female roles portrayal in ads across all demographic variables, to assess the consumers' attitude across all the demographic variables, to examine the relationship between female roles portrayal and consumers' attitude, to determine the most influential female role in consumers' attitude.

This research was carried out on the sample of 316 respondents of age 20-50, with an aim of examining the attitudes of consumers to the representation of female in Nepalese advertisements for consumer products broadcast on TV, published in electronic media or the press. The statistical tools that were used in this study are Descriptive Statistics, Independent sample t-Test, One-way ANOVA, Correlation & Regression Analysis

Based on the results of different studies and making a research, it can be concluded that the image of female in modern advertising is quite distorted. The females' role in advertising as well as in marketing is excessively used as sexual object/ decorative, homemaker, weak and less frequently as empowered and career-oriented. The portrayal of female in advertising has been particularly stereotypical with the inordinate use of sexuality followed by the confinement to household activities. The roles portrayal are done with the male dominant ideology. Females were rarely shown as equal partners; for examples, as a person who is employed and has her own will. The male are largely positioned as strong, independent and macho male while females are generally confined to household chores whose world are centered around the house.

However, owing to influences from the west, the familial norms are shifting from being from patriarchal to more egalitarian (where both spouses are partners in making decision and contribute equally to the household chores/decisions). With the rise in the number of female in the workforce, their role in the family and the society has

changed, albeit slowly. Moreover, few modern advertisements have started depicting female in dominant role and has supported female empowerment and their strong position in society. This has automatically created greater financial independence for female, who were earlier subservient, meek and submissive to male dominance.

# **CHAPTER I**

## **INTRODUCTION**

Portrayal of women in media, especially in advertisements has been an important topic of research and public debate since a considerable time. The present study has been conducted to find out the consumers' attitude toward portrayal of female in advertisements for consumer products in Nepal. This chapter discusses the background of the study, statement of problem, research questions, and objective of study, significance of study, limitations and overview of thesis structure.

### **1.1 Background of Study**

#### **Introduction to Advertisement**

Advertising is one of the most complementary and effective parts of business marketing. It is a paid communication aiming at informing and convincing potential customers to purchase the advertised products, services or ideas (Bovee, 1992). Furthermore, it helps companies meet their communication objectives (Singh and Vij, 2007). Advertising is typically related to groups of people rather than individuals; therefore, it is a mass communication. Consumers are increasingly exposed to massive product choices through various marketing channels. Mediums of communicating advertisements include – but not limited to – newspapers, radio, TV, internet and billboards. Satellite television and online channels advertising have both rapidly spread in developing countries (Gallagher, 2016; Nooh, 2009), in an unmanageable way. The wide availability of satellite television facilitated reaching the mass global population and influencing their attitude and purchase decisions.

The development of mass media technology has had its impact on shaping people's beliefs, attitudes and awareness. It is considered a significant source to control and influence society. Despite the positive role of advertising in the new millennium, it has raised many ethical concerns (Nagi, 2014; Anand, 2007; Chatterji, 2005). Previous research has shed the light on impact of the gender representation on advertising effectiveness, where the company image and purchase intention were the focus (Kumari and Shivani, 2014). However, few studies have investigated the implications of female portrayal on communication effectiveness (Leigh et al., 1987; Kanungo and Pang, 1973; Ducker and Tucker, 1977). The portrayal of females in the

advertising industry has been criticized because of unethical advertising practices, such as the dehumanization (Bongiorno et al., 2013) and stereotyping of women (Smith, 2014).

Although women are gaining more rights and undertaking similar roles as men in the society, ads portrayal of women is still biased. The changing role of women in the society has led to a greater awareness of these issues within the advertising process. This biased version of females depicted in advertising becomes more abhorrent and is increasingly challenged. Advertisements look at women as sex objects and adornments strip women of their individual identities. Women being viewed as “things”, objects of male sexual desire, or as part of the merchandise offered as “rewards” for males who select the targeted product, is problematic. However, nudity and repetition of such adverts has increased at an alarming rate over time as a means of gaining more profit (Szymanski et al., 2011; Ali and Shahwar, 2011; El Dahdoh, 2010). Although women are becoming more powerful in the society, still their image continues to be portrayed in a divisive way in many advertisement campaigns. (Alpay et al., 2015; Bongiorno et al., 2013; Gallagher, 2016).

### **The Effect of Advertisements on Consumers’ Attitudes**

The role of advertising in a contemporary society has been a subject of numerous debates. Not only does advertising stimulate purchasing of products and use of services (Moriarty, Mitchell, Wells, 2009, 58; Ognjanov, 2009), but it also contributes to the consumers’ formation of social identity, frequently, influencing both their current attitudes and what they should be (Gallagher, 2016; Maričić i Radulović, 2013).

Modern consumers are exposed to a great number of advertising messages on a daily basis, as a result of which they quickly react by buying. This is indicative of the probability that such contents are socially acceptable and are a reflection of modern consumer culture (Pardun, 2013; Maričić i Radulović, 2013).

In his book *The Hidden Power of Advertising* (Heath, 2011), Heath emphasizes that advertising has an effect regardless of whether we are aware of that or not. Every time we see an advertisement, it has an impact on our consciousness or sub consciousness (Belch and Belch, 2013; Maričić i Radulović, 2013). Furthermore, Heath explains that

advertising influences the formation of permanent association in human consciousness, although we may not be aware of that. These associations are upgraded in time, changing the consumers' behavior and prompting him to switch from using one brand to using another one. In psychology, such an effect is called the mere-exposure effect and it is a phenomenon by which people develop a preference for things merely because they are familiar with them (Ferrier and Fleming, 2014). In other words, the more familiar consumer with a brand, the more he will like it. In addition, he may not be aware of the advertising message of the brand in question.

The impact of advertising is frequently so strong that buyers lose a personal feeling for critical thinking and clear perception of things (Hayko, 2010). Therefore, it can be concluded that advertising to a great extent fosters and supports the development of consumer society and the materialism culture, which is particularly characterized by valuing acquiring of and exhibiting one's property, as well as an aspiration to a lifestyle that involves having material possessions (Belch and Belch, 2012), without sharing them.

Luxury, lavish lifestyle, beauty and sex are frequently the contents of advertising strategies which promote a large number of products, from chocolate and cosmetics to cars and fashion (Aysad, 2014; Weigold. A, 2011). Women showing their faces and bodies in ads, is another example of the influence of advertisements on the consumers' attitudes.

### **The Roles of Female in Modern Nepalese Advertising Messages**

In today's commodified consumption society, it seems that consumption is a goal, and to achieve this goal, "body" is used as a tool. In other words, in today's marketing world, it seems that both female and male body portrayals are used in advertising in order to draw attention and to increase consumption. Especially female body portrayals as sex objects and objectification of female body accordingly are often preferred in advertising. Besides, the sex characteristics are the important segmentation variables in consumer behavior, today's consumption culture practices especially use female body characteristics as promotional tools to increase consumption in sexually objectified advertising (Bati, 2010).



The evolution of the role of women in the cycle of attraction clearly indicates the changes in style, fashion and social values. Through idealized images, advertising tells consumers who they are and who they wish to be. Through manipulation of words and messages, advertising influences the consumer's critical power of reasoning. In this way, it creates an unhealthy environment for a woman's self-confidence. Such environment prompts women's dissatisfaction with their own bodies, which usually leads to an obsessive control of their basic need for food (Klein, 2013). Women are most frequently, tendentiously portrayed as beautiful and attractive in commercials (Aysad, 2014), which is supposed to trigger in viewers and buyers, an association of what is aesthetically acceptable, the appearance which is preferred and which should be striven for. The female characters in commercials are usually given the role of objects of attraction, perfect housewives or independent young women (Nagi, 2014).

Female body portrayals, in other words objectification of body bring about the usage of female as a subject/meta to sell a product, which makes female body as a decorative object. In other words, if a female's body is used unrelatedly with the product being marketed, it means that the female is used as a decorative object in the advertising (Reichert et al., 2007).

With the growing numbers of products for females, more and more females are being brought into ad business. It is perhaps (may be myth), females can rightly and attractively promote products in the market. Sometimes, it is only proper that some specific product needs female models to promote, for instance it is understandable that while advertising women's clothing and makeup goods, innerwear, and so forth female models be used. However, female models are seen in almost every other advertisement of products. Amazingly, in Nepal, women with wider exposure of body parts are used for the ads of alcoholic substances, where the object is to promote sale of that particular commodity to men (Aryal, 2008).

In Nepali society, strength, competence, independence, and rationality are associated with masculine qualities whereas fragility, passivity, and emotionalism are taken to be the feminine ones. Women are associated with the poor, dependent homemaker and men are always associated with reason and rationality which can be demonstrated by an analysis of the advertisement made for Nepal Bank Ltd. An interpretation of the

advertisement made for Nepal Bank Ltd. and aired by NTV depicts conformation of masculinity in terms of women's subordination to men. Nepal Bank Ltd. is the sponsor of the economic news of NTV. The advertisement disseminates the message that you can be economically successful with the loan provided by the bank. It highlights the notion that material prosperity is the secret of happy family. It depicts the ideal family, a nuclear family in a comfortable house with two kids, a boy and a girl who are about to go to the school in their uniform. The feudal social mechanism governs the notion that only the rich provide happiness. The tea table, the husband taking his breakfast hurriedly in the business man like manner and the alluring wife serving him, all show the feudal tendency of the advertisement. The wife is shown in the secondary role; she is subjugated to him only as a helper. She needs to serve him because he is the upright man who has been able to accumulate the desired prosperity for the family. The triviality of the wife is reflected by the fact that she helps him put his coat, and waves her hands to the children going to school.

But the landscape is changing. Nowadays we also see women being portrayed as independent freedom seekers; taking their own calls in not just professional sphere but in personal relationships too. There are certain ads, which are a breath of fresh air as far as opposing gender stereotyping is concerned. They revolve around innovative themes; show women in a progressive light.

## **1.2 Statement of Problem**

Advertising is a vital marketing tool that enables the firms to communicate directly with the consumer. Therefore, ads are made with the intent to seek viewer attention and response. In order that viewers like an ad and are pushed to make a purchase, it is essential to craft advertising messages such that they elicit the desired response. In doing so, when female are portrayed in ads, it becomes important the type of portrayal preferred by the viewers. The advertisers in portraying female are still biased. They prefer to portray female either in homemaker role, weaker role or in highly sexualized way.

However, owing to influences from the West, the Nepalese culture is undergoing a noticeable transformation which has a bearing on the roles played by female in the society as well as the manner in which they are presented in ads. The roles of women have changed in various ways in the modern Nepalese society. Despite the difficult

post-conflict transitional context, today, Nepal is not only rapidly progressing towards economic development, it is also achieving targets for poverty and hunger, universal primary education, child mortality, maternal health and gender equality and women's empowerment. Women's representation in the Constituent Assembly has dramatically increased to 29% in the November 2013 elections from 2.9% in 1991 (in the then parliament). Women are now taking leadership roles and participating in decision making at all levels (UN Women Asia Pacific, 2018). Today, Nepalese women are defying cultural traditions, and are becoming community leaders, environmentalist, politicians and business owners (BBC News, 2018).

Much of the research work in this areas has been carried out largely in the West, whose culture vastly differ from the Nepalese cultural norms. In context of Nepal, there are no any published researches in this area. Therefore, the present study attempts to investigate consumer attitudes for role portrayal of female. Such an investigation brings out the attitude of respondents towards female portrayal in ads that can be successfully employed to generate a favorable response.

Moreover, the present study is also important considering the following facts: first, in the Nepalese context, the number of published empirical research on the female portrayal and consumers' attitude is almost negligible; second, there have been changes in the socio-economic status of females in the recent years, which is an important factor to consider while crafting the roles of female in advertisement.

### **1.3 Research Questions**

This study investigates two research questions:

1. What is the consumers' attitude towards the portrayal of female roles in advertisement?
2. Which is the most influential female role that impact consumers' attitude?

### **1.4 Objective of Study**

This purpose of this research study is to examine the impact of portrayal of female in Nepalese advertisements on consumers' attitudes. This study will examine the effects of viewing different role portrayed for models in advertisements on consumers' attitudes. TV and online media are selected as the medium for the study.

- To assess the opinion of the portrayal of female roles in ads across all demographic variables.
- To assess the consumers' attitude across all the demographic variables.
- To examine the relationship between portrayal of female roles and consumers' attitude.
- To determine the most influential female role in consumers' attitude.

### **1.5 Significance of Study**

Advertisement is the mirror of the society; it reflects the values, beliefs and the norms of the society. Thus the way in which women are depicted in TV advertisements might be linked to their status in the society. (Ghosh and Roy, 1997). With the changes in time, there are changes in the society and also in the mindset of the people. So it is important to study the mind or attitude of the people constantly from time to time. The result of the study will make us know about the types of different role portrayal of women in contemporary TV advertisements; which will help to assess the depiction of women in TV advertisements whether are changing with time or not by comparing the past studies. The study will also help to know the perception of the audience on the portrayal of women in Indian TV advertisements across the gender, age group, education, so that the advertising agencies can develop their advertisements in a better way, keeping in mind the preference of the target population. The study will be noteworthy for the policy makers to formulate policies for improving the status and establishing equity for females in India. According to McLuhan the main problem is the message, how the message are decoded by the audience. Thus, the study could also be used as a base work for the educationalists, to develop and execute the media literacy programmes, which would help the audience to assess the media message critically.

Finally, the study may encourage the researcher of this area to conduct further research with broader perspectives.

## **1.6 Research Hypothesis**

### **H1: Portrayal of female as a sexual object/ decoration in ads has significant impact on the consumers' attitude.**

Many researches aimed to find out consumers' attitudes towards female roles portrayal in advertisement. More specifically researchers tried to find out the effect of sexual object/decoration role portrayal of female in advertisement on consumers' attitude. The survey conducted by Kolman & Verčić (2012), Asemah, Edegoh, and Ojih, (2013), Mehmood and Malik (2014), Krishna, Kandavel & Pawline (2015) concludes that consumers are not satisfied with the way and manner females are portrayed in television advertising. In most cases female respondents recognized gender roles in advertising as negative and stated negative attitudes towards them. On the other hand male respondents recognized mentioned stereotypes but were slightly indifferent to them. These studies state that sexual object/decoration role has negative impact on consumers' attitudes.

### **H2: Portrayal of female as a home maker in ads has significant impact on the consumers' attitude.**

Most studies (Das, 2000 and 2011; Manushi, 2000; Sharma, 2005; Dwivedy et al., 2009; Khare et al., 2011; Sukumar, 2014; Daechun (2013); etc.) report the overwhelming representation of women in family role, which includes the role of woman in advertisement as wife, mother, daughter, daughter-in-law, and other relationship roles, busy in taking care of the health and hygiene of the family members. These researches concludes the majority of consumers' are offended by the traditional portrayal of women in advertisements as a homemaker. These studies state that homemaker role has negative impact on consumers' attitudes.

### **H3: Portrayal of female as weak in ads has significant impact on the consumers' attitude.**

Many researches have concluded that females are often shown as incapable of performing simple tasks, and dependent on male advice. They are allowed to take decision only for detergents, spices, soap, hygiene, cleaning etc, but for the decision of the high value products like cars, loans, shares, men are shown as the decision makers (Das, 2000 & 2011; Manushi, 2000; Sharma, 2005; Dwivedy et al., 2009;

Khare et al., 2011; Sukumar, 2014; etc.). Tomak, (2017) results shows that respondents show agreement towards the statement that women are portrayed as weak than men and presented as awkward and needy. They do not like women being humiliated in ads. Their finding implicates that such roles are not desired by consumers and prefer more diverse role.

**H4: Portrayal of female as an empowered one in ads has a significant impact on the consumers' attitude.**

Trivedi (2014) is right to mention that her role remained unchanged even if female is portrayed as strong and independent women. Though stereotypical role is still there, they are shown in more sophisticated manner (MacKay & Covell, 1997; Sukumar & Venkatesh, 2011). Advertisements have started portraying women in progressive and empowered role; sometime portrayed in better position with better decision making abilities in comparison to their male counterparts. Due to liberalization, growing market economy, rapid development in education and employment, the role and status of women has undergone a drastic change. Though today's advertisements have started showing women as doctors, as business leaders, in army, but their numbers are few and countable. Their finding implicates that such role has significant positive impact on consumers' attitudes and prefer more ads showing such roles.

**H5: Portrayal of female as a career-oriented female in ads has significant impact on the consumers' attitude.**

Sukumar (2014) in his research concluded that the respondents felt that advertisements portrayed female in fashionable and glamorous roles, and very few advertisement portrayed women as career-oriented and also agree that the few advertisement started portraying women as independent. Due to globalization, economic liberation and women movements, the role and status of women has undergone a drastic change, advertising industry though have started recognizing this change very late, yet the portrayal of women in advertisements is modified with their changing role in the society. Women with independent views, as career oriented, in untraditional activities are visible in advertisements. In contemporary advertisements, though small in number, women are shown in professional roles, making decisions on items and topics other than household, hygiene or beauty.

## **1.7 Limitation of the Study**

1. As the research topic itself states the research work is mainly concerned on consumers' attitude on portrayal of women in advertisements.
2. The study only analyze the role portrayed by female in the advertisements. The role portrayed by the male are excluded from the advertisements
3. The sample size for the study is only 315. The respondents are above the age of 20 and below the age of 50. Those who are under the age of 20 and above the age of 50 are not taken into consideration.
4. The study included only those respondents who have a minimum qualification of secondary education and thus excluded those who are illiterate.
5. There was lack of previous research studies on the topic by Nepalese researchers so the majority of the literatures are from foreign researchers.
6. Most of the data was collected from online sources where majority of respondents were inside Kathmandu valley so the results can't be generalized for all of the age group outside valley.

