Chapter 4

OBJECTIVES OF THE STUDY
AND FORMULATION OF
RESEARCH HYPOTHESES

4.1 Objectives of the Study

4.2 Formulation of Research Hypotheses

4.2.1 Expert Respondents

4.2.2 Audience Respondents
4.1 Objectives of the Study

The present research was undertaken to study the changing gender roles in advertising in India. Therefore the research had following objectives:

1. To study the shift in the role of genders in advertising in marketing.

2. To study the factors responsible for change in of this exemplar shift in the gender traits.

3. To study how the two genders comprehend the advertisements as marketing messages, targeted towards them.

4. To study the comparative approach between male and female genders reacting to the advertisements.

4.2 Formulation of Research Hypotheses

4.2.1 Expert-Respondents - Null Hypotheses and their respective alternate hypotheses were established for the following objective:

Objective 2 - To study the factors responsible for change in of this exemplar shift in the gender traits.

Factor 1 - Development in Transportation Facilities

H0 01 There is no significant difference between males and females opinions regarding Development in Transportation Facilities as an attribute responsible for the shift in role of genders in Indian advertising.
H1 \_01 There is significant difference between males and females opinions regarding *Development in Transportation Facilities* as an attribute responsible for the shift in role of genders in Indian advertising.

**Factor 2 - Urban Growth**

H0 \_02 There is no significant difference between males and females opinions regarding *Urban Growth* as an attribute responsible for the shift in role of genders in Indian advertising.

H1 \_02 There is significant difference between males and females opinions regarding *Urban Growth* as an attribute responsible for the shift in role of genders in Indian advertising.

**Factor 3 - Economic Hardship**

H0 \_03 There is no significant difference between males and females opinions regarding *Economic Hardship* as an attribute responsible for the shift in role of genders in Indian advertising.

H1 \_03 There is significant difference between males and females opinions regarding *Economic Hardship* as an attribute responsible for the shift in role of genders in Indian advertising.

**Factor 4 - Rural Unemployment**

H0 \_04 There is no significant difference between males and females opinions regarding *Rural Unemployment* as an attribute responsible for the shift in role of genders in Indian advertising.
H1_{04} There is significant difference between males and females opinions regarding *Rural Unemployment* as an attribute responsible for the shift in role of genders in Indian advertising.

**Factor 5  - Migration for Livelihood by Men to Bigger Cities**

H0_{05} There is no significant difference between males and females opinions regarding *Migration for Livelihood by Men to Bigger Cities* as an attribute responsible for the shift in role of genders in Indian advertising.

H1_{05} There is significant difference between males and females opinions regarding *Migration for Livelihood by Men to Bigger Cities* as an attribute responsible for the shift in role of genders in Indian advertising.

**Factor 6  - Shift from Joint Family to Nuclear Family Structure**

H0_{06} There is no significant difference between males and females opinions regarding *Shift from Joint Family to Nuclear Family Structure* as an attribute responsible for the shift in role of genders in Indian advertising.

H1_{06} There is significant difference between males and females opinions regarding *Shift from Joint Family to Nuclear Family Structure* as an attribute responsible for the shift in role of genders in Indian advertising.
Factor 7  - Women in Employment (Division of Labour)

H0_07 There is no significant difference between males and females opinions regarding Women in employment (Division of Labour) as an attribute responsible for the shift in role of genders in Indian advertising.

H1_07 There is significant difference between males and females opinions regarding Women in employment (Division of Labour) as an attribute responsible for the shift in role of genders in Indian advertising.

Factor 8  - Dual Income Family Structure

H0_08 There is no significant difference between males and females opinions regarding Dual Income Family Structure as an attribute responsible for the shift in role of genders in Indian advertising.

H1_08 There is significant difference between males and females opinions regarding Dual Income Family Structure as an attribute responsible for the shift in role of genders in Indian advertising.

Factor 9  - Shift of Women’s Role in Purchasing Process

H0_09 There is no significant difference between males and females opinions regarding Effect of the Shift of Women’s Role in Purchasing Process as an attribute responsible for the shift in role of genders in Indian advertising.

H1_09 There is significant difference between males and females opinions regarding Effect of the Shift of Women’s Role in Purchasing Process as
an attribute responsible for the shift in role of genders in Indian advertising.

**Factor 10  - Financial Independence of Women**

\( H_{0\,10} \) There is no significant difference between males and females opinions regarding *Financial Independence of Women* as an attribute responsible for the shift in role of genders in Indian advertising.

\( H_{1\,10} \) There is significant difference between males and females opinions regarding *Financial Independence of Women* as an attribute responsible for the shift in role of genders in Indian advertising.

**Factor 11  - Single Child Family**

\( H_{0\,11} \) There is no significant difference between males and females opinions regarding *Effect of Single Child Family* as an attribute responsible for the shift in role of genders in Indian advertising.

