CHAPTER I

INTRODUCTION

1.1. INTRODUCTION

Advertising is everywhere - in magazines, on television, in movie theaters, on countless web pages, on busses, in subways and on milk-cartons. It is understood that any surface that will hold still long enough to be read is considered a potential advertising medium. Advertising is part of our daily cultural experiences and it is almost impossible to avoid them.

The study of advertising is not just about what manufacturers say to consumers, but it is about how it is said. The influence of advertisements is far beyond a simple message about a product. Advertisements can introduce characters to the public imagination, make icons out of actors, generate new stories etc.

Advertising is a media institution, and an industry with its own way of doing things, having its own channels of communication, and its own key personnel who carry out skilled tasks. It enables the modern organizations to create effective means of communication with its customers. Advertising is a means through which a product or a service is made known to the public. And it is one of the most powerful tools used by the marketers to induce the customers to make decisions. It is the act or practice of calling public attention to one's product, service, and need etc., especially by paid announcements in newspapers and magazines, over radio or television, billboards etc.

In the contemporary world of marketing, innumerable products are being launched every day. Burning a brand-spot into the customers mind is the top most priority of all brand managers. Marketing gurus and scholars are innovating new methods to induce customers to purchase their products and to create brand loyalty for their brands. With the opening up of the global economy and disintegration of boundaries, competition has reached new heights and it has become a complex task to generate awareness about one product in an ocean of similar products. To get
consumer attention, companies are spending millions over a period of time to build recall at the point of purchase.

Different types of appeals are used in advertising to draw the attention of the customers. Emotional, personal, social, scary, humorous, musical and sex are some of the appeals that are commonly used in advertisements. Among these appeals sexuality is considered one of the most powerful tools of marketing and particularly advertising. Use of Women in advertisements in a 'sexual way' is one of the effective ways of capturing the attention of the customers. It is considered that exposing the women's body is a matter of interest to all human beings (Steadman 1969). Thus it seems to be an attractive, way to create charm among consumers.

The use of sexually attractive Women in advertisements is found in the advertisements of most classes of frequently purchased consumer products like clothing, cosmetics, toiletries, and food brands; and also in many types of consumer durables like motor cars, cameras, carpets, furniture and even for technical and industrial products such as drugs, plastics, and office machineries (Steadman 1969).

Women are used to represent most of the products in the advertisements. Maximum advertisements which we come across daily are focused on women and family needs since woman is the perfect home maker, and she is the one who makes majority purchases for her family. The advertisements basically depict the image we have created of women in our culture. Since 1990’s, and subsequently, advertisers are continually making an attempt to build multiple possible identities for women in an effort to change their stereotyped image of a mere house wife.

Advertisements have started portraying women more frequently as career oriented and in non traditional roles and are constructing the persona of a new Indian woman. On the other hand there are certain groups of people who are misusing this image by portraying women in erotic roles and as decorative idols. There are advertisements which are showcasing that if a woman wants to explore her talent she has to display her physical attributes. In advertising, whether a woman is promoting cosmetics, jewelry, fabrics domestic gadgets or any other product woman is always projected as an object. Empirical studies have indicated that women are overwhelmingly targeted more for objectifying treatment than men.
1.2. Concept of Advertising

Advertising facilitates large scale marketing. It is a medium of mass communication. Manufacturers supply information about new products through advertising. The companies spend crores of rupees on advertising through TV, radio and newspapers which paves way for sales promotion. Advertising is one of the most important elements of promotion in the marketing mix. It is getting popularity in the present highly competitive and consumer oriented marketing. All products old and new, consumable and durable, cheap and costly need extensive advertising for sales promotion and consumer support. New communication techniques are now being used for making advertisement attractive and agreeable. The basic purpose of advertisement is to give information, to attract attention, to create awareness and finally to influence the buying behavior of consumers.

People all over the world are bombarded with an ever increasing number of advertising either on television, radio, in print or on poster (Brassington & Pettitt, 2000). Advertising is a favorable representation of product to make consumer, customers and general public aware of product. It lets the potential buyers, general public and end users to become aware of and be familiar with the brands and their goods and services. Many people think that advertising a product means to sell it. But the real aim of advertising is to make general public and potential buyers aware of goods, products and services available under a brand.