## **1.8 Structure**

This graduate research report consists of three major sections: preliminary materials, body of the report and supplementary materials. The preliminary part includes Title page, Certification, Declaration of Authenticity, Acknowledgement, Table of Contents, List of Tables, List of Figures, Common Abbreviation used in the report and Executive Summary. The body part of the reports includes five sections: Introduction, Literature Review and Theoretical Framework, Research Methods, Analysis and Results, and Discussion, Conclusion and Implication.

The first chapter consists of background of study, statement of problem, research questions, objective of study, and significance of study, research hypothesis and limitation of study.

The second chapter consists of conceptual Reviews, review of previous studies, summary of literature review, research gap, theoretical Framework, and operational definition of terminology.

The third chapter consists of the outline of the methodology used for the study. It includes research design, population and sample, nature and sources of data, instrument, reliability of the instrument, and data analysis tools/model.

The fourth chapter includes data analysis and results. It consists of data using quantitative methods with assistance of statistical models and interpretation have been done accordingly.

The fifth chapter consists of discussion from the findings of the study and creates link with the previous studies. On the basis of the research objectives, the findings are compared and concluded. Moreover, implication of the findings have been highlighted in this chapter.



## **CHAPTER II**

### **RELATED LITERATURE AND THEORETICAL FRAMEWORK**

Review of literature simply means reviewing research studies or other relevant proposition in related area of the study so that all the studies in the past, their deficiencies and conclusions can be known properly and research can be further conducted. It helps to know methods and approaches used by other researchers, areas of agreement and disagreement etc. It also helps to know what and how research has been done in the subject? What theories have been developed?

This chapter briefly discusses the definition, objectives and types of advertisements with an emphasis on the TV advertisements, gender role portrayal in advertisements, and portrayal of female in advertisements with reference to the existing literature. It mainly discusses the result of the different studies conducted on the consumers' attitudes towards female role portrayal in advertisements. The aim is to find out the consumers' attitudes towards female role portrayal in advertisements for consumer products Nepal. Due to the unavailability of the literature in Nepalese context regarding the female role portrayal in advertisements, reference from the western literature is used.

#### **2.1 Conceptual Background**

##### **2.1.1 Advertising**

Advertisement is the most powerful means of social communication. It has the ability to control the market by creating diverse personal needs, changing attitude, self-image and preferences. While some consider advertising as a mere economic activity with single purpose to sell, others considered it as the mirror and maker of the culture, which not only reflects the past and present but also shapes the future. Advertisers believe that the advertisements create magic in market place. The most standard definition of advertising is that it "is the non-personal communication of information usually paid for and persuasive in nature about products, services or ideas by identified sponsors through the various media" (Bovee, Thill, Dovel & Wood, 1995). Advertising is a powerful tool used by the marketers to persuade, manipulate and shape behavior of the consumers. It is an attempt to persuade a consumer into a preference for a brand or a product over another brand or product. (Narendra, 2007).

Kotler and Keller (2009) have defined advertising as any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor. Advertisers include not only business firms but also charitable, nonprofit, and government agencies. According to the American Marketing Association (AMA), advertising is "any paid form of non-personal presentation and promotion of ideas, goods and services by an identified sponsor". Britannica Dictionary describes it as a "form of paid announcement interested to promote the sale of commodity or services, to advance an idea or to bring about other effect desired by the advertiser". Wright and Warner (1966), explain advertising as a paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor.

### **Role of Advertising**

According to Jefkins and Yadins (2003) mass production requires mass consumption which in turn requires advertising to the mass market through the mass media. Advertising is an effective mass communication tool, essentially paid by a firm or by an individual with the ultimate purpose of giving information, developing attitude, which results in fruitful actions that are useful for the advertisers. It helps in informing the customers about the brands and their availability in the market. The main function of an advertisement is to communicate, to put across information, or an argument, or an impression and thus induce in the mind of the readers or viewers a change or reinforcement of attitude towards the advertised product (Wright & Warner, 1966). But while discussing the functions of advertising, Bishop (1944) in his book, 'The Economics of Advertising' mentions that majority of the advertisements are persuasive in nature and intention. He further adds that advertising is regarded as a vast apparatus which assails the eyes and ears of the public with cunning inducements to prefer certain products over the other or to buy certain products.

As advertising has both positive and negative impact on the society in its various forms, its role in the society is a debated topic. Though it has a number of benefits, it is still a mere instrument in hands of the marketers. Its benefits can be measured on the basis of its use (how it is used). Advertisers are always condemned for manipulating the psychological needs of the consumers and for exaggerating the information. So the people should be careful enough to judge how ethical the

advertisements are. The regulatory bodies are also there to check that advertisements are not crossing their limits. (Sharma & Singh, 2009)

### **Classification of Advertising**

Advertising falls into three major categories: business ads, public service ads and political ads. The business advertising tries to persuade the people to buy something; the product, service or ideas that the business support. Sometimes they aim at building the corporate image. Public service advertising promote behavior and attitude that are beneficial to society and its members. These advertising are either local or national. Political advertising aims at influencing the voters to elect a candidate of a particular party or to support any legislative issues (Folkerts & Lacy, 2004). These advertisements run at local, state and national levels. The current study will explore only the business advertisements, i.e. the advertising that is used for the commercial purpose.

### **Advertising Media**

Advertising reaches us through a channel of communication i.e. the medium. An advertising medium is any paid means used to present an advertisement to its target audience; and included several mediums like, print, radio and television; outdoor and social media.

### **Print Media**

Print media comprised of mostly the newspapers and magazines. Newspapers mainly target the generalized audiences within a local geographic area (Folkerts & Lacy, 2004) and most accessible to the wider range of advertisers (O'Guinn, et. al., 2006). Advertisements in newspapers are relatively cheap as compared to other media. It can be scheduled on any day of the week and can occupy the space ranging from inches to multiple pages. Magazines and journals are also a good medium for advertisements as magazines are read at leisure when the reader is mentally receptive enough for the advertisements. It also offers a wide range of creative approach because of the flexibility in size of the advertisements, in using colors and white space in magazines.

## **Outdoor Media**

Outdoor advertisements are the oldest established form of advertising. It includes billboards, signs on vehicles, park benches, sports arena, and the paper posters that are placed inside or on transit vehicles and in transit station (transit advertising) and blimps flying over during the sport events. For local companies, billboards are the excellent medium of advertising. Outdoor advertising is a low cost media outlet, as it has long life, offers a broad reach and high level of frequency, if multiple billboards are purchased. Its major drawback is short exposure time and limited opportunity for creativity and segmentation opportunities.

## **Web/ Online Media**

With the advent of technology and wide use of internet, on-line advertising is gradually gaining popularity as an alternative to media advertisement. It includes email marketing, search engine marketing, social media marketing, display advertising and mobile advertising. It offers the advertisers a precise way to target market segments. They can even target the audience on the basis of geographic regions, time of the day, computer browser. Internet advertisements are very convenient as it is delivered 24 hours a day and across seven days of the week (O'Guinn, Allen & Semenick, 2006).

## **Television Media**

Television, the first practical device for transmitting the likeness of the object over a distance, became a household appliance in late 1940s and early 1950s in the U.S. and Europe. In other parts of the world, it gained its popularity in late 1960s, though was available in many parts of the world even in late 1950s (Vilaniyam, 2006). The structure of the television industry has undergone massive changes with the world wide introduction of cable connection (Wells et al., 2003). Among the media vehicles it is the most powerful and successful medium ever as it can reach more people more quickly than any other medium (Bovee et al., 1995). According to Wells et al. (2003) in comparison to the other media, television has three key advantages: its influence on consumer's test and perception is pervasive; it can reach a large audience at a time in a cost effective manner; and, its sound and moving images create a strong impact. A strong relationship exists between television and human behavior as it has the power

to control the social attitudes and changing human behavior, living style, moral thoughts and consequences (Narasimhamurthy, 2014).

### **Ethical Aspect of Advertisements**

Ethics are the moral principles and values that govern the actions and decision of an individual or group. Like any other field of business, advertising is exposed to some ethical issues and challenges. According to Belch and Belch (2004) “Ethical issues must be considered in all integrated marketing communication decisions. Advertising and promotion are areas where a lapse in ethical standards or judgment can lead to highly visible and damaging to a company and society at large. People differ in their perceptions as they belong to different values, beliefs and interests. Even sometimes some actions are within the law but may not be ethical. Thus the role of advertising in society is controversial. Advertisers are often criticized for using techniques that are deceptive, exploitative, controversial, and offensive and often perpetuate stereotyping (O’Guinn & et al., 2007; p. 124; Belch & Belch, 2003).

### **Advertisements that Perpetuate Stereotyping**

Advertising is often accused of perpetuating stereotypes through its portrayal of women, ethnic minority and other group. Various research studies conducted over the years show the constant prevalence of gender stereotype, with a little variation through the years. The results of these studies explored that over the years women are portrayed either preoccupied with the household jobs, like cooking or health & hygiene of the family and beauty or as the decorative or sex objects in advertisements (Lundstrom & Sciglimpaglia, 1970; Goffman, 1979; Bardwick & Schumann, 1967). Sometimes the women also have to represent the product to which they are not at all related with. Even body parts of women are objectified to sell the products starting from alcohol to automobiles. In contrast, men are portrayed as constructive, adventurous, and powerful.

Though the masculine and feminine roles are quite modified with the times, advertisements mostly failed to depict them. Kapil argue that contemporary Nepalese advertisements represent existing society and culture. As per the study and analysis of contemporary magazine advertisements and television advertisements, there is a sort of gender discrimination.

Advertisements are considered as the mere reflection of the society, it reflects the gender equation of a particular society. Interpretations of gender are presented and reinvented in accordance with the social and cultural changes in the society. The way men and women are portrayed in advertisements is an indicator to measure the attitude of the society towards Gender (Milner & Higgs, 2004). Again the gender portrayal in TV advertisements influence how society view the appropriate role for men and women (Courtney & Whipple, 1983) and especially the younger people learn from it the appropriate gender behavior and attitude. Thus in the present days situation when mass media use to cover a wide ranged audience, it is important to have a discussion on how gender roles are portrayed in mass media.

### **2.1.2 Gender and Advertisement**

#### **Gender**

Gender is a socially constructed identity that rests on a binary dyad and is constituted by both men and women. It describes not only the socially constructed differences between men and women, but also the stereotypes of masculinity and femininity (Dominelli, 2007). According to Gauntlett (2008), “masculinity is seen as the state of ‘being a man’; whereas femininity is not necessarily seen as the state of ‘being a woman’; instead it’s perceived more as a stereotype of a woman’s role from the past”. Gendered behavior, as well the concepts of masculinity and femininity, are scripts which are dictated by the environment that consciously and unconsciously are learned and performed by persons in order to play their appropriate roles in society (Goffman, 1979). Within a family, while men perform the role of bread earners, women function as homemakers (Pearsons & Bales 1955).

Through the ages men have been considered to be financial providers, career-focused and independent, whereas women is the gender around having domestic responsibility linked in to her role as loving wife, caring mother and low-positioned worker, undertaking the bulk of house hold work. Situations have changed with time. Feminist movement had a deep impact in changing the role and status of women in the society. Women’s liberation movement also fought for the rights of women and for redefining traditional gender roles. As a result of which today’s family model is based on a partnership rather than on patriarchy. Despite the changes in this 21st Century, by far men still like to fit in the role of masculinity, but for modern women, being and fitting

into the role of femininity, has not been a very important need. “Femininity is now not a core values for them rather a swishy kind of glamour, utilized by confident women who know exactly what they are doing” (Gauntlett, 2008).

The societal role of both still defines men as the bread earner and women as the home maker, even though at present both men and women are leading highly complex lives with multiple societal roles. Despite the steady development of the society towards modernization, the conventional thinking still persist -role of men and women are definite. However with social and economic development, the gap is narrowing down.

### **2.1.3 Gender Role Portrayals in Advertisement**

Advertisements have portrayed gender in distinct and predictable stereotypes. According to Goffman (1979) gender representations in advertising reflect “fundamental features of the social structure,” such as values, beliefs, or norms. Advertisements are the reflection of the gender equation of a particular society. Though gender roles are getting refined and narrowed over the years, advertisers often use traditional gender stereotypes in their commercials based on the hypothesis that as people are well acquainted with such type of images, it helps the receivers to understand the content of the message without any doubt.

Bardwick and Schumann (1967), in one of the earliest studies on gender role portrayals in television advertisements find that women (compared to men) appeared more often as home Chapter 2 Review of Literature 46 bound and as housewives in television advertisements. This study was followed by several others that examined the gender stereotyping in advertisements. Lundstrom and Sciglimpaglia (1977) conducted a survey and explored the same pattern that women were portrayed mostly as sex objects, physically beautiful and subordinate to men, in TV advertisements. They were the traditional housewife, mother and clerical worker who would perfectly and happily solve household problems.

Men in advertisements of consumer products are often posed in commanding position, or in an action position, whereas women are rarely presented in a commanding pose, and are rather positioned as an object of stare. Kilbourne (1986) explains, “he needs the product with a drive that comes from his masculinity, but at the same time she needs the product to bring alive her universal femininity”. Thus gender representation

in advertisements highlights the ideology of the active and public male and the passive, dependent, domestic female (Kilbourne, 1999; Williamson, 1986).

Contrary results are also found in some of the studies. The study conducted by Lee (2003) explores that though traditional gender role stereotyping is still present in modern Singapore, women are depicted in more diversified role, ranging from homemaking and childcare, to endorsing beauty products and working in offices. The study of Vela, Manzano, Boluda and Lopez (2007) explores similar kind of results which shows that, though the stereotypical depictions of men and women still exists in Spanish magazine advertisements, they have become less prevalent. It indicates that both men and women are equally depicted in neutral roles and in independent roles.

#### **2.1.4 Ervin Theory of Gender Stereotype**

Erving Goffman, the great sociologist of his time, is highly popular for his works on analysis of human interaction starting from “The presentation of self in everyday life” (1959) to “Behaviour in Public places” (1971). He studies each and every facet of human life to understand their deeper meaning and implications. Goffman in his ground breaking study Gender Advertisements published in 1979, made a vivid analysis of gender role portrayal especially the representation of women in magazine advertisements. He analyzed nearly 400 advertisements to explore how we as a culture, expect to see the behavior of men and women. He explains gender role in advertisements tries to convey us the message about how men and women are, or want to be, or should be, not only in relation to themselves, but in relation to each other (Gornick, 1979; cited in Goffman, 1979). He defines gender displays in advertisements as conventionalized portrayals of the correlation between biologically defined sex and culturally defined gender (cited in Shields & Heinecken, 2002). Though several other studies have been conducted on gender role portrayal in advertisements, for his deep analytical abilities Goffman’s research study stands out from the other studies of his time and is considered as one of the classic studies of advertisements and gender role portrayal. Though his theory of Gender stereotype is dated 1979, still his frame work has been used by several researchers of the current time, which in details are given afterwards.



On the basis of his analysis, Goffman classified the depiction of women into following six categories.

### **1. Relative size**

Goffman noted that difference in size will correlate with difference in social weight. He found that in advertisements during the social interaction between the genders; men are always portrayed taller than women. Thus in advertisements, men's usual superiority of status over women are expressed through his greater girth and height. He further concludes that on very few occasions, women are shown taller than men (Goffman, 1979).

### **2. The feminine Touch**

According to Goffman, women more than men, are pictured using their fingers and hands to trace the outlines of an objects or to cradle it or to caress its surface. He added that this touch is different from the utilitarian kind that grasps, manipulates or holds of. Instead of hands sometimes faces are used and self-touching is also shown which imply a sense delicacy and preciousness about the body (Goffman, 1979).

### **3. Function Ranking**

In advertisements, when a man and a woman come face to face in a professional Scenario, the man mostly plays the executive role. He further noticed that when women are busy in household works, men are shown to be sitting or relaxing. The depiction not only interprets the subordination of women but also shows how men avoid the subordination to female work. (Goffman, 1979).

### **4. The Family**

Goffman found that advertisements generally showcase nuclear families; there is a special bonding between father-son and mother-daughter. The fathers in the advertisement according to him are shown to be standing little apart from the physical circle of family members and mothers are shown as mingling and involving with the family members.

## **5. The Ritualization of Subordination**

Holding the body erect and the head high is stereotypically a mark of being unashamedness, superiority and disdain. In advertisements, women are shown lowering themselves physically in some form or other. Goffman elaborates that in comparison to men, women and children are pictured more in lying on beds and floors, which are considered as less clean. Women more frequently than men are posed in bashful knee bend, lowering head, canting head or body. The configurations of canting postures are considered as an acceptance of subordination, an expression of ingratiation, submissiveness and appeasement. In advertisements, while men are shown walking straight and steady, women are shown usually holding hands, leaning on shoulders, overtly showing their affection, thereby implying that women are much in need of support, help and protection. These show the subordinate and dependent status of women.

## **6. Licensed Withdrawal**

Women more than men are shown engaged in involvement, which remove them psychologically from the social situation at large, leaving them disoriented and dependent on the protectiveness of others who are present in the situation. Women, often in advertisements, appeared to withdraw themselves from the social situations through involvement in telephonic conversation (Goffman, 1979).

