Chapter Fifteen. Definition of Variables
1. Category of the Channel

HBO, SET PIX, and SET MAX were taken as Movies Channel; Star Plus, Colors, and UTV Bindass were selected as General Interest channels. NDTV 24X7, Times Now, and CNN-IBN were taken as News Channel; ZOOM, 9XM, and Channel [V] were taken as Music Channels. HUMGAMA TV, Disney Channel, Cartoon Network were selected as Cartoon Channels.

2. Medium of the Advertisement

If the TV commercial was entirely in Hindi it was marked as Hindi, if it was entirely in English it was coded as such. In case of Advertisement in which both the languages were used attention was paid to the number of words spoken in each language and then coded.

3. Product Category

Products were divided into 11 categories such as Foodstuff products, Health & Personal hygiene products, Beauty and Appearance enhancing products, Electronic products, Financial products, Automotive and Accessories products, Fashion, Clothes, and Jewelry products, Medicinal and Pharmaceutical products, Housekeeping products and Others. Foodstuff items included every edible item such as cooking oils, noodles, biscuits, breakfast cereals, chewing gums, chocolates, as well as those that had to be processed before consumption such as tea leaves, coffee. Gutkas, and pan masalas were also included.
under the edible category. Edibles like pan masalas, gutkas, cooking oils, noodles, pan masalas, chocolates, cereals, coffee, tea leaves either cooked or raw available through retail shops alone were also included.

**Health products** included artificial sweetener, blood purifier tonics, and chavanprash they were clubbed with the personal hygiene products. Also included were vitamin caps, blood purifiers, fruit juices, and all health drinks etc. **Personal Hygiene Products** included products such as deodorants, toothpaste, soaps, dental floss, and mouth gargles, body sprays, female sanitary napkins, condoms, shaving razors, shaving cream, hand wash, body wash, face wash and shampoos. Because they were very few health supplement products they have clubbed together with the health products.

**Beauty and appearance enhancing products** included fairness creams, anti-ageing creams and lotions, spot reducing gels, dark circle removing creams and gels, and hair driers because they were enhance appearance and are used directly on the body.

**Electronic products** included items like TV (all types), laptops, cell phones, refrigerators, heaters, A.Cs, Inverters, home theatres, VCD, DVD and their players, video games consoles, washing machines, fans, electrical switches, coolers, food processors, cameras,
juicers, mixers, grinders, toasters vacuum cleaners, other home appliances etc., and other home appliances.

Financial products included mutual funds, bonds, shares, debentures, insurance (both general and health) and financial publications.

Automotive and accessories products included all types of vehicles, including two wheelers and their accessories like engine oil, car tires, car fresheners, car upholsteries, car tires, batteries etc.

Fashion, clothes, and Jewelry products (necklaces, rings) included shoes, watches, and optical instruments like frames, and contact lenses, etc. clothes items included all undergarments for men and women, and children nappies.

Medicinal and Pharmaceutical products included products relating to drugs used in medicinal treatment like cough syrups, pain relief balms, gels, lotions, creams, capsules, emergency contraceptive pills analgesics and capsules for men’s vitality, birth control pills etc.
Housekeeping products included utensils, cookers, pots and pans, non-electrical water purifier, bed sheets, detergents soaps, gels, liquids, toilet cleaner, paints, fabric softeners, aerosols, non-electrical water purifiers, bed sheets, liquids cleaners, toilet cleaner, ceramics, paints etc.

Services included those provided by DTH network, airlines, Websites, fast food centers like Dominos, Mc Donald’s, KFC, matrimonial, telephony, and hospitality services etc.

Others included Cement, iron bars, and other products that do not belong to any of the above mentioned category.