Advertising is any paid form of non-personal promotion transmitted through a mass medium. The key difference between advertising and other forms of promotion such as personal selling, sales promotion and publicity is that advertising is impersonal and reaches a large number of people. The term 'Advertising' originates from the Latin word 'advertere' which means "to turn the mind towards".

The meaning of the term advertising is "to give public notice or to announce publicity". This suggests that advertising acts as a marketing vehicle and is useful in drawing the attention of the people (prospects) towards a specific product/service/manufacturer.
Advertising is "any paid form of non-personal communication of ideas or products in the prime media". The concept comprises all the stages between creation of the product and the after-market, which follows the eventual sale (Jobber2001).

Advertising is a lot more than just television commercials. It includes for example branding, sponsorships, publicity, and customer service. It is important to understand that everything a company does communicates something about the brand to present and future customers (Zyman 2002).

Advertising is the paid form of non-personal communication from an identified sponsor using mass media to persuade or influence an audience (Wells et al 2003). Tellis (2003) identifies the five features of advertising that makes the advertising concept crucial for the company.

- Advertising is a major means of competition among companies. In a free market, firms constantly compete by offering better prices (interests) or quality of goods (services). Various forms of advertising are then essential for companies to communicate effectively with the customers, directing their needs and displaying competitive advantage over the others.

- Advertising is the primary tool for informing consumers about new products. In a market the products (services) characteristics are changing very fast after sudden environmental shocks, It is crucial for the company to inform their clients as fast as it is possible.

- Advertising provides major support for the media. In countries with highly developed media network, media reach consumer with relatively low cost.

- Advertising is already a vast industry. Total expenditures on media advertising have risen to a large extent. Companies spend crores of rupees to advertise their products so that it reaches the customer in an effective way.

- The public subsidizes advertising expenditures. In countries where advertising expenditures are tax-deductible, public is constrained to pay a fraction of it.
Tyagi & Kumar (2007) describe the basic features of advertising, as “message to buy” and “controlled time, place, message and direction”. The first means that whatever the message, the final goal is to motivate and inspire customer to purchase the product. The next feature is concerned with making the advertisement as effective and economic as possible through the control process.

1.3. Types of Advertising

Advertising, when properly employed, is a powerful tool for marketing. It can be most effective with products that can be differentiated from similar products based on consumer-accepted quality differences. However, regardless of the quality of a product’s advertising, it is important to remember that a product has to compete on its own. Virtually any medium can be used for advertising. Commercial advertising media may include wall paintings, billboards, street furniture components, printed flyers and rack cards, radio, cinema and television advertisements, web banners, mobile telephone screens, shopping carts, web pop ups, skywriting, bus stop benches, human billboards, magazines, newspapers, town criers, sides of buses, banners attached to or sides of airplanes ("logo jets"), in-flight advertisements on seatback tray tables or overhead storage bins, taxicab doors, roof mounts and passenger screens, musical stage shows, subway platforms and trains, doors of bathroom stalls, stickers on apples in supermarkets, shopping cart handles, the opening section of streaming audio and video, posters, and the backs of event tickets and supermarket receipts. Any place an "identified" sponsor pays to deliver their message through a medium is advertising. And there exist various media which can be effectively used for advertising. Based on these criteria there can be several branches of advertising. Mentioned below are the various categories or types of advertising:

1. Print Advertising- News Papers, Magazines, Brouchers, Fliers

The print media have always been a popular advertising medium. Advertising products via newspapers or magazines is a common practice. In addition to this, the print media also offers options like promotional brochures and fliers for advertising purposes. Often the newspapers and the magazines sell the advertising space according to the area occupied by the advertisement, the position of the advertisement (front page/middle page), as well as the readership of the publications. For instance an
advertisement in a relatively new and less popular newspaper would cost far less than placing an advertisement in a popular newspaper with a high readership. The prices of print ads also depend on the supplement in which they appear.

2. Outdoor Advertising – Billboards, Kiosks, Tradeshows and Events

Outdoor advertising is also a very popular form of advertising, which makes use of several tools and techniques to attract the customers outdoors. The most common examples of outdoor advertising are billboards, kiosks, and also several events and tradeshows organized by the company. The billboard advertising is very popular. However it has to be really terse and catchy in order to grab the attention of the passersby. The kiosks not only provide an easy outlet for the company products but also make an effective advertising tool to promote the company’s products. Organizing several events or sponsoring them contribute to an excellent advertising opportunity. The company can organize trade fairs, or even exhibitions for advertising their products. If not this, the company can organize several events that are closely associated to its field. For instance a company that manufactures sports utilities can sponsor a sports tournament to advertise its products.