Goffman's theory of gender stereotype gives an overall view of the representation of women in advertisements as precious or fragile, passive, submissive, and in need of the protection or good will of others (Wallis, 2010). Goffman's analysis gives a clear idea that gender differences in function and status not only carry over from the real world to the advertisement world but may find their purest expression there (Kang,1997). Because of its wide popularity the framework of the study has been referred widely by different sociologist like Belknap and Leonard (1990), McLaughlin and Goulet (1999) Kang (1997), and Wallis (2011) to compare the gender role portrayal in advertisements. All of them found no significant change in gender role portrayal in advertisements since 1979.

### **2.1.5 Overview of Female role portrayal in Advertisement**

Traditionally, the roles of wife and mother have been seen as a female's destiny and her only career choice. For years, she has remained under the control of her father in childhood, under husband after marriage and under son during her old age. Thus it was the man who was taking the sole responsibility of the family and was represented as the consumer for the whole family and thus a target for marketers. In those times she was depicted in the role of either ideal housewife or as the object of desire. In the last few decades due to globalization, growing market economy and the rapid development in education and employment there is a drastic change not only in role but also in the status of women in the society. There is a shift from the female totally dependent on a man, confined to the domestic sphere to an independent career female of the 21st century. Now they are equally contributing for the development of their family and the society. They are responsible for the everyday purchases of their homes. Marketers are quick to catch this trend and as far as the notion of consumers is concerned, marketers target women and are increasingly portraying them in their advertisements. Female have become the main target group for the advertisers both as the product users and service providers. Though female were entering into the work force in unprecedented numbers, advertisements have failed to depict this achievement of female. Female still are dominantly restricted to the age old gender constructions and traditional roles.

Advertisement can be analyzed from different perspectives with the aim of exclusively focusing on the way in which different roles are represented through the marketing communication channel. Projection of female in advertisements necessitates attention drawn by both marketing practitioners and scholars (Das, 2000; Lavikka, 2012). Role portrayal effectiveness has been found to be associated with the portrayal liberatedness and realism (Whipple and Courtney, 1985). Many studies discussed the portrayal of female in advertising targeting developed and developing countries. Previous studies have focused on female roles in magazine ads (Bahcesehir et al., 2015; Zotos and Tsihla, 2014; Plakoyiannaki and Zotos, 2009; Royo-Vela et al., 2007; and Wiles et al., 1995), while some studies analyzed the content of television commercials and their portrayal of females (Mansour and Diab, 2016; Asemah et al., 2013; Martin, 2012; Holtzhausen et al., 2011; and Wee et al., 1995).

Other studies focused on online media (El-Ibiary, 2017; Kumari and Joshi, 2015; and Bailey et al., 2013).

Women in advertisements are usually represented as stereotypical nurtures or sex objects. This includes female Ad roles as working woman (Rudansky, 1991), sex object (Ibroscheva, 2007; Furnham et al., 2001), physically attractive/decorative (Valls-Fernández and MartínezVicente, 2007), housekeeping/household management (Nassif and Gunter, 2008), mother (Ibroscheva, 2007; and Rudansky, 1991), product user (Ibroscheva, 2007; Furnham and Mak, 1999), mannequin (Holtzhausen et al., 2011), social being (Koernig and Granitz, 2006), romantic role (Rudansky, 1991) and non-traditional activities (Razzouk et al., 2003). For Whipple and Courtney (1985), when the advertiser chooses to portray a woman in advertising, the proper role portrayal becomes central issue, particularly when in advertising targeting women.

In an attempt to determine if advertisers are depicting women accurately and realistically, content analysis has been deployed by researchers over the past 20 years (Courtney & Lockeretz, 1971; Sexton & Haberman, 1974; Wagner & Banos, 1973). In general, the research has concluded that women have been historically portrayed in a narrow social and occupational manner. According to Courtney & Lockeretz (1971) women have been portrayed as homemakers, dependent on men, as sex objects or as not making important decisions. Some researchers have suggested that from the 1950s-1970s there has been a general trend toward a more modern and more realistic depiction of women in advertising (Belkaoui & Belkaoui, 1976; Venkatesan & Losco, 1975; Schneider & Schneider, 1979). However, in the 1980s, some research involving content analysis suggests that the stereotypical depiction of women continued to persist (Soley & Reid, 1988) while other studies revealed results to the contrary (Lysonski, 1983).

Dominick and Rauch (1972) explore that female were mostly portrayed in the role of housewife/mother and often presented in home settings and for household products. They further add that female portrayed in occupational role were substantially less as compared to men. Silverstein and Silverstein (1974) find that women in Television advertisements were mostly shown in home setting, their occupational role is rarely evident, and eight times more likely to be portrayed in subservient roles in their interactions with men. McArthur and Resko (1975) also claimed the same that

women were most likely to be defined not by occupational or other roles, but in roles that defined them in terms of their relationship with others, i.e. as spouse, girlfriend, parent or friend. Sullivan and O' Connor (1988) conclude that in the magazine advertisements of UK, women are portrayed as dependent, in need of protection, homemaker and sex object.

Belkaoui and Belkaoui (1976) analyzed the contents of eight general interest magazines (i.e., Life, Look, Newsweek, The New Yorker, Time, Saturday Review, U.S. News and World Report, and Reader's Digest). They found that advertisements in 1958 showed women mostly as housewives in decorative roles and idle situations or as low-income earners with limited purchasing power.

Kang (1997), conducted a study in which she used Goffman's(1979) five coding categories and added two new categories--body display (i.e., degree of nudity, body-revealing clothes) and independence/self-assertiveness (i.e., women's overall image in terms of independence and self-assurance) in order to examine any changes in the way women have been portrayed in magazine advertising since the late 1970s. The results of her study of advertisements in Vogue, Mademoiselle, and McCall's from 1979 and 1991 reveal that very few changes have occurred in the stereotypical portrayal of women. The findings indicate that the images of women in 1991 "Projection of Women in Advertisement: A Gender Perception Study" advertisements did not significantly change from the images found in 1979 advertisements, however, the types of stereotyping have changed; advertisements show more stereotypical depictions in the categories of licensed withdrawal and body display and less stereotyping in the categories of relative size and function ranking. It was concluded that even though some advertisers had begun to feature more powerful and independent women, "only superficial cultural alterations were transferred to advertisements, while the underlying ideological foundation remains untouched" (p. 994). Thus, even though women were not exclusively portrayed in the stereotypical mother and housewife roles anymore, other, more subtle ways were found to be used to portray women as inferior to men. Women might be portrayed more often as professionals, for example, but at the same time there is also a remarkable increase in sexualized images of women or images that show them as mentally removed from the situation at large.

Schaffter (2006) analyzed 200 advertisements over a 12-year period from 1994 to 2005. She unveils the ingenuity of advertisers & showed that sexism and gender stereotyping are still prevalent in the advertising industry in India. She pointed out that few role models are depicted; women are mostly pushed to domestic roles and portrayed by beautiful models in eye-catching ads. The reality is that women are not just homemakers or mothers. Millions of women in India are professionals engaged in productive activities but are selectively kept out of ads. This is innocuous distortion of reality by advertisers, as it predisposes women to unfair treatment by society. Not just stereotypical but unethical and offensive representations of women in advertisements work to their detriment and succeed in perpetuating gender hierarchy. On the role of media she writes that if media is sexist, advertising is undoubtedly regressive. In India, advertisers often treat women with disdain portraying them as if they have been created only to attend to man's creature comforts.

A study by Shahwar (2013) finds that the women are excessively and unnecessarily portrayed in the commercials. They are used as an attractive and eye-catching element to capture the attention of viewers. However, Zotos and Tsihla (2014) in their recent study allude to a decline trend of female stereotyping and an increasing trend of casting multiple gender roles; yet find female stereotyping still existing with different type and pattern.

Contrary to these, studies have also challenged the prevalence of stereotypical images of women in advertisements. Klassen Jasper and Schwartz (1993) find that since the early 1980s, traditional depictions of women have been decreasing. Though the traditional portrayal of women as dependent and housewife, still exists, their number appears to decrease in favor of decorative images.

### **2.1.6 Female role portrayal in Nepalese Advertisement**

Advertisement is the most neglected part of media while studying media and gender. Advertisement plays significant role in institutionalizing gender and may often exploit females through stereotypical presentation. Generally, contemporary advertisements represent existing society and culture. Very few to negligible numbers of researches have been conducted in this area in Nepal.

A study by Aryal (2008) finds after the study and analysis of contemporary magazines advertisement and television advertisements, that there is sort of gender discrimination. The most common patterns of projecting women in ads are as beautiful attractive girls/ladies. Projecting women as housewife and caring mother or wife is another very common pattern. Though, most of the ads in Nepal, both male and female are projected, the projecting pattern is completely different. Men are either shown more authoritative or powerful than female or they try to impress female making money or winning motorcycle. But, female in ads try to be attractive and beautiful, who make her hair smoother, dandruff free, cleans teeth to be near to boys and so forth.

Aryal (2008) also adds that women are more often seen as passive, dull, information-receiving and unintelligent consumers in the advertisements of tea or washing powders.

Furthermore, many Indian advertisements were dubbed in the Nepali language, and with Nepal and India sharing similar values and patriarchal social structures, those advertisements where women were in passive roles while men in stronger, bolder roles only further confirmed to the notion that there is a gender imbalance. Body positivity, women empowerment and non-binary gender equality issues have been advocated a lot in these past few years. But, advertisements have seen insufficient changes and they still have a long way to go.

Liechty (2010) has analyzed the media structure within the Nepalese context and has discussed about the consumer subjectivity which is a conceptual space of the consumer sphere. According to him, —the meaning of goods do not reside in the goods themselves but their meanings are first constructed in the privileged commercial domain of the consumer sphere where goods bask in the commercial value and ultimately meanings are derived in the interactions of individuals and groups who consume those goods by choice and out of social necessity . Thus consumer sphere carries the powerful meanings gained from media and such messages are deeply sowed in the local cultural systems.

Yubraj and Geeta (2002), argue that women in Nepal have lower status and they are virtually second-class citizen. The defective value system is an outcome of the society with an imbalance of power between its members. A patriarchal value system is at the

foundation of the Nepalese social structure, and is zealously protected by men wishing to sustain their control over it.

However, we can see gradual changes in the advertisement not significantly but it is changing. In the recent time, there have been more possibilities of women representation in an empowered position. Some of the advertisements also depict the women in a role of an engineer, doctor, politician and social workers. Previously such roles were the predetermined men's roles but the time has not been the same now.

For example, Unilever dropping 'Fair' from Fair & Lovely and rebranding the product (as Glow & Lovely). The fairness product was portrayed as an irreplaceable tool for women to get married, get a job, and be successful or famous which sent the wrong message in all its advertisements.

Similarly, Miss Nepal World 2018 Shrinkhala Khatiwada being cast in a cement advertisement where always men have been so prominent is also a sign of change. Her real-life academic credentials add value to the advertisement and also she has become a role model for many young women.

### **2.1.7 Types of Female Role portrayed in Advertisement**

#### **Portrayals of women as Homemaker/Weak**

Most studies (Das, 2000 & 2011; Manushi, 2000; Sharma, 2005; Dwivedy et al., 2009; Khare et al., 2011; Sukumar, 2014; etc.) report the overwhelming representation of women in family role, which includes the role of woman in advertisement as wife, mother, daughter, daughter-in-law, and other relationship roles, busy in taking care of the health and hygiene of the family members. Showing women performing domestic tasks and using household products in their homes is not objectionable. But the endless repetition of such portrayal in comparison to the other role portrayals suggests however that women's place is only in home and she is born only to do the household work. However, the trend appears to be on the decline in magazine as well as in TV-advertisements over the years (Sukumar, 2014). While in terms of quantity, the portrayal of women as housewives appears to be changing for the better, the quality of the housewife image shows less sign of improvement. Housewives are often shown as incapable of performing simple tasks, and dependent on male advice. They are allowed to take decision only for detergents, spices, soap,



hygiene, cleaning etc, but for the decision of the high value products like cars, loans, shares, men are shown as the decision makers.

### **Portrayals of Women as Decorative/ Sex Object**

Studies cite that advertisements overly and unnecessarily depict women in sensuous manner. The decorative role is an image that signifies beauty and symbolizes the physical ideal. The portrayal is glamorous and appealing and serves as a decorative focal point in the advertisements. Woman as sex object can also be defined as decorative, sexually attractive or alluring (Trivedi, 2014). Thus, Plakoyannaki and Zotous (2007) categorize both physically attractive role and the sex object as decorative role. The present study also follow the same pattern categorizing the concern for physical beauty and women as sexual object as decorative role of women.

Women are often shown in a sexual or vulnerable position in order to sell the product, whether it is an advertisement for shaving cream or alcoholic beverage. Physical appearance and beauty are often emphasized in advertisements rather than the product. Thin ideal is constantly advertised. Most of the models in advertisements are comprised of exaggerated features and are extremely thin. Dwivedi (2014) claims that in Indian television advertisements women are treated as an object or commodity. Advertisements frequently commodify women by exploiting their sexuality and by fragmenting their body into different parts. In exchange between the commodity and woman, a woman becomes the commodity.

### **Portrayals of Women as Empowered/Professional**

Due to liberalization, growing market economy, rapid development in education and employment, the role and status of women has undergone a drastic change. Though quite a good number of women all around the world are getting empowered in different field of life, contributing both towards their family and society, but still advertisers fail to capture this evolved norms. According to studies women are rarely seen as professional in advertisements. If they are shown as professionals, most of the time is depicted in clerical jobs, jobs of the sales women, nurse, airhostess (not as pilot) and teacher rather than in executive roles presenting some business agenda, solving business problems, heading meetings etc. Though today's advertisements have started showing women as doctors, as business leaders, in army, but their

numbers are few and countable. Trivedi, (2014) is right to mention that her role remained unchanged even if she is portrayed as professional women. Even if she is shown as doctors their patients are their children or as doctors their responsibility is to find out the suitable soap for their families or kids.

The present study also include this category for evaluation but with different name i.e. empowered female.

### **Portrayals of Women as Independent entity/Career-oriented**

Due to globalization, economic liberation and women movements, the role and status of women has undergone a drastic change, advertising industry though have started recognizing this change very late, yet the portrayal of women in advertisements is modified with their changing role in the society. Women with independent views, as career oriented, in untraditional activities are visible in advertisements. In contemporary advertisements, though small in number, women are shown in professional roles, making decisions on items and topics other than household, hygiene or beauty products, and sometimes they are portrayed as autonomous and equal to their male counterparts. Though stereotypical role is still there, they are shown in more sophisticated manner (MacKay & Covell, 1997; Sukumar & Venkatesh, 2011). Advertisements have started portraying women in progressive and empowered role; sometime portrayed in better position with better decision making abilities in comparison to their male counterparts. Women are shown in driving seats, as brand ambassador for automobiles, endorser for insurance policies, who believes in herself and is contributing immensely to society, along with contributing towards their home and work.

The present study has also incorporated this category but with different name i.e. career-oriented but with the same characteristic.

### **2.1.8 Cultivation Theory**

McQuail (2010) defined media effects as the intended and unintended consequences of exposure to mass media for behavioral, attitudinal and cognitive processes and cultivation theory maps the magnitude of these effects. Initially the theory was developed to observe whether continuous viewing of violent activities in TV cultivates the idea that the world is more violent than it really is (Gerbner & Gross,

1976). Gradually its use expanded and it has started to include perception effect of heavy viewing of a variety of media genres. Gerbner divides the audience of TV as heavy viewers and light viewers on the basis of their TV viewing levels, i.e. how much TV one views. Heavy viewers of television watched at least four hours of television per day; whereas light viewers averaged two hours or less of television per day (Dainton & Zelle, 2005). Television viewers who are more exposed to TV programme are predicted to be more likely exhibit perception and beliefs that reflect in the message of TV in comparison to the viewers who are less exposed to TV programme (Potter, 1994, p.1). Cultivation theory treats TV not as a window or reflection of the world, but as a world in itself' (McQuail & Windahl, 1993). Cultivation theorists argue that heavy TV viewers have a tendency to view the world as it is portrayed on television. Their attitudes are more consistent with the world of television than the real world (Chandler, 1995). The study of Hawkins and Pingree (1980), find that age, viewing habit and psychological conditions influence the cognitive ability and perception of a person on television reality. Television as a medium of mass media is dangerous as it is close to reality and provides the viewers with a multitude of feelings and experiences, which prompted the audiences to believe the world of television as real world (Gupta, 2012). This theory is relevant for the study as advertisements are an integral of the TV.

Cultivation theory argues that images that portray women who match the socio cultural ideal of beauty (extremely beautiful and thin) are extremely prevalent in popular media. As females constantly view images of tall, thin women that are shown in almost all the advertisements, there is a cumulative effect over time that many women adopt this unrealistic standard of beauty as reality. Thus most of the women consider ultra-thin females as normal, and determine those who do not live up to this ideal as abnormal (Schooler, Ward, Merriwether & Caruthers, 2004; Tiggemann, 2003). They even try their best to achieve that beauty and body image by using the respective advertised product endorsed by the models. Which ultimately lead to low self-esteem, dissatisfaction with their own bodies, a strong desire to be thinner, and disordered eating behavior (Schooler, et al., 2004).

Gupta (2012) claims that the perception of a young woman about her body can be changed by thirty minutes of television viewing. This implies the power of advertising

which is successful in convincing the society, how women are, or want to be, or should be.