4. Product Advertised Meant For/ Ad Orientation

Following Jill K. Maher and Nancy M. Childs, the orientation of the TV commercials (to whom they supposedly catered to) was also taken into account. Ad Orientation was coded as the category the category that most people would think as most appropriate for the product. (e.g., nail polishes, lip gloss, cotton panties for women, condoms, razors, shaving cream for men, candies, noodles, cream biscuits for children and dentures, hearing aids for the elderly). Product Advertised meant for/ Advertisement Orientation was defined thus:

Adult Male interest included products that are generally considered to be useful for male, and or are presented as such like shaving creams, gels, razors, and brushes, condoms, under-garments like under wears and vests, men’s fairness creams, male suiting and
shirting, pan masalas, and other items/products that branded themselves specifically for men’s use like AXE for men, etc.

**Adult Female interest** included products that are generally considered to be of interest to female buyers/consumers like sanitary napkins, lip sticks, lip gloss, nail polishes, fairness creams, & gels, birth control pills, hair remover creams, and gels, women’s wear like bras, panties, sarees, hair oil, vehicles like Scooty that target female purchasers and is presented as such.

**Child Interest products** that are meant for very young consumers or are targeted as such or claim to be so, like baby milk powder, baby soaps, and shampoos for young children, bicycles, tri-cycles, candies, nutrition drinks that often suggest ‘for your child’.

Advertisements for children often target parents.

**Elderly use interest** meant products like dentures, glasses, hearing aid devices etc.

**General interest** meant products that were not gender-specific and category specific could be used by all like cement, insurance policies, DTH, mobile telephony services, etc.

Washing clothes and driving motorcycles is not a gender specific activity. To counter and dispel any sex stereotype all the commercials of cars, motorcycles, detergents, and soaps were counted as general products unless they specifically came out with suggestions that hinted at their use by a specific category, like for example LUX soap featuring Katrina Kaif.
was coded as a specifically female interest. A Bajaj Two Wheeler advertisement that claimed ‘Definitely Male’ was coded as specifically meant for male use.

5. Principal Role

The principal role was selected on the basis maximum visual exposure i.e., the number of shots a character appeared in. In case of two characters appearing for the same number of shots then the selection was based on the basis of the most speaking part, or proximity to the camera. The United Nations defines youth as people between the age group of 15-24 years; the definition of youth that was adopted for the current study accepts the government of India’s which defines youth as those between the age group of 13-35 years. Conversely all those principal characters of the age of 12 and below were coded as child.

All male and female lead characters from 13 years till the age of 59 years were coded as male and female respectively. Primary characters from the age of 0 years to 12 years were coded as children. Following the definition offered by Swayne and Greco, Elderly characters were judged on the basis of subjective criteria including their appearance of retirement, grey hairs, wrinkles, and the use of aids like wheel-chairs, hearing aids, and canes and shown as parents of middle aged people or in the company with grand children or the like.
6. Supporting role

The supporting role was assigned to the characters that played the second lead in the TV commercial, and provided support to and engagement with the lead character.

7. Principal’s Character’s Setting

The setting for the principal’s characters was coded on the basis of their location which were defined as **Home/Domestic setting** if the location was home or any part thereof, **Professional/ Corporate setting** if the location was a workplace, Office environment or any part thereof, **Recreational/ Social Setting** was defined as any setting that depicted any setting outside home which wasn’t a workplace and included places and settings such as marriage halls, beach, saloons, spa centers, shopping malls etc. Hospitals, nursing homes, and any part thereof were coded as **Recuperative/Health Care setting**. School and college classrooms, colleges, universities and their campuses were coded as **Scholastic/Educational Setting**. If the principal character appeared in more than one location it was coded as a **Combination of Setting**. Lastly if the setting couldn’t be known it was coded as **Indeterminate Setting**.

8. Voiceover in the TV Commercial

Voiceover was taken as the disembodied voice heard [and not seen] at the end or right through the TV commercials. If the character could be seen along with his or her voice it was **not** coded as a voiceover.
9. Role Play of Principal Character