3. Broadcast advertising – Television, Radio, and the Internet

Advertisement through broadcast is a very popular advertising medium that comprises several branches like television, radio or the Internet. Television advertisements have been very popular ever since they have been introduced. The cost of television advertising often depends on the duration of the advertisement, the time of broadcast (prime time/peak time), and of course the popularity of the television channel in which the advertisement is going to be broadcast. The radio might have lost its charm owing to the new age media however radio continues to be significant for small-scale advertisers. The radio jingles have been very popular advertising media and have a large impact on the audience, which is evident by the fact that many people still remember and enjoy the popular radio jingles.

4. Covert advertising – Advertising in Movies

Covert advertising is a unique kind of advertising in which a product or a particular brand is incorporated in some entertainment and media channels like
movies, television shows or even sports. There is no commercial in the entertainment but the brand or the product is subtly (or sometimes evidently) showcased in the entertainment show. Some of the famous examples of this sort of advertising are the appearance of brand Nokia which is displayed on Tom Cruise’s phone in the movie Minority Report, or the use of Cadillac cars in the movie Matrix Reloaded.

5. Surrogate advertising-Advertising Indirectly

Surrogate advertising is prominently seen in the sphere of advertising where advertising a particular product is banned by law. Advertisement of products like cigarettes or alcohol which are injurious to health are prohibited by law in several countries and hence these companies have to come up with several other products that might have the same brand name and indirectly remind people of the cigarettes or beer bottles of the same brand. The Common examples include Fosters and Kingfisher beer brands, which are often seen to promote their brand with the help of surrogate advertising.

6. Public Service Advertising- Advertising for Social Causes

Public service advertising is a technique that makes use of advertising as an effective communication medium to convey socially relevant message about important matters and social welfare causes like AIDS, energy conservation, political integrity, deforestation, illiteracy, poverty and so on. David Oglivy who is considered to be one of the pioneers of advertising and marketing concepts had reportedly encouraged the use of advertising field for a social cause. Oglivy once said, "Advertising justifies its existence when used in the public interest - it is much too powerful a tool to be used solely for commercial purposes.". Today public service advertising has increasingly been used in a non-commercial fashion in several countries across the world in order to promote various social causes. In USA, the radio and television stations are granted on the basis of a fixed amount of Public service advertisements aired by the channel.

7. Celebrity Advertising

Although the audience is getting smarter and smarter and the modern day consumer is becoming immune to the exaggerated claims made in a majority of
advertisements, there exists a section of advertisers that still bank upon celebrities and their popularity for advertising their products. Using celebrities in advertising involves signing up of celebrities for advertising campaigns, and it may encompass all sorts of advertising including, television ads or even print advertisements.

1.4. The process of Advertising

Advertising is playing a major role in our economy and society. Traditional advertising strategies do not produce good results in this age of competitiveness. The leaders of the organizations and marketing strategists are expected to rise to the occasion and fulfill the ever changing needs, hopes, desires and aspirations of the customers in the present marketing environment. Advertisements vary from product to product, service to service, organization to organization and society to society. The advertisers should come out with unique and creative messages to influence the customer's to purchase their product that constitutes the achievement of organizational goals and development.

The process for developing a unique and creative advertising includes:

- **Brief** – create a quick overview of the product or service that helps define the objective, audience, message, budget, channels, etc. This sets the stage for the advertising strategy.

- **Strategy** – map out a strategic advertising plan, which would expand upon the elements blow.

- **Objective/Goal** – what is the desired result? Set measurable and realistic growth objectives.

- **Research/analyze** – find out what is being offered, who is the competitor, and what unique selling points are available.

- **Define the target audience** – who are you trying to reach? What are the demographics (age, education, income, etc.) and psychographics (behaviors, lifestyle, values, opinions, etc.) of the audience?

- **Budget** – How much money is allocated to accomplish the tasks above? What effective advertising channel/s can be used to meet the objective while working within a tight budget?
- **Message** – what needs to be communicated? What are the unique selling points/etc. What is the hook or call to action? Perform applicable advertising SWOT analysis on concept and content.