## **2.2 Previous Study on Consumers' Attitude toward Female Role Portrayals in Ads**

The latest advertisements on health drinks, detergent cakes and powders, soaps, medicines, cosmetics, mobile advertisements have represented women in a very rigorous way – very energetic, dynamic, strong and enthusiastic. Majority of modern advertisements present a more realistic and balanced picture of a woman. There has been a general shift whereby advertisements have moved from showcasing women merely as tradition bound homemakers to those playing modern roles (Fatima, 2016). There is a shift in the portrayal of the woman in advertisements from a mere housewife to a career-oriented and professional with the independent identity and multiple identities, who is a super woman successful in balancing her personal and professional life (Sukumar & Venkatesh, 2011). But not a single of these progressive advertisements shows a woman with a family or long-term relationship, subtly implying a sort of mutual exclusivity between independence/empowerment and family life. The depiction of women in Indian magazine advertisements is in a more modern manner these days but the patriarchal norms still work behind the changed depiction (Mishra, 2015). Women are treated as a trophy or a gift which will be given to the person who uses the advertised product. They are shown as being easily attracted to or influenced by the person who is using the product being advertised (Raina, 2014). They are used as an attractive and eye-catching element to capture the attention of viewers.

Many studies investigate the impact of female portrayal in advertisements on attitudes and behaviors of consumers in the literature. For instance,

Lundstrom and Sciglimpaglia (1977) have done an analysis of attitudes of men and women consumers towards sex role portrayals and find that women are of more critical attitudes toward sexual role portrayals than men. They generally feel that neither men nor women are portrayed accurately in advertising. They further highlights that women from higher income and occupational status households, younger women, more highly educated women and women who are less traditional are the strongest critics of contemporary role portrayals.

Parallel results are also found by Ford, LaTour and Lundstorm (1991) as the study reveals that younger, educated and feminist oriented women are negatively affected by the offensive advertising and which affects their purchase intention. The results of the 1991 study showed that women were still critical of the way in which they were portrayed in advertising. Women still thought that advertisements treated them mainly as sex objects, showed them as fundamentally dependent on men and found the portrayal of women in advertising to be offensive.

In a study conducted by Rudman and Verdi (1993) the researchers compared the sexual and violent imagery of females and males in advertising and came out with the findings that female model were more likely than male models to be placed in submissive, sexually exploitive, and violent positions. Approximately 80% of the advertisements contained, female models that were posed in sexually exploitive postures. In half of the advertisements studied, female models were “dismembered” (i.e., body parts were excluded or obscured) by the camera angle or logo placement. Only 17% of men were portrayed in sexual roles compared to women in advertisements. Findings document that such patterns have been increasing over time.

Results of a study by Bhullar (2000) indicate that the respondents do not equally like all roles in which women are portrayed in ads, rather liking for some roles is much higher than for other roles. The ads showing woman in the role of mother and that showing woman in the role of working woman were liked the most. This was followed by the ad showing housewife. The ad which has been liked the least is the ad showing woman in the role of traditional glamour girl. She also found that men liked the ad portraying housewife significantly more than women, while women have liked the ad portraying modern glamour girl significantly more than men. It was found that overall liking towards portrayal of women in different roles is more dependent on the age of the respondents than on the sex of the respondents.

Harker et al. (2005) examined the attitude of people towards gender portrayal in advertising in Australia. The results revealed that in Australian people generally are not duly offended by ads that portray women in a stereotypical way. The traditional ‘pessimist’ feminist group exhibited offense, whereas the ‘optimist’ feminist group expressed less concerns about the portrayal of women in a stereotype way. The results

found that modern women are more critical towards role portrayal in ads. It also observed that advertisers are still falling short of realistic role portrayals and women remain dissatisfied with their current role depiction.

Jeong, Se Hoon and Hwang, Yoo Ri (2007) attempted to test the effects of viewer gender and degree of nudity on viewers' responses to ads that contain male or female nudity. Results showed significant main effects of viewer gender such that when viewing ads that feature female nudity, male viewers react more favorably compared to females, whereas, when viewing male nudity, females react more favorably to the ad. The study findings supported the opposite sex effect suggested in previous research. In addition, a significant interaction between viewer gender and degree of nudity on viewers' responses to male nudity ads was found. Specifically, the opposite sex effect of ads containing male nudity could be found only with explicit nudity but not with suggestive nudity ads.

In terms of the literature concerning actual consumer responses to stereotypic ads, there seems to be considerable agreement among researchers that women tend to believe that advertising in general does not portray them in a realistic manner (Christy 2006; Ford and LaTour 1996; Harker, Harker, and Svensen 2005; Lundstrom and Sciglimpaglia 1977; Zimmerman and Dahlberg 2008).

Studies performed on the sample of 100 final-year undergraduate students of both genders have shown that men and women share certain similarities, but they also show differences in the perception of sexual contents in commercials (Torlak, 2010, 56). Final-year female students recognized sexual appeals in the way of representation of women to a greater extent (28%) compared to male portion of the student population (6%). Contrariwise, men described physical characteristics of models (e.g. physical beauty, body and type of clothes) in more detail than women. Nevertheless, although men provided such description to a greater extent (71%), women, too, found physical features important (58%). Models' movements and other non-verbal behavior were also important for both women (37%) and men (37%). These studies demonstrate that men and women have different reactions to sexual stimuli, meaning that the respondents' gender has a significant influence on the perception of sexual contents of advertising messages (Torlak, 2010, 56).

Kolman & Verčić (2012) aim to find out more about the potential differences between Croatian male and female consumers in the way they perceive gender roles and stereotyping in advertising. Through the research it came out that respondents recognized various elements of gender stereotyping such as age, work roles, objectification and the gender of the over voice. In most cases female respondents recognized gender roles in advertising as negative and stated negative attitudes towards them. On the other hand male respondents recognized mentioned stereotypes but were mainly indifferent to them.

Lee (2012) reviewed 70 articles related to magazine and TV advertisements and finds parallel results with Lundstrom and Sciglimpaglia (1977) and Ford et.al. (1991). The study reveals that the younger and better educated women are more likely to be offended by the offensive sex role portrayal of women in advertising. The study further highlights that sex role portrayal varies according to the culture and product categories.

Daechun (2013) explores though the majority of Koreans are offended by the traditional portrayal of women in advertisements, Korean women in comparison to men are more offended by these types of portrayal. The survey conducted by Asemah, Edegoh, and Ojih, (2013), concludes that women are not satisfied with the way and manner they are portrayed in television advertising. They are mostly portrayed in traditional role of a mother or beauty or sex symbol and which do not represent women's diversity. They were over represented in advertisements for cosmetics and were less likely to appear in advertisements for cars, trucks and related products.

The study by Mehmood and Malik (2014) reveals that most of the respondents do not like the depiction of western women in Pakistani advertisements as it does not match the cultural value of their country. The respondents felt that women in men's product advertisements are mostly shown as the sex objects, which may lead to negative perception about advertisements as well as those brands.

Krishna, Kandavel & Pawline (2015) conducted a study on "A Study on Portrayal of Women in Advertisements and Its Effect on Cultural Values". Through the research, it was found out that media seems to greatly impact opinion & attitude of media users. Objectionable content in advertisements seem to be influencing the cultural values, leaving an immutable mark in our minds. The response for the question based on

portrayal of women in advertisements makes us conclude that most of the people are unhappy with the contents of advertisements. The results argue that the portrayal in advertising is changing the concept of respect about women, spreading uncultured values and also indicate women's physical beauty as an instrument to induce the products demands.

Kumar (2017) conducted a study on “Representation of Women in Advertisements”. The primary purpose of this paper is to understand people’s perception about overt sexuality and objectification of women in advertisements through the ages. The paper helps analyze consumer’s perspective on overt sexuality and though researcher has found that the use of sexual appeals attracts consumers it is also believed that the blatant use of such themes build a negative image about the brand in the consumers mind. The study also shows how these advertisements are primarily targeted at younger groups that have a broader perspective and a more open mindset.

Based on the results of different studies and making a research, researchers concluded that the image of women in modern commercials is quite distorted, as well as their image in society, having in mind a great influence of advertising as a means of marketing communication (Stanković et al., 2018). The consumers’ attitudes reflected in the survey contribute to the fact that they have recognized such a negative practice and they did not approve of it to a large extent. This refers to, above all, unrealistic representation of a woman’s body as well as its exploitation and objectification for the purposes of creating a sexual appeal (Stanković et al., 2018).

However, the fact that the majority of respondents of this research agreed with the statement that the product would sell better if it were advertised by a beautiful and attractive girl creates a paradox, although the majority of respondents had an opinion that such a factor would not influence them to buy (Stanković et al., 2018).



### 2.3 Summary of Literature Review

Table 1.3

*Summary of Literature Review*

<b>Authors</b>	<b>Major Findings</b>
<b>Female Role Portrayals</b>	
Courtney & Lockeretz (1971)	Women have been portrayed as homemakers, dependent on men, as sex objects or as not making important decisions.
Dominick and Rauch (1972)	Female were mostly portrayed in the role of housewife/mother and often presented in home settings and for household products.
(Belkaoui & Belkaoui, 1976; Venkatesan & Losco, 1975; Schneider & Schneider, 1979)	General trend toward a more modern and more realistic depiction of women in advertising
Sullivan and O' Connor (1988)	In the magazine advertisements of UK, women are portrayed as dependent, in need of protection, homemaker and sex object.
Kang (1997)	Even though not exclusively portrayed in the stereotypical mother and housewife roles anymore, other, more subtle ways were found to be used to portray women as inferior to men.
Schaffter (2006)	Mostly pushed to domestic roles and portrayed by beautiful models in eye-catching ads.
Shahwar (2013)	They are used as an attractive and eye-catching element to capture the attention of viewers.
Zotos and Tsihla (2014)	Recent study allude to a decline trend of female stereotyping and an increasing trend of casting multiple gender roles; yet find female stereotyping still existing with different type and pattern.
Kapil (2008)	The most common patterns of projecting women in ads are as beautiful attractive girls/ladies. Projecting women as housewife and caring mother or wife is another very common pattern.
Yubraj and Geeta (2002)	Women in Nepal have lower status and they are virtually second-class citizen

Summarization of Role Portrayal in Ads	Sex/Decorative object, Empowered, Career-Oriented	Homemaker, Weak,
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**Consumers' Attitudes Towards Female Role Portrayals**

Lundstrom and Sciglimpaglia (1977) Women are of more critical attitudes toward sexual role portrayals than men, added that neither men nor women are portrayed accurately in advertising. Younger women, more highly educated women and women who are less traditional are the strongest critics of contemporary role portrayals.

Ford, LaTour and Lundstorm (1991) Females thought that advertisements treated them mainly as sex objects, showed them as fundamentally dependent on men and found the portrayal of women in advertising to be offensive.

Bhullar (2000) Male liked the ad portraying housewife significantly more than female, while female have liked the ad portraying modern glamour girl significantly more than male.

Harker et al. (2005) Modern women are more critical towards role portrayal in ads. It also observed that advertisers are still falling short of realistic role portrayals and women remain dissatisfied with their current role depiction.

Jeong, Se Hoon and Hwang, Yoo Ri (2007) Supported the opposite sex effect, i.e. male viewers react more favorably to female nudity compared to females.

(Christy 2006; Ford and LaTour 1996; Harker, Harker, and Svensen 2005; Lundstrom and Sciglimpaglia 1977; Zimmerman and Dahlberg 2008). Considerable agreement among researchers that women tend to believe that advertising in general does not portray them in a realistic manner.

(Torlak, 2010) Men and women have different reactions to sexual stimuli, meaning that the respondents' gender has a significant influence on the perception of sexual contents of advertising messages.

Kolman & Verčić (2012) Female respondents recognized gender roles in advertising as negative and stated negative attitudes towards them. On the other hand male respondents recognized mentioned stereotypes but were mainly

	indifferent to them.
Lee (2012)	Younger and better educated women are more likely to offend by the offensive sex role portrayal of women in advertising.
Daechun (2013)	Though the majority of Koreans are offended by the traditional portrayal of women in advertisements, Korean women in comparison to men are more offended by these types of portrayal.
Asemah, Edegoh, and Ojih, (2013)	Women are not satisfied with the way and manner they are portrayed in television advertising. They are mostly portrayed in traditional role of a mother or beauty or sex symbol and which do not represent women's diversity.
Mehmood and Malik (2014)	Respondents showed negative attitudes towards female role in ads as it does not match the cultural value of their country. Women in men's product advertisements are mostly shown as the sex objects, which may lead to negative perception about advertisements as well as those brands.
Krishna, Kandavel & Pawline (2015)	It was found out that media seems to greatly impact opinion & attitude of media users. Research conclude that most of the people are unhappy with the contents of advertisements. The results argue that the portrayal in advertising is changing the concept of respect about women, spreading uncultured values and also indicate women's physical beauty as an instrument to induce the products demands.
Kumar (2017)	It is also believed that the blatant use of such themes build a negative image about the brand in the consumers mind though researcher has found that the use of sexual appeals attracts consumers. The study also shows how these advertisements are primarily targeted at younger groups that have a broader perspective and a more open mindset.
(Stanković et al., 2018)	The consumers' attitudes reflected in the survey contribute to the fact that they have recognized such a negative practice and they did not approve of it to a large extent.

## 2.4 Research Gap

Many studies has been conducted to examine and analyze the impact of portrayal of female roles on consumers' attitudes in west as well as many south Asian countries. But in context of Nepal, there is no published research in this area of study. Research on exploration of female roles on Nepalese advertisement has been conducted. In particular, most of the attention has focused upon the changing role of women in contemporary society. Much of the research has been limited to the examination of sex role portrayals in advertising. This is the knowledge gap for the further research. This study is a sincere attempts at filling the knowledge gap to show the significant impact of portrayals of female roles on consumers' attitudes. This study incorporates the five different major roles of female derived from past literatures that are portrayed in advertisement to examine their impact on consumers' attitudes.

## 2.5 Theoretical Framework

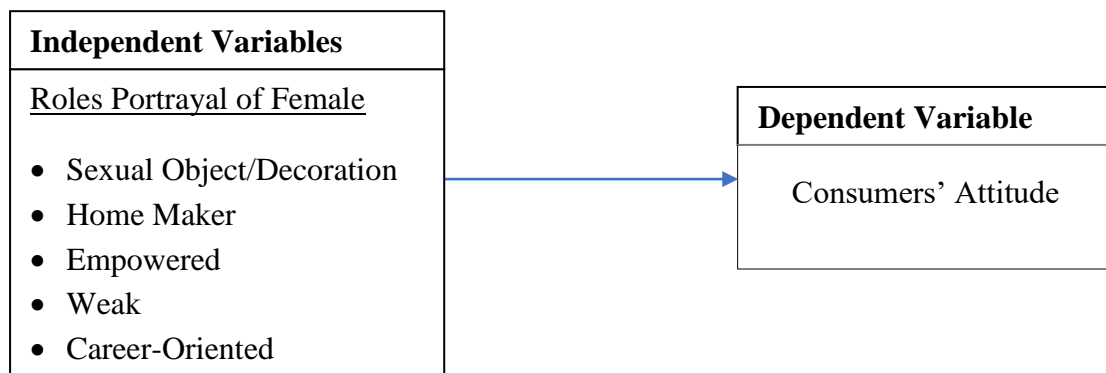


Figure 1: Theoretical Framework

Sources: Adapted from DeYoung, S., Crane, F.G., 1992; Salem, M. Z., Baidoun, S., Walsh, G., & Sweidan, N. (2019).

## 2.6 Operational Definition of Key Terms and Variables

The following words used in the study have been identified with a view to clarify the connotation in which they are used in the present study.

**Advertising:** Advertising is the non-personal communication of information usually paid for and usually persuasive in nature about products, services or ideas by identified sponsors through thevarious media” (Bovee, Thill & Dovel, 1995).

**Role:** According to Genilloud and Wegmann, (2000) role is an abstraction of the behavior of an object that consists of a subset of the interactions of that object

together with a set of constraints on when they may occur. The term role denotes a set of expectations and obligations associated with a vertical status position within a group or social situation (Pandya, 2008, p. 63). In advertisement world the part played by a character in an advertisement is defined as the role of that character. In the current study mainly four types of the role, i.e. the Family role, Working role, Career-Oriented role, the Sex/Decorative role, Empowered role portrayed by women in advertisements are identified and examined.

**Portrayal:** Portrayal refers to the depiction of someone or something in a particular way, are presentation. It dramatically represents the character by speech, action and gesture. (<http://www.thefreedictionary.com/portrayal>).

**Career-Oriented:** Career-Oriented woman is the woman/ girl who can think independently without taking the help of others and without caring what the other people are thinking about her. Sometime she is portrayed as the boss and has dominant role portrayal over man.

**Sex object:** It includes the portrayal of a woman in an advertisement where her body and body parts are used to sell the product. Women's body part was coded as sex object was determined by facial expression, posture, activity (caressing the objects or another person in a suggestive manner), make-up, etc. (Goffman, 1979; Lin & Yeh, 2009).

**Home maker:** Representation of women as a home maker includes the role of woman in advertisement as wife, mother, daughter, daughter-in-law, and other relationship roles, busy in taking care of the health and hygiene of the family members. (Das, 2000 & 2011; Manushi, 2000; Sharma, 2005; Dwivedy et al., 2009; Khare et al., 2011; Sukumar, 2014; etc.)

**Weak:** Weak women are those that are shown as incapable of performing simple tasks, and dependent on male advice. They are allowed to take decision only for detergents, spices, soap, hygiene, cleaning etc, but for the decision of the high value products like cars, loans, shares, men are shown as the decision makers. (Das, 200 & 2011; Manushi, 2000; Sharma, 2005; Dwivedy et al., 2009; Khare et al., 2011; Sukumar, 2014; etc.)