The definition of role play was defined as a 'distinctive set of related activities or behaviours associated with a function, such as education, athletics, and recreation or socializing'. Role plays were included based on preliminary investigation of the TV commercials. The principals' character's role play was coded as **Parental role** if it showed characteristic relating to or befitting of a parent, such as paying attention to, playing with, giving physical affection to, or physically caring for a child; **Housekeeping role** if it related to the task of cleaning and or running a home, such as doing laundry, vacuuming, cooking, washing dishes, setting the table etc.; **Professional role** if it showed the principal's character engaged in a profession or means of livelihood; **Aesthetic role** if it showed the principal character engaged, concerned or characterized with appreciation of beauty or good taste; **Filial role** if it showed the principal character exhibiting characteristics of an offspring; **Companionable role** if the actions and activities of the character suggested providing pleasant company or companionship to others; An **Expert role** was defined as a person with special knowledge or ability, skill, training or experience in a particular filed of activity; Famous sports, and film personalities playing themselves on screen were coded in **Real Life celebrity role**; **Delinquent role** if the character was guilty of a misdeed; **Detached role** if the main character showed complete lack of emotional involvement with the situation in the TV commercial; **Independent role** if the character was shown in a neutral or an uncommitted role; and **Indeterminate role** if the role play
was indecipherable. Because of their very low numbers the categories Detached and Independent were merged together.

10. Predominant Appeal of the TV Commercial

Since ‘arguments involves the central route of persuasion’ of consumers all appeals to reason, logic and reliance on objective evidence were marked as Argumentative appeal. Also included within the Argumentative appeal were Comparative Arguments (in which two products are compared); Reputational Appeal (which consists of first presenting a counter-argument against an advertised brand and then refuting that argument); Rhetorical Question (which involves attacking a rival brand by asking oratorical questions); Innoculative Argument (the strategy in which a brand’s position is sought to be protected against by alerting consumers about an impending attack by a rival brand); Framing which involves presenting the rival in an unflattering manner so as to show them in poor light; and lastly Supportive Argument, which involves affirmation of the brand without resorting to any refutation, comparison, inoculation or rhetorical questioning etc.

TV commercials in which persuasion occurred primarily through the arousal of emotions through the inclusion of drama, and story rather than through the force of any rhetorical questioning, refutation, or argument and which sought to connect with the audience through feeling such as pride, courage, dedication, honour, elation, jubilation etc, were coded as Emotional Appeal.
When the predominant appeal in the TV commercial was through the endorsement by a celebrity (sports, films personality etc), an expert or by lay endorser it was labeled as an 

**Endorsement Appeal.**

When the persuasive appeal contained sexual information integrated within the overall message or had any representation that portrayed or implied sexual interest or behaviour or motivation it was coded as **Sexual Appeal.** Sex in advertising has been described as ‘sexuality in the form of nudity, sexual imagery, innuendo, and double entendre…employed as an advertising tool for a wide variety of products’6.

TV commercials employing humour tactics, parody, satire, pun, slapstick and sophisticated humour, or those in which the comic factor was the predominant appeal were coded as resorting to **Humour Appeal.** In case of advertising seemingly applying more than one advertising appeal, the most predominant appeal was coded.

11. Sexual Content in TV Commercial

Following Tom Reichert 7 sexual content in TV commercials was measured in terms of **body display, sexual behaviour, and sexual referents.** Though Reichert had also suggested Contextual factors such as romantic settings, camera styles etc, they were left out of the current study because viewers may have different interpretations of the contextual factors and ‘unless the primary stimulus is clearly sexual, interpretation may vary’8. These sexual elements may be present singularly or with other elements. Sexual behaviour is not always accompanied by nudity. And a fully dressed male or female model may indulge in
sexual behaviour. Alternatively, an advertisement may still hint at sex without resorting to either body display and or sexual behaviour. A brand of condom came out with an Advertising campaign which showed a car parked in an isolated place, heaving gently. Viewers got the message.

12. The Type of Sexual Content in the TV commercials

Sexually oriented appeals in advertisements are generally measured in terms of nudity, sexual explicitness, and also subtle sexual innuendo that avoid explicit sexual behaviour so as to bypass censor authorities. For the purpose of the present research, sex in advertising was measured in terms of body display, sexual behaviour, and sexual referents. **Body Display** meant revealing clothes, women in short skirts, inner wear, low cut blouses, men in underwear or shirtless. Complete and explicit nudity is a rarity in advertisement, Scenes in which characters were shown with bare shoulders and bathing, or wrapped in towels, or in various stages of undressing were considered as ‘implied nudity’ and coded as body display. Suggestive clothing which partially exposed the upper body, such as an unbuttoned blouses or muscle shirts were also included in body display.