- **Concept/content** – it can’t be trite, ambiguous, weak, cliché-filled, or pointless. It needs to communicate, inform, excite, intrigue, blaze, and yell out, “I won’t be ignored!”

- **Design** – how should it look? What style, personality, or brand image should it have? Is it part of an ongoing brand identity?

- **Refinement** – feedback, refinement, perfection.

- **Launch** – disseminate to appropriate channels (web, print, TV, radio, direct mail, outdoor ads, etc.)

- **Track** – track applicable results to measure success.

- **Reflect** – review the objective, message, budget to see if it is aligned with the brief, advertising plan, and goals.

### 1.5. Role of Advertising

Advertising is a collection of activities in which the visual and oral media are used to pass a message to a particular target group in order to inform and influence them to buy the product or use the service or act in favor towards ideas, persons, trademarks or institutions featured. According to Fill (2005, p. 25) advertising is the most effective means of building awareness among the target audience. Here, producers send the message to consumers about the product/service. This message can have different functional contexts depending on the aim of the producer. It can be either completely introductory, if the product/service is new in the market, or just partially introductory, if the already existing brand has been expanded with new value-added features or completely changed. The message can also be used as a tool to remind customers about the product/service existence. In all the cases, without the communication customers would hardly know anything about the product/service competences. Therefore, depending on the producer’s aims and objectives, advertising can be used to fulfill different roles: information, explanation, reminder, and encouragement, building the brand image in consumer’s minds, generate repurchase of
the product/service, and as a consequence, instill loyalty. (Advertising and Consumer behavior, 2004).

Grossman and Shapiro (1984) were the first to identify the role of advertising in matching consumers with products. In their setting, advertising conveys full and accurate information about product characteristics. Heterogeneous consumers, who have no source of information other than advertising, seek to purchase the product that best matches their tastes. People come across differentiated products in the market, and advertising conveys information about product attributes.

Olins,(1989) argue that businesses develop a multitude of images through advertisements with the publics, in order to survive in the competitive world with much attention focusing on the corporate/product relationship. That is the approach a company adopts in communicating to its publics the relationship of its products to one another and to the overall corporate entity. Advertising is identified as one of the principal components of corporate image creation.

Wells et al., (2000) elaborates the significance of advertising in building a brand image. The function of advertising is creation of symbolism and imagery around the product which will result in a relationship between the brand and the consumer. Advertising can be used to create brand images and symbolic appeals for a company or brand, which is a very important capability for companies selling products and services that are difficult to differentiate on functional attributes. Advertising plays a very important role in building an image for a brand of products.

Sen and Bhattacharya (2001) stress the importance of firms engaged in Corporate Social Responsibility. Firms are engaged in Corporate Social Responsibility for many reasons: from being an inherent part of their stakeholder responsibilities, to seeking out benefits such as positive corporate associations; etc. Empirical evidence increasingly demonstrates the link between CSR initiatives and business performance. Research has shown that for consumers who are predisposed to CSR-related beliefs, a firm’s CSR actions through advertisements can increase the attractiveness of its products. A favorable attitude to a firm’s CSR initiatives strengthens the likelihood of positive behavior towards the firm (Maignan and Farrell, 2004).
Dowling, (2006) states: advertising has a crucial role to play if there are favorable attitudes and a strengthening of positive behaviors. The goal of advertising and other “externally directed communication is to raise awareness and generate understanding and appreciation of the organization among key stakeholder groups”. This is particularly relevant to CSR communications as, generally, consumers do not actively seek out information about a firm’s responsible behavior. Indeed, it is necessary to generate awareness of the firm’s CSR initiatives so that the company reaps the associated benefits. Effective communication allows consumers to credit a company’s CSR practices in tangible ways, e.g. through patronage or positive corporate associations or through advertisement which is considered as one of the effective means of communication.