**Empowered:** Women's empowerment refers to “women's ability to make strategic life choices where that ability had been previously denied them” (Malhotra et al., 2009). It involves the action of boosting the status of women through literacy, education, training and raising awareness (Alvarez and Lopez, 2013).

**Attitudes:** “Attitudes” refer to summary evaluations of people, groups, ideas, and other objects, reflecting whether individuals like or dislike them. (Wolf, Haddock and Maio, 2020)

**Gender:** Gender is a socially constructed identity that rests on a binary dyad and is constituted by both men and women. It describes not only the socially constructed differences between men and women, but also the stereotypes of masculinity and femininity (Dominelli, 2007).

**Products:** A product can be a service or an item and offered someone to satisfy a need or want or for sale. (<http://economictimes.indiatimes.com/definition/product>). In the present study product refers to the categories such as house-hold products, cosmetics products, food and beverages, health & hygiene, automobiles and related products, etc.

## **CHAPTER III**

### **RESEARCH METHODS**

This chapter outlines the research methods used in the study including the research design, population and sample size, details of data collection, nature and sources of data and statistical tools, method of data analysis and reliability of the instrument employed to generate results.

#### **3.1 Research Design**

The study was based on descriptive and exploratory research design which are according to the purpose of the study which is to study the impact of Portrayal of female roles in ads on consumers' attitudes for consumer products in Nepal. Quantitative approach and survey method is used to conduct this study and explain the cross-sectional data which means the data were collected at only one point in time. Relevant data and information required for the study were collected, evaluated and analyzed systematically to arrive at a conclusion, during the study period.

#### **3.2 Population and Sample**

The population of the study is all the viewers of the mass media advertisements. The sampling frame is the viewers of advertisement that lies between the age group of 20-50. Due to Covid-19 restriction results in lockdown all over the Nepal, researcher was unable to collect all the 315 data that were distributed. Researcher collects 100 responses by distributing questionnaires physically from her hometown. Rest of the data were collected through Facebook messenger where researcher has friend list with the majority of 20-50 age group. The research is carried out on the sample of 316 respondents of age 20-50, with an aim of examining the attitudes of consumers toward the representation of female in Nepalese advertisements for consumer products broadcast on TV, published in electronic media, and the press.

A structured questionnaire was constructed and distributed partly personally and partly online to at least 390 individuals, who are selected based on the convenience sampling method.

Only 315 responses were recorded. A more or less equal representation has made gender wise. The questionnaire was constructed on scaled format with the following components:

- Personal information
- Female exploitation in advertisements
- Consumers' attitudes towards the portrayal of female roles in advertisement

### **3.3 Nature and Sources of Data**

This research is based on primary sources of data. Primary data was collected through survey method using structured questionnaire. Questionnaire consisted of three sections. The first section included questions related to the individuals' socio-economic characteristics like gender, age, education level, marital status, and occupation. The second section included questions related to consumers' awareness regarding female exploitation in advertisement. The last section included the questions related to consumers' attitudes towards the female portrayal in advertisement using Likert scale.

### **3.4 Instrumentation**

The study was based on survey method to collect data. The questionnaire employed in this study was adopted from the study of Tokmak, Gizem. (2017), Theodoridis, Prokopis & Kyrousi, Antigone & Athina, Zotou & Panigyrakis, George. (2013), DeYoung, S. & Crane, F.G. (1992), Nagi (2014). The second part of the questionnaire includes the independent variable which was the "Roles Portrayal of Female" and to measure it, the statements were adopted from the study of Tokmak, Gizem. (2017), Theodoridis, Prokopis & Kyrousi, Antigone & Athina, Zotou & Panigyrakis, George. (2013), DeYoung, S. & Crane, F.G. (1992), Nagi (2014) and it asked the respondents to rate their answers on fifteen statements. The answers were coded on the five point scale as 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree and 5 = Strongly Agree. The moderating variable for the study was gender of the individuals. The dependent variable of the study "Consumers' Attitude" was measured by asking respondents to rate their answers on six statements about how they feel and what attitudes they hold regarding female exploitation in ads. Answers were transformed into the variable "Consumers' Attitude" and was coded on the five point scale as 1 =



Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree and 5 = Strongly Agree. This can be found in the third part of the questionnaire.

The beginning of the questionnaire includes questions about gender, age, education, marital status, employment status, and current occupation. Gender was measured as female = 2 and male = 1. Age was measured in age group using three categories: 1 = 20-30, 2 = 31-40, and 3 = 41-50. Education level was measured using five categories: 1= School, 2= High School, 3= College, 4= University, 5= other. Marital Status was measured using 2 categories: 1= Unmarried, 2= Married. The current occupation was measured using a four categories where Student= 1, Unemployed= 2, Employed= 3, and Self Employed = 4.

### 3.5 Reliability and Validity of the Instrument

Reliability of both the dependent and independent variables were determined by using Cronbach alpha by collecting responses from 45 respondents.

Table 3.5

*Reliability of Instrument*

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
Sexual Object/Decoration 0.783	0.786	3
Homemaker 0.857	0.857	3
Weak/Dependent 0.843	0.842	3
Empowered 0.798	0.799	3
Career-Oriented 0.78	0.781	3
Consumers' Attitudes 0.86	0.862	6
Female Roles Portrayal and Consumers' Attitude 0.887	0.886	21

The construct validity was done through exploratory factor analysis. The construct SO has got 60.49%; HM with 65.34%; Weak with 74.20%; EM with 57.44%; CO with 72.09%. The results indicate that there is construct validity in each constructs.

### **3.6 Data Analysis Tools/Model**

The data obtained from the survey was processed and analyzed using SPSS and Microsoft Excel. First of all, the data collected are coded and entered in the SPSS statistics 20. And Microsoft Excel is used to organize, manage the data. The study uses the following methods of data analysis.

The statistical tools that are used in this study are Descriptive Statistics, Independent sample t-Test, One-way ANOVA, Correlation & Regression Analysis (Alsmadi, S., 2005; Klaus, Nathan & Bailey, Ainsworth, 2008; Krishna, A., Kandavel, S., Pawline, M., 2015).

#### **Descriptive Analysis**

Descriptive statistics consists of frequency, mean, percentage, standard deviation, minimum, and Maximum to describe the characteristics of the data. Frequency is used for respondent profile. Mean, standard deviation, minimum and maximum are used to assess the consumers' opinion and consumers' attitudes towards female role portrayals in ads. Overall female role portrayal in ads is measured by averaging the mean score of six roles depicted in ads: Sexual/Decorative, Homemaker, Weak, Empowered, Career-Oriented.

#### **Correlation analysis**

Correlation analysis is used to examine the relationship between variables. It indicates how or to what extent variables are associated with each other. The relationship between female roles portrayal and consumers' attitudes toward it is determined by correlation analysis.

#### **Regression analysis**

The Multiple Regression Model is used to identify dominant factor among the five dimensions of female roles and which of them have a significant impact on

consumers' attitude. Multiple correlation coefficients (R), coefficient of determination ( $R^2$ ), adjusted  $R^2$ , and the standard error of the estimate is calculated through SPSS.

## CHAPTER IV

### ANALYSIS AND RESULTS

This chapter presents the analysis of data and interpretation of results of the study. The data collected were analyzed and presented in tabular form. It includes the demographic profile of respondents, reliability statistics, correlation and their interpretations. It further intends to answer the research questions, fulfil the objectives and test the hypotheses. It includes the respondent's profile, female role portrayed in advertisement and consumers' attitudes towards female role in advertisement analysis and the relationship among them. It also includes the dominant factor of female role which affects the consumers' attitudes and the moderating role of gender on the relationship between female role portrayals and consumers' attitudes towards it along with their interpretations.

#### 4.1 Demographic profile of respondents

Table 4.1

*Demographic Profile of Respondents*

	Frequency	Percent
<b>Gender</b>		
Male	150	47.5
Female	166	52.5
<b>Age</b>		
20-30	249	78.8
31-40	64	20.3
41-50	3	0.9
<b>Education Level</b>		
High School	6	1.9
College	66	20.9
University	240	75.9
Other	4	1.3
<b>Marital Status</b>		
Unmarried	225	71.2
Married	91	28.8
<b>Current Occupation</b>		
Student	113	35.8
Unemployed	5	1.6
Employed	158	50
Self Employed	40	12.7

The demographic profiles of respondents include the information about the respondents such as gender, age, education level, marital status, and current occupation. Three hundred and fifteen (385) questionnaires were sent out but only three hundred and sixteen responses (316) could be collected. Out of the total 316 respondents, 52.5% of the respondents were female whereas the 47.5% were male respondents. Majority of 78.8% belonged to the age group of 20-30 years, 20.3% belonged to 31-40 years and 0.9% belonged to the age group of 41-50 years. As per the educational level, 1.9% had the educational qualification of high school (plus 2), 20.9% had college (bachelor's level) qualification, 75.9% had university (master's level) qualification, and 1.3 have other educational qualification. It is apparent that the respondents had a sound educational background as the maximum number of respondents had master's level qualification. Out of the 316 respondents, 71.2% were unmarried and 28.8% were married. 35.8% of respondents are student and are currently studying, 1.6% are unemployed and didn't have their own source of income, 50% respondents are employed, and 12.7% are self-employed.

#### 4.2 Mean Scale Measurement (Item wise)

The research aimed to find the significant impact of female role portrayal in advertisement on consumers' attitude. Mean, Standard Deviation, Minimum, and Maximum are used to assess the consumers' agreement towards the depiction of different role of female in advertisement. It is presented following tables.

##### 4.2.1 Sexual/Decorative Role

Table 4.2.1

*Consumers' Opinion on Sexual/Decorative Role*

<b>Sexual/Decorative Object</b>	<b>N</b>	<b>Minimum</b>	<b>Maximum</b>	<b>Mean</b>	<b>Std. Deviation</b>
Nepalese advertisements on consumer goods show female in highly sexualized way, especially those targeting men.	316	1	5	3.63	1.035
Nepalese advertisements on consumer goods emphasize on female	316	1	5	3.83	0.962

beauty and charm rather than the product itself.

Nepalese advertisements on consumer goods shows female ads seek more attention by portraying in sensuous manner.

316	1	5	3.6	0.986
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The mean score is highest for the statement ‘Nepalese advertisements on consumer goods emphasize on female beauty and charm rather than the product itself.’ i.e. 3.83, which means that on an average most of the respondents agree that Nepalese ads focus more on female beauty and charm rather than the product endorsed. The mean score is lowest for the statements ‘Nepalese advertisements on consumer goods shows female ads seek more attention by portraying in sensuous manner.’ i.e. 3.63, among items in the sexual/decorative objects. Hence, on an average, most of the respondents slightly agree that females used in ads seek more attention by portraying them in sensuous manner.

#### 4.2.2 Homemaker Role

Table 4.2.2

*Consumers' Opinion on Homemaker Role*

<b>Homemaker</b>	<b>N</b>	<b>Minimum</b>	<b>Maximum</b>	<b>Mean</b>	<b>Std. Deviation</b>
Nepalese advertisements on consumer goods suggest a female's place is in the home.	316	1	5	3.52	1.145
Nepalese advertisements on consumer goods portray female mainly in household activities.	316	1	5	3.64	1.102
Nepalese advertisements on consumer goods use female excessively even in the product that are used by both male and female. (For e.g. home appliances etc.)	316	1	5	3.78	0.906

The mean score is highest for the statement ‘Nepalese advertisements on consumer goods use female excessively even in the product that are used by both male and female. (For e.g. home appliances etc.)’ i.e. 3.78, which means that on an average most of the respondents agree that Nepalese ads use female excessively even those product are used by both male and female. The mean score is lowest for the statements ‘Nepalese advertisements on consumer goods suggest a female's place is in the home.’ i.e. 3.52, among items in the homemaker role. Hence, on an average, most of the respondents slightly agree that ads reflect women place is in home.

### 4.2.3 Weak Role

Table 4.2.3

*Consumers' Opinion on Weak Role*

<b>Weak</b>	<b>N</b>	<b>Minimum</b>	<b>Maximum</b>	<b>Mean</b>	<b>Std. Deviation</b>
Nepalese advertisements on consumer goods depicted female as the "weaker sex".	316	1	5	3.57	1.173
Nepalese advertisements on consumer goods reflect female as one who do not make important decision.	316	1	5	3.37	1.171
Nepalese advertisements on consumer goods portray female as financially dependent on male. (for e.g. remittance ads)	316	1	5	3.73	0.946

The mean score is highest for the statement ‘Nepalese advertisements on consumer goods portray female as financially dependent on male (for e.g. remittance ads).’ i.e. 3.73, which means that on an average most of the respondents agree that Nepalese ads shows female as unemployed and weak one who is financially dependent on male. The mean score is lowest for the statements ‘Nepalese advertisements on consumer goods reflect female as one who do not make important decision.’ i.e. 3.37, among items in the weak role. Hence, on an average, most of the respondents slightly agree that females in ads are portrayed as the one who does not make important decision.

#### 4.2.4 Empowered Role

Table 4.2.4

*Consumers' Opinion on Empowered Role*

<b>Empowered</b>	<b>N</b>	<b>Minimum</b>	<b>Maximum</b>	<b>Mean</b>	<b>Std. Deviation</b>
Very few Nepalese advertisements on consumer goods portray female as the 'empowered one'.	316	1	5	3.66	1.05
Very few Nepalese advertisements on consumer goods suggest that female should come up openly and boldly against domestic violence	316	1	5	3.85	0.943
Very few Nepalese advertisements on consumer goods present female in refreshing concepts such as body-positive, self-care, and challenging social taboo.	316	1	5	3.61	0.987

The mean score is highest for the statement 'Very few Nepalese advertisements on consumer goods suggest that female should come up openly and boldly against domestic violence.' i.e. 3.85, which means that on an average most of the respondents agree that very few Nepalese ads are now empowering female to come up openly and boldly against domestic violence. The mean score is lowest for the statements 'Very few Nepalese advertisements on consumer goods present female in refreshing concepts such as body-positive, self-care, and challenging social taboo.' i.e. 3.61, among items in the empowered role. Hence, on an average, most of the respondents slightly agree that very few Nepalese ads present females in refreshing concepts.



#### 4.2.5 Career-Oriented Role

Table 4.2.5

*Consumers' Opinion on Career-Oriented Role*

Career-Oriented	N	Minimum	Maximum	Mean	Std. Deviation
Very few Nepalese advertisements on consumer goods portray female as the 'career oriented'.	316	1	5	3.6	1.152
Very few Nepalese advertisements on consumer goods present female in an 'entrepreneurial role'.	316	1	5	3.39	1.167
Very few Nepalese advertisements on consumer goods portray female proficient in new technology (for e.g. mobile banking, online payment etc.)	316	1	5	3.75	0.946

The mean score is highest for the statement 'Very few Nepalese advertisements on consumer goods portray female proficient in new technology (for e.g. mobile banking, online payment etc.)' i.e. 3.75, which means that on an average most of the respondents agree that very few Nepalese ads use female as the one who is expert in technological field. The mean score is lowest for the statements 'Very few Nepalese advertisements on consumer goods present female in an 'entrepreneurial role'.' i.e. 3.39, among items in the homemaker role. Hence, on an average, most of the respondents slightly agree that ads present women in entrepreneurial role.

#### 4.2.6 Consumers' Attitude

Table 4.2.6

*Consumers' Attitudes towards Female Role Portrayal in Ads*

<b>Consumers' Attitude</b>	<b>N</b>	<b>Minimum</b>	<b>Maximum</b>	<b>Mean</b>	<b>Std. Deviation</b>
I am not attracted by advertisements that do not reflect the full range of roles of females in society.	316	1	5	3.35	1.064
I don't like the usage of female sexuality in advertisements.	316	1	5	3.96	1.089
The advertisements where female are treated merely as an object to sell products need to be altogether abandoned.	316	1	5	3.91	0.982
I object to the objectification of female in advertisements.	316	1	5	3.84	1.015

The mean score is highest for the statement 'I don't like the usage of female sexuality in advertisements.' i.e. 3.96, which means that on an average most of the respondents agree that they do not like the ads that portrayed female sexuality. The mean score is lowest for the statements 'I am not attracted by advertisements that do not reflect the full range of roles of females in society.

' i.e. 3.35, among items in the consumers' attitude. Hence, on an average, most of the respondents slightly agree that they are not attracted by the ads that does not portray the full range of females in society.

#### 4.3 Test of Normality (Item wise)

In order to determine whether the data is normally distributed or not, Shapiro-Wilk test of normality was conducted item wise. The summary of the test is presented in the Table 4.3 (appx). We reject the null hypothesis of normal population distribution at

alpha= .01. The p-value < 0.01 which indicates that the data is highly normally distributed.

#### 4.4 One-Sample t-Test (Item wise)

The one-sample t-Test determines the significance of mean value.

In table 4.4 (appx), p-value < .05. The null hypothesis assumes that respondents have neutral opinion and attitude regarding the exploitation of female in Nepalese advertisement, i.e. mean value = 3. So, null hypothesis is rejected that assert there is no significant differences in respondents' opinion and attitude on the statements regarding the female roles portrayal in ads.

Based on the results, it can be stated that there is a significant difference in the mean value of the respondents' opinion and attitude. The average mean value of respondents' opinion and attitude is above neutral and more towards agreement on every statements of each category variables.

