

WOMEN REPRESENTATION IN ADVERTISING: IT'S IMPACT ON CONSUMER'S ATTITUDE

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Abstract

It has been noticed that the advertising have a visible influence on the attitudes of consumers rational and emotional decisions. Due to this there has arose the conflict between ethical and unethical standards of the society. The women has been facing stereotyping in advertising which includes showcasing women in housewife, nurses role, portraying women as an ornament, these types of portrayal can be seen in almost all kinds of advertising in television or internet commercials on regular basis. These women artists have no proper connect with the goods and services they advertise which puts light on the questions to be followed in this paper. The models being used in the advertisements are the strong means for the promotion of sales. This puts the women in two opposite phenomenon i.e. which puts a women in negative aspects having negatively impacted self-confidence and the other one is opposed between morals, values and ethics and the marketing where the ultimate goal is to attract the customers by changing their behavior towards purchasing. The study tries to identify weather the woman representation in advertisement affects the consumer's attitude towards the goods and services and can change their purchase intentions. Thus, the study the researcher concluded that woman representation have a significant impact on consumer behavior.

Keywords: Advertising, women portrayal, ethical issues, customer's attitudes.

Consumers Attitudes: effect of advertising

The concept of advertising in this contemporary world is subject to various debates. The advertising is not just responsible for just purchase of goods and services or there use, but it also helps in forming consumer's social identity, standard of living, influencing their behavior (Moriarty, Mitchell, Wells, 2009, 58; Ognjanov, 2009, 151).

These days the consumers are open towards a high number of advertising messages on regular basis, due to which they generally quickly react by making a buy decision. This shows that these contents are socially acceptable in the society by the modern customers and consumers. In the book *The Hidden Power of Advertising* (Heath, 2011), points out that there is no limit of the influence of advertisement on the consumer's to process a rational and emotional message. Earlier it was assumed that the advertisement only affect the consumers having awareness about the advertisement or having paid a slight attention towards a particular advertisement but Heath put an effort on the aspect that it is not necessary to pay attention or having awareness regarding advertisement of particular goods and services. The advertisement we see has an impact on us consciously or subconsciously (Belch and Belch, 2013, 18; Maričić i Radulović, 2013, 21). He

also explained that the advertising influences the formation of permanent association in human consciousness, though one may not be aware of it. These may change the behavior of the consumers and may influence them to shift from one brand to another. This is known as mere exposure effect in psychology and this process is known by which people develop a preference for things merely because the consumers are familiar with them. Thus it can be said that more consumers are known to the brands more they will like it. Although the consumer may not be aware of the advertising message of the brand. The strong impact of advertising leads a customer to a pace where they are unable to make a rational decision based on their preferences (Hayko, 2010, 79). Thus advertising promotes and supports the development of consumer's society and materialistic culture, which is grouped by valuing acquiring and exhibiting one's property and having a high lifestyle. But it has been noticed that having high valuable possessions does not contribute to an enhanced happiness, but contribute to high living standards which does not lead to much satisfaction. The disadvantage of advertising comes when people replace their motivation and happiness with the social roles which is promoted by buying and consumption happiness. It has been noticed from different researches that these stereotyping and emotions have been manipulated by advertising and the consumer have become more modern economically and is now known to be an irrational human being.

These days the advertisements generally promote the products based on luxuries, lavish lifestyles, beauty very frequently starting from chocolates, cars, cosmetics and fashion (Aysad, 2014, 6129-6130; Arens Weigold, Arens, 2011,47). The advertisements know a day's include women showcasing their body and faces to attract and influence the purchase decision of the customers. This type of influence can be characterized to be negative with an argument that the female showcasing body in advertisement is used as a sexual object which adversely affects the role and value of a women in society. Like a coin has two sides the people in society also have different perspective some characterize the showcasing of women's face and body to be an art and beauty which may become the ideals for many (Belch, Belch, 2012, 691, Berberick, 2010, 2). Such advertisements have various emotional appeals to persuade the customers which create certain feeling of fear, guilt and concern etc. these have a strong impact on the children, young people and girls who are in search of their identity.

The brands triggering emotional pace of consumers are considered to be more profit generating (Filipović, 2014, 355; Moriarty, Mitchell, Wells, 2009, 57 Florin isar., 2009, 1). The advertisement having emotional content connect women more as compared to the men. Thus it can be rightly said that emotional appeals give positive results in case of female customers even when the product does not have any emotional content.