According to Chunawalla (2008) advertising is basically a communication process. Advertising plays a very important role as a communicator. The advertiser is the source who transmits the message which passes through an appropriate medium like press, television, radio or magazines or the internet. The message is decoded meaningfully. It is ultimately received by the target audience for whom the product or service is meant. The ultimate aim of advertising is to make the target audience favorably get inclined towards the product or service. In that sense, advertising is not an ordinary means of communication but a marketing communication. Since it is received by a large number of people, through the mass media it is called mass communication. Briefly the role of advertising can be presented as follows:

**Role of Advertising**

<table>
<thead>
<tr>
<th>Role</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketing Role</td>
<td>Marketing is the process a business uses to satisfy consumer needs and wants through goods and services.</td>
</tr>
<tr>
<td>Communication Role</td>
<td>Advertising is a form of mass communication.</td>
</tr>
<tr>
<td>Economic Role</td>
<td>Improves standard of living and the economy by generating material consumption.</td>
</tr>
<tr>
<td>Societal Role</td>
<td>Informs the public about new and improved products, teaches the public how to use these innovations, etc</td>
</tr>
</tbody>
</table>

Source: Author's creation
1.6. Functions of Advertising

Advertising is a tool that can help a company achieve its goals. It is not the end, but a means to an end. The following are some of the functions of advertising.

- To make the product distinct from that of other competitors. Maggie noodles advertising banks on the taste and quality, which discriminates it from the other noodles.

- To communicate information. When a Maggie noodle advertises, it informs how it is to be cooked. The procedure of cooking is narrated step by step.

- To persuade the users. The Maggie advertisement claims to be both healthy and tasty. By offering extra in the same amount and providing several recipes for making it, the advertisement induces customers to buy the product.

- To expand the distribution. The Maggie initially started with production of noodles. Later, it launched soups and ketchup to go for wider distribution. It also made the packaging handy to expand its market.

- To encourage brand preference and loyalty. By offering a slogan 'easy to cook and easy to eat', Maggie noodles gave good reasons for customers to stick to the brand.

- To reduce the sales cost. Different strategies for advertising can be adopted by the companies to achieve more sales, which would automatically reduce the cost. Sale of Maggie noodles in small packets is an attempt to penetrate into the lower strata of the society.

1.7. Five Ms of Advertising

An advertiser has to take decisions on the following aspects:

Mission: This refers to the purpose/objective behind advertising. The objectives behind advertising are varied in character. They include sales promotion, information
and guidance to consumers, developing brand loyalty, market goodwill, facing market competition effectively, making the products popular/successful and introduction of a new product. Decision in regarding the mission is a basic one as other decisions are to be adjusted as per the mission or objective or purpose of advertising so decided. For consumer products like chocolate, tooth paste, soap, the mission/objective include facing market competition, sales promotion and making the product popular in the market.

**Money:** This refers to the finance provided for advertising purpose (advertising budget). It means the budget allocation made by the company for advertising. Money provided is a limiting factor as effectiveness of advertising, media used, coverage of advertising, etc. are related to the funds provided for advertising purpose. Advertising is costly and companies have to spend crores of rupees for this purpose. Advertising should be always within the limits of funds provided. Naturally, decisions on advertising package should be adjusted as per the budget allocation for advertising. It may be noted that consumer products like tooth paste or chocolate are highly competitive with many substitutes easily available in the market. Naturally, extensive advertising on TV, newspapers, radio, etc. is required. These media are costly. Naturally, the manufacturing/marketing company will have to provide huge money for advertising purpose.

**Message:** Message is provided through the text of advertisement. The message is given through written words, pictures, slogans and so on. The message is for the information, guidance and motivation of prospective buyers. Attractive and meaningful messages give positive results and the advertising becomes result-oriented. The services of creative writers, artists, etc. are used for giving attractive message to the consumers. Here, the advertiser has to decide the message to be given, the media to be used for communicating the message, the extent of creativity, the specific customer group selected for giving the message and so on. The message is also related to the decisions taken as regards mission and money provided for advertising. For advertising consumer product like chocolate, the message is important. The buyers are mainly children and others of lower age groups or for the benefit (pleasure and satisfaction) of younger generation. The advertising message should be simple and easily understandable with the help of picture or slogan. It
should also be attractive and agreeable to younger generation. The pictures or slogans used should be short and impressive.

**Media**: Media of advertising are already noted previously. The advertiser has to take decision about the media to be used for advertising purpose. Media differ as regards cost, coverage, effectiveness and so on. The selection of media depends on the budget provided, products to be advertised, and features of prospective buyers and so on. Wrong decision in opting the media may make advertising ineffective and money spent will be wasted. This suggests that media should be selected properly and decision in this regard is important and critical. For advertising popular and extensively used consumer items like chocolate, the media should be selected properly. TV advertising particularly a cartoon channel, advertising in children books or newspaper supplements for children, advertising on radio programmes for children, etc.