**Sexual Behaviour** meant sexually provocative action of models in the TV commercials or behaviour between models in the advertisement. Following Reichert’s description, sexual behaviour included moving and talking in a manner that communicated sexual interest or in a manner that was intended to evoke the viewers’ sexual interest. Sexual contacts such as kissing, simulated foreplay, flirting behaviour such as pouting, winking, fleeting glances,
biting lips, flying kisses, exposing neck, were also taken as sexual behaviour. Models or characters talking in a strongly sexual vocal tone were also taken as sexual behaviour.

Sexual referents were defined as verbal elements or the mix of verbal and visual message elements that included sexual innuendos and double meaning dialogues that carried sexual connotations.

13. Male, Female, Child and Elderly Body Type

The male and female body type was divided into three types: 1) Slender/Fit, 2) Average, 3) Plus Size / Obese.

14. Male, Female Child and Elderly Age Profile

The male and female age profile was divided into five rank orders: between 13 and 19 years, in the 20s, in the 30s, in the 40s, in the 50s. Child models were age profiled as Pre-School, if they were shown to be too young to go to school, usually aged between 0-2 years; Pre-Teen or Pre-Adolescent if they were shown to be between 3-9 years; and Adolescent, if they were juvenile, aged between 10-12 years. Elderly characters were divided into the age bracket of In the 60s, In the 70s, In the 80s and More than 80.

15. Male & Female, Elderly Marital Status (Child Excluded)

The male, female, and elderly marital status was divided into: Married, Appeared Single/Not Married, Appeared in a Relationship, Widowed, and No Indication.
16. Male & Female Physical Attractiveness (Elderly & Child Excluded)

Following the Likert’s scale, male and female physical attractiveness was constructed as not attractive, little attractive, somewhat attractive, attractive and strongly attractive.

17. Male & Female Role Play Status

To measure the relationship of the lead character with other characters in the TV commercial, relationships were coded as: **Superior** if the lead character offered advice, help, suggestion or appeared in a higher rank or order with reference to the other characters in the Ad; **Equal** if he or she appeared in an equal standing with the other characters, **Subordinate**, if the lead character sought aid and advice or received information from other characters in the TV commercial; and **Can’t be Known** if the relationship with other characters in the TV commercial couldn’t be known. This was usually coded when the lead character appeared alone in the TV commercial.

18. Child and Elderly Gender Profile

Child or children as the case maybe, were profiled on the basis of gender: male, female or indeterminate (in case babies were shown). The elderly had just two categories: male and female.

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9 Relationship with other characters in the TV commercial.
19. Child & Elderly Physical Activity Level (all other categories excluded)

A child model’s physical activity was measured in ordinal/rank terms as negligible, moderate, and high.

20. Child & Elderly Character Portrayal (all other categories excluded)

If the child character showed behaviour that was impossible to deny or disapprove of, such as helping in the household work, doing homework, shown caring about and helping others it was coded as a Positive Portrayal. If the child character was shown as teasing others, seeking revenge, making fun of others, and indulging in delinquent behaviour it was coded as Negative Portrayal.

For the elderly, if the elderly character was shown in a situation that showed him or her as helpless, lacking bodily or muscular strength, or vitality, being made fun of, forgetful, and the butt of other’s joke, dressed funnily as Spiderman or Superman, it was coded as a Negative Portrayal. On the contrary, if the elderly was shown to be helpful to others, active, playing or doing work, engaged in profession etc, it was coded as a Positive Portrayal.

21. Child and Elderly’s Company Profile (Other categories excluded)

The company of the child was coded as Alone; in the company of parents/elders; in a crowd; and Can’t be Known. An elderly’s company was coded as alone; in the company of children; in the company of other elderly; Others.
22. Presence of Fantasy in Ads with Child in Principal Role (All other categories excluded)

The presence of fantasy such as mountains of chocolates or biscuits, animation characters, chewing gums that allowed children to fly, animals that talked etc, was coded as Yes. If there was no fantasy in the TV commercial it was coded as No.