The study will enable the advertisers and the marketers to analyses the problems related to women, by portraying them in negative roles, or showcasing them in different influential roles to attract the consumers to make a buy decision. The study will also help to know the favorable or unfavorable impact of women representation on consumers. The study has demonstrated that the men have better reactions to the advertisement based on their self-perception whereas women react more frequently to those advertisements which can sympathize them better. It has also been

observed in various researches that the celebrities also have an impact of women consumers in influencing their purchase decision.

Literature Review

Earlier the research on women portrayal was done in Australia (Browne, 1998), France and Denmark (Furnham et al., 2000), China (Cheng, 1997), Sweden (Milner & Collins, 2000). The study revealed that most of the researchers found that the gender stereotyping still exist in the society against women (Furnham & Mak, 1999; Grau & Zotos, 2016). The most common stereotypes include, depicting the women in traditional roles, portraying them with bad images, showcasing them as a weaker sex, using them as an object. (Matthes et al., 2016), used content analysis and identified that the culture of a nation has a significant impact on the purchase decision of the customers.

Now the concern is based on the fact that the use of stereotypes can be thought to be unethical by showcasing an unrealistic image of women in advertisements. Some of the research observed that the ethical presentation have a positive impact on customer perception. (Liu et al., 2019) observed that the advertisements including women with negative roles, stereotype roles of women in it have an unfavorable effect on the purchase decision by women customers.

The most widely studied topic in the topic of women representation in advertisement relates to sexuality and nudity and sexual appeals. Women these days are treated as an object or commodity by exploiting the sexuality and segregating the body in different aspects. They are generally treated as a decorative instrument in campaigns wearing short dresses, swim wears, showcasing legs and shots of breasts (Hall & Crum, 1994). Few studies evaluated that the women are portrayed in sexually seducing appeals in the advertisements (Lin, 1998; Verhellen et.al., 2016).

(Bardwick and schumann, 1967) analysed male and female roles in advertisements are more likely to be as a housewives rather than a business woman, industrialist, or a professional. Similar conclusions has been drawn by (Valls-Fernández and Martínez-Vicente, 2007), (Prieler and Centeno, 2013) and (Verhelle et al., 2016). Some advertisers showcase women in the advertisements of cosmetics or beauty items rather than games, computers etc (Matthes et al., 2016); (Kitsa & Mudra, 2019). The women are also presented in the roles of wife, mother, sister etc and not as an individuals s (McArthur & Resko, 1975); (Furnham et al., 2000).

The advertisers these days showcase men as a dominant personality over woman. . (Lysonksi and Pollay 1990), identified that the woman are represented as indulged in house chaos, inactive, not a decision maker etc. it has also been observed that the woman in some advertisements have no power to make a purchase decision and are seen to be dependent on males for their survival (Sukumar & Venkatesh, 2011); (Das & Sharma, 2017). Some of the marketers showcase woman in low self-esteem and might not have that much impact on society as of men. (Browne, 1998) evaluated various different aspects depicting woman as weak through different body languages. According to (Kitsa & Mudra, 2019) the traditional view of woman was shown to be shy, giggly, weak and passive.

Research Hypothesis

The study seeks to investigate the impact on consumer attitude with respect to women representation in advertisements. The study tests the responses of men and women respondents to provide a better understanding of how women portrayal affect the willingness amongst consumers to make a buy decision. The following hypothesis are tested in this study:-

H0: There is no significant impact of women representation on consumer's attitude.

H1: There is a significant impact of women representation on consumer's attitude.

Research Gap

There are various different researches has been performed by different researchers analyzing unethical issues related to woman i.e. using woman as a sex object and depicting them of bad image, weaker gender, in just traditional roles, depend individuals. Some researchers have concluded the mixed results. This study tries to bridge the gap and provided a clear proofs on the issues related to the representation of woman in advertisements. The study will find out whether representation of woman in advertisement have any impact on the customers perception or attitude. Most of the research has been done in different states and at international level but this study focuses in Haryana. Some of the studies have only female respondents some have taken only males as respondents but in this study all types of respondents have been considered. The study also includes all types of professionals, non-professional male and females.

Various past studies have focused only on limited issues on the representation of woman in advertisements and used regression, however in this study the researcher have used regression, ANOVA. Also this study focuses on the various aspects on the stereotypes of woman. It also tries to explain the role of woman in modern era as well as how men and women are presented in advertisements these days.

Method

The different parameters are defined from the literature reviews done by the researcher. To maintain ethics in research work the ethical code of conduct for advertising was taken under consideration and reviewed thoroughly. The following Table 1 presents the problems related to the women representation in advertising and are considered to be unethical.