**Measure**: Measure relates to the effectiveness of advertising. An advertiser would wish to make an evaluation of advertisement in order to judge its effectiveness. If an advertisement is not effective /purposeful, it will be modified or withdrawn. This is necessary for avoiding expenditure on the advertisement which is not effective or is not likely to give positive results. An advertiser has to measure the effectiveness of his advertisement programme/ campaign and take suitable decisions. This decision-making as regards effectiveness of advertising is equally important and essential. Such testing facilitates introduction of suitable remedial measures, if required.

1.8. Women in Advertising

Advertising accompanies many forms of entertainment media, in an attempt to influence viewers to purchase products. Through various types of media, people are exposed to thousands of advertisements per day. The advertisements embedded with various forms of media are seen as a reflection of society's belief's(Sulivan & O'Connor, 1988). As forms of media have expanded over time, so have advertisements, alerting viewers' perceptions of themselves and others. Much of the public and academic attention directed towards advertising is focused on the ways that advertisers have depicted women. Since 1970's various content analysis have shown a gender difference in the portrayal of people in advertisements (Belkaoui & Belkaoui,
1976; Geis, Brown, Jennings-Walstedt, & Porter, 1984; Schneider & Schneider, 1979). These studies have found the following limited and unrealistic themes: women were depicted as "happy house wives", submissive, incompetents, or sex objects in a decorative role; women were shown as dependent on men; and working women were underrepresented (Courtney and Whipple, 1983; Ferguson & Kreshel, 1990).

Historically women have been portrayed differently than men in advertisements. In a study on women in advertisements, Courtney and Whipple (1983) found that "Women sexuality in the form of nudity, sexual imagery is employed as an advertising tool for a wide variety of products, ranging from personal care products to heavy industrial machinery". Compared to men women have been predominantly portrayed in traditional sex roles, violent images and infantile poses and as being submissive to Men, fitting unrealistic and unhealthy body ideals and being sexual objects. Kilbourne and Lazarus (1987) defined a sex object as a "nonhuman image that can be conveyed by reducing women to 'body parts' instead of the whole person ". The concept also has been defined as "a portrayal of women as subordinate to men or as merely decorative” and when a "women presented in the advertisement performs no function, except decorative"(Venkatesan & Losco, 1975). The common thread running through all these definitions is the experience of "being treated as a body (or collection of body parts) valued predominantly for its use to (or consumption by) others" (Frederickson & Roberts, 1997).

The maximum advertisements that we come across daily are women and family oriented. Women are the perfect home makers. And she is the one who makes major purchases for her family. Starting from vegetables to clothes. For decades women have been portrayed as housewives, dependent on men & sex objects in advertisements. For the past one decade, representation of women in advertisements has been experiencing a shift from the house wife centric ads to the career women ads. Advertising has tended to move from the role of the traditional housewife who is always in the Kitchen to the role of the new woman that we now recognize. In addition to keeping a Perfect house, these women also have successful careers and more than ever they are beautiful and fashionable.
## Role of women in advertisement

<table>
<thead>
<tr>
<th>Role</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Decorative</td>
<td>She is passive and non-functional. She is just a sexual or attractive stimulus. She is used to adorn the product or service.</td>
</tr>
<tr>
<td>Recreational</td>
<td>Engaged in leisurely activity such as watching T.V or reading or in a sports such as swimming, jogging, boating etc.</td>
</tr>
<tr>
<td>Self-involved</td>
<td>Awareness of feminity and sensuality. Shown in romantic settings. But her own dreams and aspirations are important. She is involved with her body, thoughts and beauty.</td>
</tr>
<tr>
<td>Carefree</td>
<td>Girlish. Deceptive freedom. Flutters around, not firmly settling at one place. She is having fun while she is young.</td>
</tr>
<tr>
<td>Nudity</td>
<td>Common for products for feminine use. Source of wonder, pleasure, satisfaction. Body is an object of admiration and reverie. It is not just an attention getting device. It is used aesthetically in a communication role. Young women relate to the models in the advertisements.</td>
</tr>
</tbody>
</table>