#### 4.5 Mean Scale Measurement (Category wise)

Table 4.5

##### *Descriptive Analysis of Variables*

	N	Minimum	Maximum	Mean	Std. Deviation
SO	316	1	5	3.6857	0.77322
HM	316	1	5	3.6477	0.85346
Weak	316	1	5	3.558	0.94681
EM	316	1	5	3.7068	0.75299
CO	316	1	5	3.577	0.92585
CA	316	1	5	3.765	0.81526

The independent variable empowerment role has the highest mean score of 3.70 which indicates that respondents agree that very few advertisement portray female in empowered role and come up with refreshing roles in ads. It is followed by sexual object with the mean score 3.68 which implies that respondents agree that female are portrayed in highly sexualized way and ads often used them as a decorative object.

The dependent variable consumers' attitudes has mean score 3.76. It indicates that respondents agree that they do not like the sexuality in ads and want more diverse role

of female that represent the modern society. Moreover, they feel that such ads need to be altogether abandoned.

#### 4.6 Test of Normality (Category wise)

In order to determine whether the data is normally distributed or not, Shapiro-Wilk test of normality was conducted category wise. The summary of the test is presented in the table 4.6.

Table 4.6

*Summary Statistics of Tests of Normality*

	Kolmogorov-Smirnova			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
SO	0.148	316	0	0.948	316	0
HM	0.125	316	0	0.96	316	0
Weak	0.142	316	0	0.953	316	0
EM	0.148	316	0	0.947	316	0
CO	0.141	316	0	0.953	316	0
CA	0.126	316	0	0.943	316	0

a Lilliefors Significance Correction

We reject the null hypothesis of normal population distribution at alpha= .01. The p-value < 0.01 which indicates that the data is highly normally distributed.

#### 4.7 One-Sample t-Test (Category wise)

Table 4.7

*One-Sample t-Test (Category wise)*

	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
SO	15.763	315	0	0.68565	0.6001	0.7712
HM	13.49	315	0	0.64768	0.5532	0.7421
Weak	10.477	315	0	0.55802	0.4532	0.6628
EM	16.685	315	0	0.70675	0.6234	0.7901

CO	11.079	315	0	0.577	0.4745	0.6795
CA	16.681	315	0	0.76503	0.6748	0.8553

In table 13, p-value < .05. The null hypothesis assumes that respondents have neutral opinion and attitude regarding the exploitation of female in Nepalese advertisement, i.e. mean value = 3. So, null hypothesis is rejected that assert there is no significant differences in respondents' opinion and attitude regarding the female roles portrayal in ads.

Based on the results, it can be stated that there is a significant difference in the mean value of the respondents' opinion and attitude. The average mean value of respondents' opinion and attitude is above neutral and more towards agreement.

#### 4.8 Assessment of Opinion on Female Roles Portrayal in Nepalese Advertisement across Demographic Variables.

To identify the differences in opinion on female roles portrayal in advertisement across the demographic variables (gender, age, educational level, marital status, and current occupation), independent t-Test and one-way ANOVA are conducted.

##### 4.8.1 Independent Sample t-Test for Gender Differences on Consumers' Opinion towards Female Roles Portrayal

Table 4.8.1

*Independent Sample t-Test for Gender Differences on Consumers' Opinion towards Female Roles Portrayal in Ads*

Group Statistics					
Please specify your gender		N	Mean	Std. Deviation	Std. Error Mean
SO	Male	150	3.4911	0.77786	0.06351
	Female	166	3.8614	0.72767	0.05648
HM	Male	150	3.3911	0.82806	0.06761
	Female	166	3.8795	0.81083	0.06293
Weak	Male	150	3.2822	0.91204	0.07447
	Female	166	3.8072	0.91028	0.07065

EM	Male	150	3.5244	0.75019	0.06125
	Female	166	3.8715	0.71883	0.05579
CO	Male	150	3.3111	0.88628	0.07236
	Female	166	3.8173	0.8971	0.06963

In the table 4.8.1, for the SO role category, the mean value for 150 male respondents is 3.49 which is above neutral and mean value for the 166 female respondents is 3.86 which shows the agreement for the statements of SO role. For the HM role category, the mean value for 150 male respondents is 3.39 which is above neutral and mean value for the 166 female respondents is 3.87 which shows the agreement for the statements of HM role. For the Weak role category, the mean value for 150 male respondents is 3.28 which is above neutral and mean value for the 166 female respondents is 3.80 which shows the agreement for the statements of Weak role. For the EM role category, the mean value for 150 male respondents is 3.52 which is above neutral and mean value for the 166 female respondents is 3.87 which shows the agreement for the statements of EM role. For the CO role category, the mean value for 150 male respondents is 3.3 which is near neutral and mean value for the 166 female respondents is 3.81 which shows the agreement for the statements of CO role.

The p-value is less than 0.05 ( $p\text{-value} < 0.05$ ) (refer table 4.8.1, appendix). It means that the mean value for male and female is different which reject the assumption of null hypothesis that male and female have same opinion/agreement towards the female roles portrayal in ads. From this research, it is found that male and female agreement towards female roles portrayals in ads is different.

Based on the results, it can be stated that female respondents compare to male agree that females in ads are portrayed in highly sexualized way, weak one who cannot make their own decision. In addition, females than males agree that very few ads depict women in empowerment and career-oriented role.

#### 4.8.2 Independent Sample t-Test for Age Group Differences on Consumers' Opinion towards Female Roles Portrayal

Table 4.8.2

*Independent Sample t-Test for Age Group Differences on Consumers' Opinion towards Female Roles Portrayal*

Group Statistics					
	Age	N	Mean	Std. Deviation	Std. Error Mean
SO	20-30	249	3.6212	0.79463	0.05036
	31-40	64	3.9167	0.6506	0.08133
HM	20-30	249	3.5743	0.88493	0.05608
	31-40	64	3.9323	0.66449	0.08306
Weak	20-30	249	3.4632	0.96749	0.06131
	31-40	64	3.901	0.77136	0.09642
EM	20-30	249	3.6426	0.77561	0.04915
	31-40	64	3.9375	0.62255	0.07782
CO	20-30	249	3.4793	0.94785	0.06007
	31-40	64	3.9323	0.73266	0.09158

In the table 4.8.2, for the SO role category, the mean value for 20-30 age group is 3.62 which is above neutral and mean value for the 31-40 age group is 3.91 which shows the agreement for the statements of SO role. For the HM role category, the mean value for 20-30 age group is 3.57 which is above neutral and mean value for the 31-40 age group is 3.93 which shows the agreement for the statements of HM role. For the Weak role category, the mean value for 20-30 age group is 3.46 which is above neutral and mean value for the 31-40 age group is 3.90 which shows the agreement for the statements of Weak role. For the EM role category, the mean value for 20-30 age group is 3.64 which is above neutral and mean value for the 31-40 age group is 3.93 which shows the agreement for the statements of EM role. For the CO role category, the mean value for 20-30 age group is 3.47 which is above neutral and mean value for the 31-40 age group is 3.93 which shows the agreement for the statements of CO role.

The p-value is less than 0.05 (p-value < 0.05) (refer table 4.8.2, appendix). It means that the mean value for age groups is different which reject the assumption of null hypothesis that different age group have same opinion/agreement towards the female roles portrayal in ads.

Based on the results, it can be stated that 31-40 age group compare to 20-30 age group agree that females in ads are portrayed in highly sexualized way, weak one who cannot make their own decision. In addition, this group agrees that very few ads depict women in empowerment and career-oriented role.

### 4.8.3 One-Way ANOVA Test for Educational Differences on Consumers' Opinion towards Female Roles Portrayal

Table 4.8.3

*One-Way ANOVA Test for Educational Differences on Consumers' Opinion towards Female Roles Portrayal*

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
SO	Between Groups	3.437	3	1.146	1.933	0.124
	Within Groups	184.894	312	0.593		
	Total	188.331	315			
HM	Between Groups	1.252	3	0.417	0.571	0.635
	Within Groups	228.189	312	0.731		
	Total	229.442	315			
Weak	Between Groups	0.477	3	0.159	0.176	0.913
	Within Groups	281.904	312	0.904		
	Total	282.381	315			
EM	Between Groups	3.675	3	1.225	2.185	0.09
	Within Groups	174.928	312	0.561		



	Total	178.603	315			
	Between Groups	0.717	3	0.239	0.277	0.842
CO	Within Groups	269.298	312	0.863		
	Total	270.015	315			

In the table 4.8.3, p-values of each category of female role portrayal on the basis of educational level are greater than 0.05 (P-value > 0.05) i.e. null hypothesis is accepted which means that there is no significant difference on consumers' opinion on female roles portrayal in ads with respect to educational level. It can be assumed that educational levels does not hold different opinion on the female roles portrayal in ads.

The indifferent opinion of respondents in terms of educational level might be due to the fact that among 315 respondents, majority of 75.6 % are in university.

#### 4.8.4 Independent Sample t-Test for Marital Status Differences on Consumers' Opinion towards Female Roles Portrayal in Ads

Table 4.8.4

*Independent Sample t-Test for Marital Status Differences on Consumers' Opinion towards Female Roles Portrayal*

		Group Statistics			
	Marital Status	N	Mean	Std. Deviation	Std. Error Mean
SO	Unmarried	225	3.67	0.80822	0.054
	Married	91	3.71	0.68236	0.072
HM	Unmarried	225	3.63	0.88737	0.059
	Married	91	3.69	0.76627	0.08
Weak	Unmarried	225	3.53	0.96671	0.064
	Married	91	3.62	0.89797	0.094
EM	Unmarried	225	3.71	0.77504	0.052
	Married	91	3.71	0.69957	0.073
CO	Unmarried	225	3.56	0.93682	0.062
	Married	91	3.62	0.90159	0.095

In the table 4.8.4 (appx), the p-value is greater than 0.05 (p-value > 0.05). It means that the mean value for male and female is indifferent which accept the assumption of null hypothesis that marital status of respondents have similar opinion/agreement towards the female roles portrayal in ads. From this research, it is found that the differences in unmarried and married respondents' opinion towards female roles portrayals in ads is insignificant.

Based on the results, it can be also be assumed that the insignificant differences in respondents' opinion based on marital status might be due to the fact that out of 315 respondents, majority of 71.2% are unmarried. So the result is more inclined towards the response of unmarried respondents that leads to insignificant differences in opinion.

#### **4.8.5 One-Way ANOVA Test for Occupational Differences on Consumers' Opinion towards Female Roles Portrayal**

Table 4.8.5

*One-Way ANOVA Test for Occupational Differences on Consumers' Opinion towards Female Roles Portrayal*

		ANOVA				
		Sum of Squares	df	Mean Square	F	Sig.
SO	Between Groups	0.654	3	0.218	0.362	0.78
	Within Groups	187.677	312	0.602		
	Total	188.331	315			
HM	Between Groups	4.35	3	1.45	2.01	0.113
	Within Groups	225.092	312	0.721		
	Total	229.442	315			
Weak	Between Groups	5.111	3	1.704	1.917	0.127
	Within Groups	277.269	312	0.889		
	Total	282.381	315			
EM	Between Groups	0.808	3	0.269	0.473	0.702
	Within Groups	177.795	312	0.57		
	Total	178.603	315			

	Between Groups	5.215	3	1.738	2.048	0.107
CO	Within Groups	264.8	312	0.849		
	Total	270.015	315			

In the table 4.8.5, p-values of each category of female role portrayal on the basis of current occupation are greater than 0.05 (P-value > 0.05) i.e. null hypothesis is accepted which means that there is no significant differences on consumers' opinion on female roles portrayal in ads with respect to current occupation. It can be assumed that current occupation does not hold different opinion on the female roles portrayal in ads.

#### **4.9 Assessment of Consumers' Attitude toward Female Roles Portrayal in Nepalese Advertisement across Demographic Variables.**

##### **4.9.1 Independent Sample t-Test for Gender Differences on Consumers' Attitudes**

Table 4.9.1

*Independent Sample t-Test for Gender Differences regarding Female Roles Portrayal in Ads on Consumers' Attitude*

Please specify your gender		N	Mean	Std. Deviation	Std. Error Mean
CA	Male	150	3.4717	0.7737	0.063
	Female	166	4.0301	0.76118	0.059

In the table 4.9.1, the mean value for 150 male respondents is 3.47 which is above neutral and mean value for the 166 female respondents is 4.03 which shows the agreement for the statements in consumers' attitude variable.

Table 4.9.1

*Independent t-Test for Equality of Means*

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2- tail ed)	Me an Diff erence	Std. Error Differ ence	95% Confidence Interval of the Difference	
									Lower	Upper
C A	Equal varian ces assum ed	0.055	0.814	-6.46	314	0	-0.6	0.086	-0.728	-0.388
	Equal varian ces not assum ed			-6.46	309.7	0	-0.6	0.086	-0.728	-0.388

In the table 4.9.1, the p-value is less than 0.05 (p-value < 0.05). It means that the mean value for male and female is different which reject the assumption of null hypothesis that male and female have similar attitudes towards the female roles portrayal in ads. From this research, it is found that male and female attitude towards female roles portrayals in ads is different.

Based on the results, it can be stated that female respondents compare to male agree that they do not like the ads that does not shows the full range of female roles in the society. They object to the objectification of female in ads. Moreover, they agree that the ads that treated female as merely an object needs to be altogether abandoned.

#### 4.9.2 One-Way ANOVA Test for Age Group Differences on Consumers' Attitudes

Table 4.9.2

*One-Way ANOVA Test for Age Group Differences regarding Female Roles Portrayal in Ads on Consumers' Attitude*

		Sum of Squares	df	Mean Square	F	Sig.
I am not attracted by advertisements that do not reflect the full range of roles of females in society.	Between Groups	2.753	2	1.377	1.219	0.3
	Within Groups	353.551	313	1.13		
	Total	356.304	315			
I don't like the usage of female sexuality in advertisements.	Between Groups	3.533	2	1.767	1.495	0.23
	Within Groups	369.846	313	1.182		
	Total	373.38	315			
The advertisements where female are treated merely as an object to sell products need to be altogether abandoned.	Between Groups	1.279	2	0.639	0.662	0.52
	Within Groups	302.24	313	0.966		
	Total	303.519	315			
I object to the objectification of female in advertisements.	Between Groups	2.205	2	1.102	1.07	0.34
	Within Groups	322.564	313	1.031		
	Total	324.769	315			

In the table 4.9.2, p-values of each statements of consumers' attitude are greater than 0.05 (P-value > 0.05) i.e. null hypothesis is accepted which means that there is no significant difference on consumers' attitudes on female roles portrayal in ads with respect to age group.

From the table 4.9.2, it can be assumed that the age groups of 20-30 years and 31-40 years does not have different attitude regarding female roles portrayal in ads. Among

all the statements, both age groups agree that they does not like the female sexuality in advertisement.

#### 4.9.3 One-Way ANOVA Test for Educational level Differences on Consumers' Attitudes

Table 4.9.3

*One-Way ANOVA Test for Educational Level Differences regarding Female Roles Portrayal in Ads on Consumers' Attitude*

		Sum of Squares	df	Mean Square	F	Sig.
I am not attracted by advertisements that do not reflect the full range of roles of females in society.	Between Groups	1.902	3	0.634	0.558	0.64
	Within Groups	354.402	312	1.136		
	Total	356.304	315			
I don't like the usage of female sexuality in advertisements.	Between Groups	0.456	3	0.152	0.127	0.94
	Within Groups	372.924	312	1.195		
	Total	373.38	315			
The advertisements where female are treated merely as an object to sell products need to be altogether abandoned.	Between Groups	5.445	3	1.815	1.9	0.13
	Within Groups	298.074	312	0.955		
	Total	303.519	315			
I object to the objectification of female in advertisements.	Between Groups	4.502	3	1.501	1.462	0.23
	Within Groups	320.267	312	1.026		
	Total	324.769	315			

In the table 4.9.3, p-values of each statements of consumers' attitude on the basis of educational level are greater than 0.05 (P-value > 0.05) i.e. null hypothesis is accepted which means that there is no significant difference on consumers' attitudes on female roles portrayal in ads with respect to educational level. It can be assumed that

educational levels does not have different attitude regarding female roles portrayal in ads.

The indifference in attitude of respondents in terms of educational level might be due to the fact that among 315 respondents, majority of 75.6 % are in university.

#### 4.9.4 Independent Sample t-Test for Marital Status Differences on Consumers' Attitudes

Table 4.9.4

*Independent Sample t-Test for Marital Status Differences regarding Female Roles Portrayal in Ads on Consumers' Attitude*

	Marital Status	N	Mean	Std. Deviation	Std. Error Mean
CA	Unmarried	225	3.77	0.83962	0.05597
	Married	91	3.753	0.75599	0.07925

In the table 4.9.4, the mean value for 225 unmarried respondents is 3.77 which shows the slight agreement for the statements in consumers' attitude variable and mean value for the 95 married respondents is 3.75 which is near to agreement.

Table 4.9.4

*Independent t-Test for Equality of Means*

		Levene's Test for Equality of Variances		t-test for Equality of Means						
C A	Equal variances assumed	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
		0.793	0.374	0.17	314	0.87	0.017	0.10	-0.18	0.21

Equal variance not assumed	0.17	183.8	0.86	0.017	0.09	-0.17	0.20
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In the table 4.9.4, the p-value is greater than 0.05 (p-value > 0.05). It means that the mean value for male and female is indifferent which accept the assumption of null hypothesis that marital status of respondents have similar attitudes towards the female roles portrayal in ads. From this research, it is found that the differences in unmarried and married respondents' attitude towards female roles portrayals in ads is insignificant.