23. Operational Situation of the Child (All other categories excluded)

If the child character was shown to be working with others for a common purpose or goals, such as opening a library, cleaning up a room, helping parents it was marked as a Cooperative Situation. Conversely if the child characters were shown to be engaged in a competitive environment with other characters it was coded as Competitive Situation.
Variable used in coding the General Variables of TV Commercials

The coding process was divided into two parts. The first part measured the constituents of the TV commercials/Advertisements. Among the variables counted in this part included the channel’s name, the medium of the TV commercials, the product category advertised, the products advertised meant for (men, women, children or the elderly), the principal and the supporting role play by, the setting within which the principal character appeared in, the voice over in the TV Advertisement, the role play enacted by the principal character, the type of advertising appeal that the TV commercial resorted to, the presence (or absence of) sexual content and the type of sexual content (if any). See table 4.
Table 4. Variables Coded for Each TV Advertisement

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<th>Variables Coded for Each TV Commercial</th>
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<tr>
<td><strong>Channel Name</strong></td>
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<td><strong>Channel Category</strong></td>
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<td><strong>Medium</strong></td>
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<td><strong>Product Advertised for/ Product Orientation</strong></td>
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<td><strong>Principal Role</strong></td>
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<td><strong>Type of Advertising Appeal</strong></td>
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<td><strong>Presence/ Absence of Sexual Content</strong></td>
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<td><strong>Type of Sexual Content</strong></td>
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<td><strong>Once the first part had been carried out, the coders were required to move to the annex depending on the principal character, A for Male, B for female, C for child and D for the Elderly.</strong></td>
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Table 5. Variables Coded for Each Category

| Variable                                      | Male Body Type: 1) Slender / Fit (2) Average (3) Plus Size / Obese | Female Body Type: 1) Slender / Fit (2) Average (3) Plus Size / Obese | Age Profile: 1) Between 13 & 19 (2) In the 20s (3) In the 30s (4) In the 40s (5) In the 50s | Marital Status: 1) Married (2) Appeared Single / Not Married (3) Appeared in a Relationship (4) No Indication | Physical Attractiveness: 1) Little attractive (2) Somewhat attractive (3) Very Attractive | Relationship with Other characters: 1) Superior (2) Equal (3) Subordinate (4) Cant Be Known | Child Gender: 1) Male 2) Female 3) Indeterminate | Level of Physical Activity: 1) Non-Existent (2) Moderate (3) High | Character Portrayal: 1) Positive Portrayal (2) Negative Portrayal (3) Indeterminate | Child’s Company: 1) Alone (2) In the company of parents / grandparents (3) In the company of other children (4) In a crowd (5) Cant be Known | Presence of Fantasy: 1) Yes (2) No | Ad Situation: 1) Cooperative (2) Competitive (3) Indeterminate (4) Cant Be Known | Elderly Gender: 1) Male (2) Female | Age Profile: 1) In the 60s (2) In the 70s (3) In the 80s (4) More than 90 | Marital Status: 1) Married (2) Widow / Widower (3) Unmarried (4) No Indication | Level of Physical Activity: 1) Non-Existent (2) Moderate (3) High | Character Portrayal: 1) Positive Portrayal (2) Negative Portrayal (3) Indeterminate | Child’s Company: 1) Alone (2) In the company of parents / grandparents (3) In the company of other children (4) In a crowd (5) Cant be Known | Level of Physical Activity: 1) Non-Existent (2) Moderate (3) High | Character Portrayal: 1) Positive Portrayal (2) Negative Portrayal (3) Indeterminate | Child’s Company: 1) Alone (2) In the company of parents / grandparents (3) In the company of other children (4) In a crowd (5) Cant be Known |
References:


7. Ibid. Pg. 243

8. Ibid. Pg. 244

9. Ibid. Pg. 244


12. Ibid. Pg 246