Women in advertisements are pretty common. Many advertisements are built around them since they increasingly influence buying decisions. They were once confined to the feminine products but today they are seen in advertisements promoting big-ticket items such as high-end electronics, homes and financial products. Women are no longer trapped in their cocoons of traditions. They have adopted liberal western values. This cultural osmosis has changed women considerably, and this realization has dawned upon the marketers and advertisers.
The new advertising image of women has undergone a great change. She is at the center of all advertisements launched on electronic, print or outdoor media. If we close our eyes and recall advertisements innumerable images of women, be it an advertisement for automobiles, dress materials, cologne, toiletries, etc. comes to our mind. Some directors have a gut feeling that an advertisement endorsed by women accelerates the chance of making it success.

Earlier a woman was considered as weak sex, dominated by her Men counterpart and therefore remained hidden in her shell. Even if required she was only depicted as an ornament and object of decoration and was labeled as emotionally weak. She was hardly encouraged to cross the threshold of home, and her desires were dashed within in the boundaries of four walls.

Today, women are not only considered as the epitome of alabaster beauty, but her demand in advertising is rapidly increasing as well. She is an embodiment of tradition and no advertisement is complete without a woman, as she plays a pivotal role in the family affairs. But this image of women has been misused by many advertisers by treating them only as decorative and sex idols for their own profits which has left a very bad impact on the society leading to various problems like depression, eating disorders, sexual crimes etc. Kilbourne claims that the portrayal of women in advertising is negatively influencing the view men have of women in our society and how women view themselves. She claims that the constant barrage of images and texts depicted in advertisements, suggest the idea that ‘the thinner a woman is, the better she is’, has a strong influence, especially in Women adolescence, that contributes to eating disorders and low self esteem issues.

1.9. Social Significance of the Study

Advertisers often emphasize sexuality and the importance of physical attractiveness as an attempt to sell products but researchers are concerned that this places undue pressure on women and men to focus on their appearances. In today’s advertising and media, women are looked upon as a tool that can help in selling products; Women and sex are often a great combination to get a product to come off the shelves. There are many different companies that stretch far and wide to include women and sex in their advertisements for sale purposes and many use very
interesting ways of including women in selling their products. Women have been stereotyped in the media more than any other group. A stereotype image of women creates a world where no one is ugly, overweight, poor, struggling and disabled.

Almost 90 percent of the advertisements of the present day involve women to represent their products and services. It is pathetic to note that these women are portrayed as objects to sell products in advertisements. In this context it is important to understand to what extent physical attractiveness of women in advertising influence customers to purchase a product. And very little empirical studies have been conducted on the portrayal of women in advertising and its impact. In this context the present study proposes to study the opinion of Men and Women regarding the portrayal of women in advertisements. And an attempt has also been made to study the impact of portrayal of women in advertisements on the attitudes of Men and Women.

1.10. Statement of the Problem

Advertising is a powerful tool used by the marketers to persuade, manipulate and shape behavior of the consumers. The images of woman in advertising has been a matter of debate from considerable time since most of the advertisements use woman to represent their products and services as she is the one who makes majority purchases for her family. Women in advertisements are presented either in a sexually provocative manner or in a non-traditional role. Most of the advertisements of the present day portray women in decorative roles and also as sex idols.

The law relating to obscenity in India is codified in section 292,293 and 294 of the Indian Penal Code. In spite of these provisions there are many different companies that stretch far and wide to include women and sexual appeals in their advertisements. The use of women as sex idols in advertising has been happening for several decades and the main reason behind it is that a product will be sold if a woman endorses it in an erotic way. Advertisements that are sexy in nature tend to be remembered more often than advertisements that are not. Using sexual appeals in advertising is a good way to target certain market segment but not all. In most of the advertisements women are the advertiser’s main target to make profits. In today's media women are looked upon as a tool that can help to sell a product. And the
images of women in today’s advertisements are highly sexualized to appeal to those looking. The women in advertisements represent what society, especially the men of society, hold of the ideal image of women. In this context the present study analyzed the awareness, perceptions of the respondents and made an attempt to examine the effectiveness of erotic portrayal of women in advertisements as an attempt to sell products.