Based on the results, it can be also be assumed that the insignificant differences in respondents' attitude based on marital status might be due to the fact that out of 315 respondents, majority of 71.2% are unmarried. So the result is more inclined towards the response of unmarried respondents that leads to insignificant differences in attitude.

#### 4.9.5 One-Way ANOVA Test for Occupation-Wise Differences on Consumers' Attitudes

Table 4.9.5

*One-Way ANOVA Test for Occupation Wise Differences regarding Female Roles Portrayal in Ads on Consumers' Attitude*

		Sum of Squares	df	Mean Square	F	Sig.
I am not attracted by advertisements that do not reflect the full range of roles of females in society.	Between Groups	3.577	3	1.192	1.055	0.37
	Within Groups	352.726	312	1.131		
	Total	356.304	315			
I don't like the usage of female sexuality in advertisements.	Between Groups	6.112	3	2.037	1.731	0.16
	Within Groups	367.267	312	1.177		
	Total	373.38	315			



The advertisements where female are treated merely as an object to sell products need to be altogether abandoned.	Between Groups	3.076	3	1.025	1.065	0.36
	Within Groups	300.442	312	0.963		
	Total	303.519	315			
I object to the objectification of female in advertisements.	Between Groups	1.719	3	0.573	0.553	0.65
	Within Groups	323.05	312	1.035		
	Total	324.769	315			

In the table 4.9.5, p-values of each statements of consumers' attitude on the basis of current occupations are greater than 0.05 (P-value > 0.05) i.e. null hypothesis is accepted which means that there is no significant difference on consumers' attitudes on female roles portrayal in ads with respect to current occupation. It can be assumed that current occupation does not have different attitude regarding female roles portrayal in ads.

#### 4.10 Correlation between Female Roles Portrayals in Advertisement and Consumers' Attitude

Table 4.10

##### *Correlation Analysis*

	<b>CA</b>	<b>SO</b>	<b>HM</b>	<b>Weak</b>	<b>EM</b>	<b>CO</b>
<b>CA</b>	1	.484**	.416**	.479**	.480**	.446**
<b>SO</b>	.484**	1	.505**	.485**	.984**	.451**
<b>HM</b>	.416**	.505**	1	.664**	.479**	.660**
<b>Weak</b>	.479**	.485**	.664**	1	.478**	.990**
<b>EM</b>	.480**	.984**	.479**	.478**	1	.447**
<b>CO</b>	.446**	.451**	.660**	.990**	.447**	1

\*\* . Correlation is significant at the 0.01 level (2-tailed).

The correlation value between sexual/decoration object role portrayal of female in advertisement and consumers' attitude is 0.484, which indicates that there is moderate and positive correlation between sexual/decorative objects role of female and consumers' attitude. It shows that respondents agree on the statements that claim

female are excessively used as sexual object in ads and they do not like sexuality of female depicted in advertisement. They object to the objectification of female in advertisement.

The correlation value between homemaker role portrayal of female in advertisement and consumers' attitude is 0.416, which indicates that there is moderate and positive correlation between homemaker role of female and consumers' attitude. It shows the respondents agreement on the statements that state the advertisement shows the female place is in home and they are not attracted by the advertisement that does not reflect the full range of female roles in society.

Similarly, the correlation value between weak role portrayal of female in advertisement and consumers' attitude is 0.479, which indicates that there is moderate and positive correlation between weak role portrayal of female in advertisement and consumers' attitude. Respondents agree that females in advertisement are shown as weak and financially dependent on male and they do not make important decision. The correlation between weak role portrayal of female in advertisement and consumers' attitude state that respondents are not attracted by the advertisement that does not reflect the full range of female roles in society and such advertisement need to be abandoned altogether.

Likewise, the correlation value between empowered role portrayal of female in advertisement and consumers' attitude is 0.480, which indicates that there is moderate and positive correlation between empowered role of female and consumers' attitude. It shows that respondents agree on the statements that claim very few advertisements raise the voice for females, empower them, and go against domestic violence they went through and they are not attracted by the advertisement that does not reflect the full range of female roles in society and such advertisement need to be abandoned altogether. They object to the objectification of female in advertisement.

Similarly, the correlation value between career-oriented role portrayal of female in advertisement and consumers' attitude is 0.446, which indicates that there is moderate and positive correlation between career-oriented role portrayal of female in advertisement and consumers' attitude. It shows that respondents agree on the statements that claim very few advertisements portray female as a professional and career-oriented. The correlation between career-oriented role portrayal of female in

advertisement and consumers' attitude state that respondents are not attracted by the advertisement that does not reflect the full range of female roles in society and such advertisement need to be abandoned altogether.

Overall, the correlation between female roles portrayal in advertisement and consumers' attitudes is moderate and positively correlated which means respondents does not like the way female are depicted in the advertisement and they agree that such advertisement that objectify female and does not reflects full range of female roles in society needs to be abandoned altogether.

#### **4.11 Dominant factor of Female Roles Portrayal in Advertisement that Impact Consumers' Attitude**

A multiple linear regression model was used in this study. The regression analysis is divided into three sections, viz., Model summary, ANOVA and Coefficients.

The model summary section shows the R-squared (R-squared is the coefficient of determination) and adjusted R-squared which are important for determining the variance in dependent variables caused or explained by the independent variable.

The ANOVA section determines whether or not to reject the null hypothesis. Null hypothesis infers that the model has no explanatory power or simply put, none of the 5 independent variables predict the dependent variable. If the F-test is  $>0$  and the p-value is  $<0.05$  (p-value is in the Sig column), then the null hypothesis is rejected inferring that the regression model is a good fit for the data.

Under the coefficient section, unstandardized coefficients (B-value) determine the strength and the direction of the influence (positive or negative) by independent variables on the dependent variable. The t-value and p-value (Sig) determine the probability of the individual (B) coefficient occurring by chance.

Table 4.11

*Model Summary*

<b>Model Summary</b>				
<b>Model</b>	<b>R</b>	<b>R Square</b>	<b>Adjusted R Square</b>	<b>Std. Error of the Estimate</b>
1	.484 <sup>a</sup>	0.234	0.232	0.71462
2	.416 <sup>a</sup>	0.173	0.17	0.74256
3	.479 <sup>a</sup>	0.23	0.227	0.7167
4	.480 <sup>a</sup>	0.23	0.227	0.71656
5	.446 <sup>a</sup>	0.199	0.196	0.73091

a Predictors: (Constant), SO, HM, Weak, EM, CO

The model summary provides the R and R<sup>2</sup> values.

The value of Coefficient of determination (R<sup>2</sup>) for SO (Sexual/Decorative Object) is 0.234 or 23.4%. It indicates that 23.4% variation in dependent variable i.e. Consumers' Attitude is explained by the independent variable i.e. Sexual/Decorative Object role. Furthermore, it also indicates that the remaining 76.6% is explained by other factor(s) not included in the model.

The value of R<sup>2</sup> for HM (Homemaker) is 0.173 or 17.3%. It indicates that 17.3% variation in dependent variable i.e. Consumers' Attitude is explained by the independent variable i.e. Homemaker role. Furthermore, it also indicates that the remaining 82.7% is explained by other factor(s) not included in the model.

The value of R<sup>2</sup> for Weak is 0.230 or 23%. It indicates that 23% variation in dependent variable i.e. Consumers' Attitude is explained by the independent variable i.e. Weak role. Furthermore, it also indicates that the remaining 77% is explained by other factor(s) not included in the model.

The value of R<sup>2</sup> for Empowered role is 0.23 or 23%. It indicates that 23% variation in dependent variable i.e. Consumers' Attitude is explained by the independent variable i.e. Empowered role. Furthermore, it also indicates that the remaining 77% is explained by other factor(s) not included in the model.

The value of  $R^2$  for SO (Sexual/Decorative Object) is 0.234 or 23.4%. It indicates that 23.4% variation in dependent variable i.e. Consumers' Attitude is explained by the independent variable i.e. Sexual/Decorative Object role. Furthermore, it also indicates that the remaining 76.6% is explained by other factor(s) not included in the model.

The value of  $R^2$  for Career-Oriented role is 0.199 or 19.9%. It indicates that 19.9% variation in dependent variable i.e. Consumers' Attitude is explained by the independent variable i.e. Career-Oriented role. Furthermore, it also indicates that the remaining 80.1% is explained by other factor(s) not included in the model.

The ANOVA table reports how well the regression equation fits in data (i.e., predicts the dependent variable). The result of above table indicates that the regression model predicts the dependent variable i.e. consumers' attitude very well.

F-value for SO is 95.977 i.e.  $F(1, 314) = 95.977$  and the p-value as  $p < 0.05$  ( $p\text{-value} < \alpha$ ). This implies that the sexual/decoration object role portrayal of female in advertisement has significant impact on the consumers' attitude. This result supports hypothesis (1).

F-value for HM is 65.706 i.e.  $F(1, 314) = 65.705$  and the p-value as  $p < 0.05$  ( $p\text{-value} < \alpha$ ). This implies that the homemaker role portrayal of female in advertisement has significant impact on the consumers' attitude. This result supports hypothesis (2).

F-value for Weak is 93.597 i.e.  $F(1, 314) = 93.597$  and the p-value as  $p < 0.05$  ( $p\text{-value} < \alpha$ ). This implies that the weak role portrayal of female in advertisement has significant impact on the consumers' attitude. This result supports hypothesis (3).

F-value for EM is 93.759 i.e.  $F(1, 314) = 93.759$  and the p-value as  $p < 0.05$  ( $p\text{-value} < \alpha$ ). This implies that the empowered role portrayal of female in advertisement has significant impact on the consumers' attitude. This result supports hypothesis (4).

F-value for CO is 77.907 i.e.  $F(1, 314) = 77.907$  and the p-value as  $p < 0.05$  ( $p\text{-value} < \alpha$ ). This implies that the career-oriented role portrayal of female in advertisement has significant impact on the consumers' attitude. This result supports hypothesis (5).

Table 4.11

*Regression Coefficients*

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.885	0.196		9.612	0
	SO	0.51	0.052	0.484	9.797	0
2	(Constant)	2.316	0.184		12.61	0
	HM	0.397	0.049	0.416	8.106	0
3	(Constant)	2.297	0.157		14.629	0
	Weak	0.413	0.043	0.479	9.675	0
4	(Constant)	1.841	0.203		9.076	0
	EM	0.519	0.054	0.48	9.683	0
5	(Constant)	2.361	0.164		14.365	0
	CO	0.393	0.044	0.446	8.826	0

a. Dependent Variable: CA

There are in total five significant factors in the coefficient test. Here, SO (Beta value = 0.484, t-value = 9.797 and p-value < 0.05) has statistically significant impact on consumers' attitude. HM (Beta value = 0.416, t-value = 8.106 and p-value < 0.05) has significant impact on consumers' attitude. Weak (Beta value = 0.479, t-value = 9.675 and p-value < 0.05) has significant impact on consumers' attitude. EM (Beta value = 0.480, t-value = 9.683 and p-value < 0.05) has significant impact on consumers' attitude. CO (Beta value = 0.446, t-value = 8.826 and p-value < 0.05) has significant impact on consumers' attitude.

The unstandardized coefficient determines the strength and direction of influence SO have on consumers' attitude. When there is a unit change in the variable SO, there is a 0.510 unit change in consumers' attitude. Therefore, the more change occurs in the SO dimension, it will have a negative impact on consumers' attitude. Similarly, the same goes for the other two variables as well. The beta of HM and Weak are 0.397 and 0.413. This indicates that when there is a unit change in these variables there are 0.397 and 0.413 changes in consumers' attitude respectively. On the other hand, when there is a unit change in the variable EM, there is a 0.519 unit change in consumers' attitude. Therefore, the more change occurs in the EM dimension, it will have a

positive impact on consumers' attitude. Similarly, when there is a unit change in the variable CO, there is a 0.393 unit change in consumers' attitude. Therefore, the more change occurs in the CO dimension, it will have a positive impact on consumers' attitude.

As per the dominant factor, SO (sexual object/Decoration) role portrayal of female in advertisement has the greatest t-value which is 9.797 and the beta coefficient of 0.484. Thus, SO has the dominant influence over consumers' attitude among the other factors of female roles portrayal in Nepalese advertisement.

#### 4.12 Summary of Hypothesis

The hypotheses in this study are tested by using multiple regression with the help of SPSS statistics. The overall result obtained is presented in table 4.12.

Table 4.12

##### *Summary of Hypothesis*

<b>Hypothesis</b>	<b>Result</b>
H <sub>1</sub> : Portrayal of female as a sexual object/ decoration in ads has significant impact on the consumers' attitude.	Supported
H <sub>2</sub> : Portrayal of female as a home maker in ads has significant impact on the consumers' attitude.	Supported
H <sub>3</sub> : Portrayal of female as an empowered one in ads has a significant impact on the consumers' attitude.	Supported
H <sub>4</sub> : Portrayal of female as weak in ads has significant impact on the consumers' attitude.	Supported
H <sub>5</sub> : Portrayal of female as a career-oriented female in ads has significant impact on the consumers' attitude.	Supported

#### 4.13 Summary of Key Findings

1. There is significant negative attitude of consumers towards portrayal of female as a sexual object/ decoration in ads. ( $R^2 = 0.234$ )
2. There is significant negative attitude of consumers towards portrayal of female as a homemaker in ads. ( $R^2 = 0.173$ )
3. There is significant negative attitude of consumers towards portrayal of female as a weak in ads. ( $R^2 = 0.230$ )

4. There is significant positive attitude of consumers towards portrayal of female as an empowered in ads. ( $R^2= 0.230$ )
5. There is significant positive attitude of consumers towards portrayal of female as a career-oriented in ads. ( $R^2= 0.199$ )
6. Among female roles portrayal dimensions, sexual object/decoration role has greatest influence on consumers' attitude. ( $R= 0.446$ )
7. Among the demographic variables, gender and age has significant influence on the consumers' opinion towards female roles portrayals in ads. (t-value= 9.797)
8. Among the demographic variables, gender with respect to the role portrayal of female has significant differences on the consumers' attitude (p-value < 0.05).



## CHAPTER V

### DISCUSSION, CONCLUSION AND IMPLICATION

This paper has analyzed and assess a contemporary (empowered and career-oriented) and stereotypical (Sexual object, Homemaker, Weak) representation of female in the media advertising and the consumers' attitudes towards such advertisement.

#### 5.1 Discussion

##### 5.1.1 Female Roles Portrayal

With respect to the portrayal of female in advertisement, the respondents were fairly critical. As results indicate, stereotypical depiction of women persists in Nepalese advertisement. The dominant female role portrayals in advertisements that were identified as sex-object, homemaker and weak role and the respondents agreed to the statements that very few ads represent female in empowered or career-oriented role. The results indicated that even though women's role in the society has changed from being household to independent, advertisers today are paying no heed to these changes and remain locked to traditional image of female. Yet they are continued to be portrayed in advertising messages as engaged in household activities. Portrayal of female in the role of homemaker reflects the facts that in Nepal the prime responsibility of female is towards her family where she is expected to invest more time and energy in the wife and mother roles than any other roles.

Moreover, the respondents' agreement towards the career-oriented category statements indicates that in most of the advertisement, women were not depicted in office setting or a working role. This reveals that advertisers prefer to underplay the employment status of females while depicting them in ads.

These findings were consistent with past findings (Yubraj and Geeta, 2002; Schaffter, 2006; Shahwar, 2013; Zotos and Tsihla, 2014) which reiterates the fact that even today female are portrayed in highly sexualized ways, or traditional ways (shown as homemaker and weak one incapable to make own decision). Such portrayals in advertising media are reflective of societal and cultural expectation of the role to be performed by female as caregiver and nurturer. Also, such roles represent that women in Nepal have lower status and they are virtually second-class citizen.

Presence of beautiful, young and sex object images of female in products of personal care, automobile, clothing and fashion explains advertisers' belief that an attractive representation may prove to be an effective way to gain and hold viewers' attention (Solomon & Rabolt, 2006; Schaffer, 2006).

### **5.1.2 Consumers' Attitudes**

The consumers' attitudes reflected in the survey contribute to the fact that they have recognized such a negative practice and they did not approve of it to a large extent. This refers to, above all, unrealistic representation of a female body as well as its exploitation and objectification for the purposes of creating a sexual appeal. In this way, a general hypothesis of this research was confirmed, i.e. portrayal of female as sexual object/decoration, homemaker and weak in ads has significant negative impact on the consumers' attitude. According to the respondents, the use of sexuality in advertisement was offensive and agreed that such advertisement should be altogether abandoned. They object to the objectification of female in ads.

Further, it was demonstrated that the gender of the respondent plays a key role in attitude formation, since female expressed more negative attitudes towards stereotypical role portrayals in advertising especially sex role portrayal.

Research results show that female respondents compared to male recognized gender roles in advertising as more negative and stated negative attitudes towards them. They showed dissatisfaction towards the stereotypical roles of female in advertisement and agreed that they are not attracted by advertisement that do not reflect the full range of roles of females in society which indicates that they like to see female in more realistic roles in ads. On the other hand male respondents recognized mentioned stereotypes but were slightly indifferent to them than female. To be specific, even male do not have more favorable attitude for an advertisement using stereotypical roles of female.

Mentioned results are in line with previous research (harker et al., 2005; Christy 2006; Torlak, 2010; Kolman and Vercic, 2012; Daechun, 2013, Asemah, Edegoh, and Ojih, 2013; Mehmood and Malik, 2014; Stankovic et al., 2018) which state that the consumers' attitudes reflected in the survey contribute to the fact that they have recognized such a negative practice and did not approve of it to large extent. In

addition, there is considerable agreement among researcher that female more than male tend to believe that advertising in general does not portray them in a realistic manner.