\( H_{1\,11} \) There is significant difference between males and females opinions regarding *Effect of Single Child Family* as an attribute responsible for the shift in role of genders in Indian advertising.

**Factor 12  - Reach of Education**

\( H_{0\,12} \) There is no significant difference between males and females opinions regarding *Reach of Education* as an attribute responsible for the shift in role of genders in Indian advertising.
H1_{12} There is significant difference between males and females opinions regarding Males and Females opinions do differ on the *Reach of Education* as an attribute responsible for the shift in role of genders in Indian advertising.

**Factor 13 - Development of Communication**

H0_{13} There is no significant difference between males and females opinions regarding *Effect of Development of Communication* as an attribute responsible for the shift in role of genders in Indian advertising.

H0_{13} There is no significant difference between males and females opinions regarding *Effect of Development of Communication* as an attribute responsible for the shift in role of genders in Indian advertising.

**Factor 14 - Reach of Communication Media**

H0_{14} There is no significant difference between males and females opinions regarding *Reach of Communication Media* as an attribute responsible for the shift in role of genders in Indian advertising.

H1_{14} There is significant difference between males and females opinions regarding *Reach of Communication Media* as an attribute responsible for the shift in role of genders in Indian advertising.

**Factor 15 - Effect of Exposure to Different Cultures (Globalisation)**
H0₁₅ There is no significant difference between males and females opinions regarding Effect of Exposure to Different Cultures as an attribute responsible for the shift in role of genders in Indian advertising.

H1₁₅ There is significant difference between males and females opinions regarding Effect of Exposure to Different Cultures as an attribute responsible for the shift in role of genders in Indian advertising.

**Factor 16 - Effect of Western World Culture**

H0₁₆ There is no significant difference between males and females opinions regarding Effect of Western World Culture as an attribute responsible for the shift in role of genders in Indian advertising.

H1₁₆ There is significant difference between males and females opinions regarding Effect of Western World Culture as an attribute responsible for the shift in role of genders in Indian advertising.

4.2.2 **Audience-Respondents** - The following hypotheses were developed covering the following objectives:

*Objective 3 - To study how two genders comprehend the advertisements as marketing messages, targeted towards them.*

H0₁₇ There is no significant difference between males and females opinions regarding the statement that the first function of advertising is to catch the attention of the target audience.
There is significant difference between males and females opinions regarding statement that the first function of advertising is to catch the attention of the target audience.

There is no significant difference between males and females opinions regarding statement that the visual in advertisement plays more important role than text.

There is significant difference between males and females opinions regarding statement that the visual in advertisement plays more important role than text.

There is no significant difference between males and females opinions regarding statement that the use of humans in advertisements to make the advertisements noticeable.

There is significant difference between males and females opinions regarding statement that the use of humans in advertisements to make the advertisements noticeable.

There is no significant difference between males and females opinions regarding statement that using humans in advertisements make them more attractive.

There is significant difference between males and females opinions regarding statement that using humans in advertisements make them more attractive.
**H0** 21  There is no significant difference between males and females opinions regarding statement that the *use of gender in advertisements makes them more appealing*.

**H1** 21  There is significant difference between males and females opinions regarding statement that the *use of gender in advertisements makes them more appealing*.

**H0** 22  There is no significant difference between males and females opinions regarding statement that the *relatedness with advertisements having human models is more than ones not having human models*.

**H1** 22  There is significant difference between males and females opinions regarding statement that the *relatedness with advertisements having human models is more than ones not having human models*.

**Objective 4** - To study the comparative approach between male and female genders reacting to the advertisements.

**H0** 23  There is no significant difference between males and females opinions regarding statement that the *gender portrayal in advertisements play significant role*.

**H1** 23  There is significant difference between males and females opinions regarding statement that the *gender portrayal in advertisements play significant role*. 
There is no significant difference between males and females opinions regarding statement that the use of gender in advertisements is according to the nature of the product advertised.

There is significant difference between males and females opinions regarding statement that the use of gender in advertisements is according to the nature of the product advertised.

There is no significant difference between males and females opinions regarding statement that the uses of gender roles in advertisements are done rationally.

There is significant difference between males and females opinions regarding statement that the uses of gender roles in advertisements are done rationally.

There is no significant difference between males and females opinions regarding statement that the gender roles are depicted based on accepted roles of individual gender.

There is significant difference between males and females opinions regarding statement that the gender roles are depicted based on accepted roles of individual gender.

There is no significant difference between males and females opinions regarding statement that the gender roles are changing from conventional ones between those of males and females in Indian advertisements.
H1 27 There is significant difference between males and females opinions regarding statement that the *gender roles are changing from conventional ones between those of males and females in Indian advertisements.*

H0 28 There is no significant difference between males and females opinions regarding statement that the *females are breaking and coming out of their conventional gender roles and vice-versa.*

H1 28 There is significant difference between males and females opinions regarding statement that the *females are breaking and coming out of their conventional gender roles and vice-versa.*