1.11. Need for the study

Almost 90 percent of the advertisements of the present day involve women to represent their products and services. It is pathetic to note that these women are portrayed as an object to sell products in advertisements. It is important to understand to what extent physical attractiveness of women in advertising influence customers to purchasing a product. And very little empirical studies have been conducted on the portrayal of women in advertising and its impact. In this context the present study proposes to study the opinion of Men and Women regarding the portrayal of women in advertisements. And an attempt has also been made to study the impact of portrayal of women in advertisements on the attitudes of Men and Women.

1.12. Objectives of the Study

The present study will be undertaken with the following objectives:

1. To study the importance of advertising in marketing a product;
2. To determine the effects of erotic images of women in advertising on brand;
3. To study the impact of erotic images of women in advertising from management's perspective;
4. To study the different types of images of women portrayed in advertisements;
5. To analyze the changes needed for the appropriate portrayal of women in advertisements;
1.13. Hypotheses

The following are the hypotheses of the study.

1. Advertising is necessary to increase the sales of a product

2. An advertisement depicting erotic images of women lowers the image of a brand.

3. Erotic image of women in advertisements do not induce customers for purchasing a particular brand

4. The erotic image of women in advertising is not essential for marketing the product

5. The erotic image of women in advertisements draws customers’ attention away from the product.

6. A very few advertisements portray women as educated and career oriented.

7. Women in advertising are portrayed as alluring and decorative objects.

8. People like women in advertisements to be portrayed in accordance with the Indian culture

1.14. Research Methodology:

The study used following methodology for the present study.

Data Collection:

The study relies upon both primary and secondary data. The primary data were used to empirically test the impact of erotic portrayal of women in advertising. And the secondary data which were used to explore the theoretical aspects were collected from books, journals, internet sources and articles on portrayal of women in advertisements.

Collection of Primary Data:

The study examines the impact of erotic portrayal of women in advertising on the sale of a particular product. Sampling techniques provide various methods that
enable to reduce the amount of data by considering only those data from a sub group rather than all possible cases or elements. The total population of Bangalore city is approximately 1 crore out of which 53 percent constitutes the Men population and 47 percent constitute the Women. The questionnaire was served to 500 members out of whom 270 constitute the Men and 230 constitute women based on random sampling. The primary data were collected from the field survey by using questionnaire schedule. The opinion of the respondents on attitudes about advertisement, general opinion on advertisement, opinion on brand, opinion on management aspects, portrayal of women in advertisements, suggestions for improving the portrayal of women in advertisements were measured by requesting the respondents to indicate on five-point Likert-type scales, anchored on “strongly agree, agree, neutral, disagree, strongly disagree”. Selection of sample and fixation of sample size has followed simple random sampling method.

**Collection of Secondary Data:**

Secondary data were collected from the books, journals, internet sources and articles on portrayal of women in advertisements.

**Sample Size:**

According to statistics, anything more than thirty will be treated as large sample. Five hundred men and women respondents were surveyed. As per the needs of analysis and dimensions used in the study the sample size reduced to only 270 Men respondents and 230 Women respondents.
Data Analysis and Statistical Techniques:

To analyze both the primary and secondary data the following appropriate statistical techniques were used. To calculate the aggregates and statistical results, researcher used Excel software, Statistical Package for Social Sciences (SPSS) software. Data were presented in processed form in the thesis.

Chi-square Analysis:

It has been used for qualitative variables to identify the significant difference between and among the groups. Significant difference between and among the groups were accepted or rejected at five percent level.
1.15. Scope of the Study

This study focuses on the perception of men and women towards the portrayal of women in advertising by taking into account the opinion of the respondents from Bangalore city. The study also attempts to analyze the role and images of women, the young men and women want to see in future advertisements.

1.16. Limitations of the study

1. The study is restricted only to Bangalore city.

2. In this study questionnaire is used as an instrument for a sample population; therefore this study may not gather all the information from the whole population of Bangalore city.

3. Simple random sampling was followed in selecting the respondents.

4. Though much care has been taken to collect the primary data, the memory bias on the part of the respondents cannot be completely ruled out.

5. The usual limitations of the survey method such as time, resource constraints and communication were experienced by the researcher.

1.17. Chapterization Scheme

Chapter-I Introduction

Chapter-II- Review of literature

Chapter-III- conceptual frame work of effective advertisements

Chapter- IV- Analysis and Interpretation of Data

Chapter- V- Findings, Conclusion and Suggestions