However, it is interesting to note that there was also positive change in the attitudes of respondents towards portrayal of women in ads. According to the respondents, they are not attracted by advertisement that do not reflect the full range of roles of females in society which indicates that they are not attracted by advertisement that do not reflect the full range of roles of females in society which indicates that they like to see female in more realistic roles in ads. They like to see female in more diverse role in advertisements that reflect the realistic status of women in modern society.

Similarly, the age of the respondents is also of interest, given that differences exist in general opinion towards female roles portrayal in ads. It was found that age group of 20-30 and 31-40 have significant differences on the consumers' opinion towards female roles portrayals in ads. However, age with respect to the role portrayal of female does not have significant differences on the consumers' attitude which is in contrast with the finding of Theodoridis (2016), which demonstrated that there exists differences in general attitudes of respondents towards female role portrayal in ads with respect to age groups, i.e. different age group have different attitudes towards female roles portrayal in ads.

The difference in finding might be due to the fact that majority of 78.8% of respondents lies within 20-30 age group which can influence the overall impact of age on consumers' attitudes.

## **5.2 Conclusion**

Based on the results of different studies and making a research, it can be concluded that the image of female in modern advertising is quite distorted. The females' role in advertising as well as in marketing is excessively used as sexual object/ decorative, homemaker, weak and less frequently as empowered and career-oriented. The portrayal of female in advertising has been particularly stereotypical with the inordinate use of sexuality followed by the confinement to household activities. The roles portrayal are done with the male dominant ideology. Females were rarely shown as equal partners; for examples, as a person who is employed a d has her own will.

The male are largely positioned as strong, independent and macho male while females are generally confined to household chores whose world are centered around the house.

However, owing to influences from the west, the familial norms are shifting from being from patriarchal to more egalitarian (where both spouses are partners in making decision and contribute equally to the household chores/decisions). With the rise in the number of female in the workforce, their role in the family and the society has changed, albeit slowly. Moreover, few modern advertisements have started depicting female in dominant role and has supported female empowerment and their strong position in society. This has automatically created greater financial independence for female, who were earlier subservient, meek and submissive to male dominance.

In the recent time, there have been more possibilities of women representation in an empowered position. Some of the advertisements also depict the women in a role of an engineer, doctor, politician and social workers. Previously such roles were the predetermined men's roles but the time has not been the same now.

For example, Unilever dropping 'Fair' from Fair & Lovely and rebranding the product (as Glow & Lovely). The fairness product was portrayed as an irreplaceable tool for women to get married, get a job, and be successful or famous which sent the wrong message in all its advertisements.

It would seem that a more realistic portrayal of female in advertising is not only desirable but fundamental to the modern market-place. Female not only want it, they deserve it. If advertiser believe that they are currently depicting women accurately in advertising, they may be advised to rethink their position.

### **5.3 Implication**

The finding have several practical and managerial implications, regarding the way advertiser should use stereotypical role of female in advertisement. For instance, generally, when female are targeted by an advertisement, the excessive and intensive use of any type of roles should be avoided as it would leads to negative attitude towards the ads.

Since this research has concluded that consumers are aware of the female exploitation in ads and have a negative attitude towards the over exploitation of female roles especially sexual object/ decorative role, this has implication for the marketers and advertiser who have framed as messages keeping mind the Nepalese culture settings. The media seems to give more equality to female imagers and female models are increasingly shown in advertisement to sell the products that may/may not be directly related to them. The media is generally charged with the depicting females as a 'sex object' that can grab attention and interest of the viewers which is the fact that even the respondent has agreed in the research.

Sex is another emotion that has been sexually employed by advertisers in promoting jeans, perfumes, alcohol, watches, personal products and cars. Many psychologists believe that the skilled manipulation of sexual appeals in visuals, in copy or in both, may arouse subconscious desire that manifest themselves in the, purchase of the product. In other instances, such advertising proves to be damaging or simply ineffective but is still used because there are still few appeals in advertising that equal its attention-getting value. However, sex appeals are interpreted differently from person to person, time to time, region to region, country to country, and society to society. Even the same person reacts to them differently at different stages of his/her life-cycle. Therefore, the advertiser must be sure that the product, the advertisement, the target, audience and the use of sexual themes and elements all match up to make the appeal effective since this roles has significant impact on consumers' attitudes. Moreover, consumers' prefer to see female in different range of roles that exists in modern society, advertisers should be aware of such changes and incorporate that changes in their advertisement messages accordingly.

With the increasing participation of female in every sphere, it is advisable for marketing and advertising practitioners that they should rethink communication strategies. Additionally, company can leverage their competitiveness and crave a niche in the consumers' mind by way of breaking the stereotypes associated with the gender and also by giving more preference to more realistic and positive portrayals.

Also, company should become aware of the huge responsibility they have towards female consumers and to take such responsibility as a human challenges in forming

their personalities and social position that will motivate them to act in an ethical way, while creating a healthy advertising environment, and thus a healthy society.

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## APPENDICES

### Appendix-1: Tables

Table 4.3 *Summary Statistics of Tests of Normality*

	Kolmogorov-Smirnov <sup>a</sup>		Shapiro-Wilk			
	Statistic	df	Sig.	Statistic	df	Sig.
Nepalese advertisements on consumer goods show female in highly sexualized way, especially those targeting men.	0.24	316	0	0.886	316	0
Nepalese advertisements on consumer goods emphasize on female beauty and charm rather than the product itself.	0.293	316	0	0.847	316	0
Nepalese advertisements on consumer goods shows female ads seek more attention by portraying in sensuous manner.	0.26	316	0	0.883	316	0
Nepalese advertisements on consumer goods suggest a female's place is in the home.	0.228	316	0	0.89	316	0
Nepalese advertisements on consumer goods portray female mainly in household activities.	0.257	316	0	0.876	316	0
Nepalese advertisements on consumer goods use female excessively even in the product that are used by both male and female. (For e.g. home appliances etc.)	0.29	316	0	0.851	316	0
Nepalese advertisements on consumer goods depicted female as the "weaker sex".	0.201	316	0	0.889	316	0

Nepalese advertisements on consumer goods reflect female as one who do not make important decision.	0.232	31 6	0	0.895	316	0
Nepalese advertisements on consumer goods portray female as financially dependent on male. (for e.g. remittance ads)	0.288	31 6	0	0.861	316	0
Very few Nepalese advertisements on consumer goods portray female as the 'empowered one'.	0.254	31 6	0	0.877	316	0
Very few Nepalese advertisements on consumer goods suggest that female should come up openly and boldly against domestic violence	0.291	31 6	0	0.847	316	0
Very few Nepalese advertisements on consumer goods present female in refreshing concepts such as body-positive, self-care, and challenging social taboo.	0.258	31 6	0	0.883	316	0
Very few Nepalese advertisements on consumer goods portray female as the 'career oriented'.	0.2	31 6	0	0.887	316	0
Very few Nepalese advertisements on consumer goods present female in an 'entrepreneurial role'.	0.232	31 6	0	0.894	316	0
Very few Nepalese advertisements on consumer goods portray female proficient in new technology (for e.g. mobile banking, online payment etc.)	0.286	31 6	0	0.861	316	0
I am not attracted by advertisements that do not reflect	0.25	31 6	0	0.891	316	0

the full range of roles of females in society.

I don't like the usage of female sexuality in advertisements.	0.244	316	0	0.827	316	0
The advertisements where female are treated merely as an object to sell products need to be altogether abandoned.	0.28	316	0	0.839	316	0
I object to the objectification of female in advertisements.	0.256	316	0	0.859	316	0

a Lilliefors Significance Correction

Table 4.4 *One-Sample t-Test (Item wise)*

	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Nepalese advertisements on consumer goods show female in highly sexualized way, especially those targeting men.	11	315	0	0.633	0.52	0.75
Nepalese advertisements on consumer goods emphasize on female beauty and charm rather than the product itself.	15	315	0	0.826	0.72	0.93
Nepalese advertisements on consumer goods shows female ads seek more attention by portraying in sensuous	11	315	0	0.598	0.49	0.71

manner.							
Nepalese advertisements on consumer goods suggest a female's place is in the home.	8.1	315	0	0.522	0.4	0.65	
Nepalese advertisements on consumer goods portray female mainly in household activities.	10	315	0	0.642	0.52	0.76	
Nepalese advertisements on consumer goods use female excessively even in the product that are used by both male and female. (For e.g. home appliances etc.)	15	315	0	0.778	0.68	0.88	
Nepalese advertisements on consumer goods depicted female as the "weaker sex".	8.6	315	0	0.566	0.44	0.7	
Nepalese advertisements on consumer goods reflect female as one who do not make important decision.	5.7	315	0	0.373	0.24	0.5	
Nepalese advertisements on consumer goods portray female as financially dependent on male. (for e.g. remittance ads)	14	315	0	0.734	0.63	0.84	
Very few Nepalese advertisements on consumer goods portray female as the 'empowered one'.	11	315	0	0.658	0.54	0.77	
Very few Nepalese advertisements on consumer goods suggest that female	16	315	0	0.851	0.75	0.96	

should come up openly and boldly against domestic violence							
Very few Nepalese advertisements on consumer goods present female in refreshing concepts such as body-positive, self-care, and challenging social taboo.	11	315	0	0.611	0.5	0.72	
Very few Nepalese advertisements on consumer goods portray female as the 'career oriented'.	9.2	315	0	0.598	0.47	0.73	
Very few Nepalese advertisements on consumer goods present female in an 'entrepreneurial role'.	5.9	315	0	0.386	0.26	0.52	
Very few Nepalese advertisements on consumer goods portray female proficient in new technology (for e.g. mobile banking, online payment etc.)	14	315	0	0.747	0.64	0.85	
I am not attracted by advertisements that do not reflect the full range of roles of females in society.	5.9	315	0	0.354	0.24	0.47	
I don't like the usage of female sexuality in advertisements.	16	315	0	0.956	0.84	1.08	
The advertisements where female are treated merely as an object to sell products need	17	315	0	0.911	0.8	1.02	

to be altogether abandoned.

I object to the objectification

of female in advertisements. 15 315 0 0.839 0.73 0.95

Table 4.8.1 *Independent t-Test for Equality of Means*

		Independent Samples Test								
		Levene's Test for Equality of Variances			t-test for Equality of Means					
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
SO	Equal variances assumed	0.45	0.50	4.37	314	0	-0.370	0.084	-0.53	-0.20
	Equal variances not assumed			4.35	305.3	0	-0.370	0.084	-0.53	-0.20
HM	Equal variances assumed	0.12	0.72	5.29	314	0	-0.488	0.092	-0.67	-0.30
	Equal variances not assumed			5.28	309.3	0	-0.488	0.092	-0.67	-0.30
Weak	Equal variances assumed	0.06	0.79	5.11	314	0	-0.525	0.102	-0.72	-0.32

EM	Equal variances not assumed			5.11	310.6	0	-0.525	0.102	-0.72	-0.32
	Equal variances assumed	0.16	0.68	4.19	314	0	-0.347	0.082	-0.50	-0.18
CO	Equal variances not assumed			4.18	307.6	0	-0.347	0.082	-0.51	-0.18
	Equal variances assumed	0.00	0.97	5.03	314	0	-0.506	0.100	-0.70	-0.30
	Equal variances not assumed			5.04	311.5	0	-0.506	0.100	-0.70	-0.30

Table 4.8.2 *Independent t-Test for Equality of Means*

### Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference Lo wer    Upp er	
SO	Equal variances assumed	5.285	0.022	-2.747	311	0.006	-0.295	0.107	-0.5	-0.08
	Equal variances not assumed			-3.089	116	0.003	-0.295	0.095	-0.4	-0.1

									8			
			es not assume d									
			Equal varianc es assume d	9.101	0.0 03	-3.023	311	0.00 3	- 0.357	0.118	- 0.5 9	- 0.12
	HM		Equal varianc es not assume d			-3.572	126 .8	0.00 1	- 0.357	0.1	- 0.5 5	- 0.15
			Equal varianc es assume d	5.44	0.0 2	-3.355	311	0.00 1	- 0.437	0.13	- 0.6 9	- 0.18
	Wea k		Equal varianc es not assume d			-3.832	119 .2	0	- 0.437	0.114	- 0.6 6	- 0.21
			Equal varianc es assume d	5.465	0.0 2	-2.817	311	0.00 5	- 0.294	0.104	- 0.5 01	- 0.08 89
	EM		Equal varianc es not assume d			-3.204	118 .5	0.00 2	- 0.294	0.092	- 0.4 772	- 0.11 27
			Equal varianc es assume d	7.543	0.0 06	-3.559	311	0	- 0.453	0.127	- 0.7 035	- 0.20 26
	CO		Equal varianc es not assume d			-4.136	123	0	- 0.453	0.109	- 0.6 698	- 0.23 63

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Table 4.8.4 *Independent t-Test for Equality of Means*

		Independent Samples Test									
		Levene's Test for Equality of Variances		t-test for Equality of Means							
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference		
									Lower	Upper	
SO	Equal variances assumed	2.26	0.13	-0.42	314.00	0.68	-0.04	0.10	-0.23	0.15	
	Equal variances not assumed			-0.45	195.78	0.65	-0.04	0.09	-0.22	0.14	
HM	Equal variances assumed	4.34	0.04	-0.54	314.00	0.59	-0.06	0.11	-0.27	0.15	
	Equal variances not assumed			-0.58	191.47	0.57	-0.06	0.10	-0.25	0.14	
Weak	Equal variances assumed	0.06	0.80	-0.73	314.00	0.47	-0.09	0.12	-0.32	0.15	
	Equal variances not assumed			-0.75	178.40	0.45	-0.09	0.11	-0.31	0.14	

EM	Equal variances assumed	1.0 7	0.3 0	- 0.0 6	314.0 0	0.95	-0.01	0.09	-0.19	0.18
	Equal variances not assumed			- 0.0 6	183.3 8	0.95	-0.01	0.08	-0.18	0.17
CO	Equal variances assumed	0.0 1	0.9 3	- 0.5 6	314.0 0	0.58	-0.06	0.11	-0.29	0.16
	Equal variances not assumed			- 0.5 7	172.5 4	0.57	-0.06	0.11	-0.28	0.15

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## Appendix-2: Questionnaire

### Survey Questionnaire

Namaste! I am Anju Tripathi, student of Tribhuvan University, School of Management (SOMTU), pursuing my Master of Business Administration (MBA) degree. For the completion of my Graduate Research Project, I have been conducting a survey entitled '**Consumer's Attitude towards Portrayal of Female Role in Advertising for Consumer Products in Nepal.**'

This questionnaire asks about your personal attitudes on the way females are presented in the advertisement (Ads) for different products that we consume. Think of different ads (TV, Print, Outdoor media etc.) that you saw on a daily basis and answer the following questions based on your attitudes. It will take approximately 6 minutes to complete the questionnaire. Your response will be anonymous and will never be linked to you personally.

Thank you for your cooperation. Please start with the survey by clicking on the continue button below.

### Demographic Profile:

#### Q1. Gender

- Male
- Female
- Other

#### Q2. Age

- 20-30
- 31-40
- 41-50

#### Q3. Education level

- School
- High School
- College
- University
- Other

#### Q4. Marital status

- Married
- Unmarried

Q5. Curent Occupation

- Student
- Student
- Unemployed
- Employed
- Self Employed

S.N.	Statements	SA	A	N	D	SD
	<b>Female Exploitation in ads</b>					
Q6.1	Nepalese advertisements on consumer goods show female in highly sexualized way, especially those targeting men.					
Q6.2	Nepalese advertisements on consumer goods emphasize on female beauty and charm rather than the product itself.					
Q6.3	Nepalese advertisements on consumer goods shows female ads seek more attention by portraying in sensuous manner.					
Q6.4	Nepalese advertisements on consumer goods suggest a female's place is in the home.					
Q6.5	Nepalese advertisements on consumer goods portray female mainly in household activities.					
Q6.6	Nepalese advertisements on consumer goods use female excessively even in the product that are used by both male and female. (For e.g. home appliances etc.)					
Q6.7	Nepalese advertisements on consumer goods depicted female as the 'weaker sex'.					
Q6.8	Nepalese advertisements on consumer goods reflect female as one who do not make important decision.					
Q6.9	Nepalese advertisements on consumer goods portray female as financially dependent on male. (for e.g. remittance ads)					
Q6.10	Very few Nepalese advertisements on consumer goods portray female as the 'empowered one'.					
Q6.11	Very few Nepalese advertisements on consumer goods suggest that female should come up openly and boldly against domestic violence					

Q6.12 Very few Nepalese advertisements on consumer goods present female in refreshing concepts such as body-positive, self-care, and challenging social taboo.

Q6.13 Very few Nepalese advertisements on consumer goods portray female as the 'career oriented'.

Q6.14 Very few Nepalese advertisements on consumer goods present female in an 'entrepreneurial role'.

Q6.15 Very few Nepalese advertisements on consumer goods portray female proficient in new technology (for e.g. mobile banking, online payment etc.)

### **Attitudes towards Female Role Portrayals in Ads**

Q7.1 I am not attracted by advertisements that do not reflect the full range of roles of females in society.

Q7.2 I don't like the usage of female sexuality in advertisements.

Q7.3 The advertisements where female are treated merely as an object to sell products need to be altogether abandoned.

Q7.4 I object to the objectification of female in advertisements.

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