Table 1. Problems concerning women representation in advertising

S. No.	Parameter	Description
1.	Women representation affects the perception of opposite sex	Advertisements showing woman directly impact the minds of opposite sex of like perfumes, undergarments (Kilbourne, 1986)
2.	Women representation affects the perception of same sex	Some advertisements show women to be more attractive sometimes which puts light on the same gender
3.	Women representation in advertisements not meant for women	Some of the advertiser present woman in advertisements of the products not meant for woman. (Jaffe & Berger, 1994; Valls-Fernández & Martínez-Vicente, 2007).

4.	Certain body type are preferred	Advertisements are shown with woman having seducing body structure to be shown on big screens. (Hall & Crum, 1994; Reichert, 2003)
5.	Rise in crime against women	Some advertisements show dominance of men over woman which increases the crime against woman (Lysonksi & Pollay, 1990).
6.	Traditional roles only like housewives, nurse, teacher, mother	Focusing on the roles of women like housewives, teachers. Women in typical form are generally shown in these particular roles (Jaffe & Berger, 1994; Valls-Fernández & Martínez-Vicente, 2007)
7.	Weaker sex	Woman are portrayed as mopping the house, lying in bed, need men for their protection, showcasing them as a weaker sex. (Browne, 1998; Goffman, 1979), (Bretl & Cantor, 1988).
8.	Bad image	Showcasing woman with bad gestures to seduce the consumer's (Khraim, 2012).
9.	Looks and behavior	Often woman have defined look and behavior in advertisement on the basis of which consumer's expect woman to look and behave like those (Ferguson et al., 1990; Das, 2016).

The Role of women in Modern Advertising content

It has been observed that the advertisements generally sells values, images and concepts of what is expected to be normal. The advertisers generally try to create virtual reality and impose the idea of what is considered to be normal in society fully. It has been defined that the changing fashion is a cycle of attraction (Author Jim Fowles). The role of women in advertisements to create attraction is a sign of changing lifestyle, fashion and social values. Through these virtual realities created by advertisements tells the consumers about who they are and who they wanted to be. The advertisers use manipulation of words in advertising which affects the consumer's critical power to make a rational decision.

Women these days are most frequently portrayed in advertisements as beautiful and attractive, which is supposed to focus on the viewers and the buyers, based on which is acceptable, appearance that is most preferable and which people generally follow. Generally in advertisements the women are usually given the role of objects of attraction, housewives, nurses or independent women (Nagi, 2014, p.86).

Representation of women as compared to men in advertisements

Different studies has been conducted where they analyzed the representation of women and men in different advertisements (Furnham and Paltzer, 2010, pp.217-218). It has been noticed in various advertisements by the researchers that the role of men is more dominant while conveying a

message as compared to the women. Although it has also been noticed that the most preferred brand depends on the gender promoting the brand. To have a better insight regarding the representation of men and women in advertisements, it is must to look after the body language. The men are generally shown in a laid back manner, with a dominant attitude, legs spread apart and looking straight towards the camera, showcasing the and spreading the concept of masculinity, which describes about self-confidence to the viewer. On the other side the women are usually presented sitting or standing, crossed legs, arms resting on bodies which express the message of emotionality. The expressions of women are more emotional as compared to the men. In traditional advertisements it was noticed that the women are portrayed as housewives who are not independent and have no freedom. The situation in this modern era has changed due to the increased number of women's job.

Women showcased as a sexual object in advertisements

The advertising content these days are designed in a sexual manner portrayed through images which is conveyed through words. These are attached with the brands by the advertisers wish to promote. False promises are also made in advertisements promoting sexual contents.

- a.) Attraction: these advertisements generally promote sexual attraction promises. This can be found in the advertisement of perfumes.
- b.) Intimacy and enjoyment: these advertisements generally promote sexual intimacy and enjoyment promises. This can be noticed in the advertisements of cosmetics, body care products in which the men are shown to be interested to touch the velvety skin of women's.
- c.) More seducing appeals: this can be seen in the various advertisements in which the famous women are shown with different sexually appealing looks which is said to be attained by using a particular product.

In order to make these kind of advertisement more effective and appealing the advertisers think of the commercial, aim, consumers and deployed seducing content is properly coordinated (Nagi, 2014, 75).

It has also been noticed that the representation of women in women's magazines is different in men's magazines. These days the model's body is the most important aspect in any advertisement in a men's magazine. Women are aimed in women's magazines where as they are used as an advertising element in men's magazines. The body of women is used as a marketing tool in men's magazines.

Result Analysis of The Research on Influence of Representation of Women on The Consumer Attitude

The research was carried out on the sample of 120 respondents of different age groups, with the aim of observing different consumers attitude towards representation of women in advertisements. Out of the total number of respondents 60% were females and 40% were males. The data was collected through questionnaire method from the respondents.

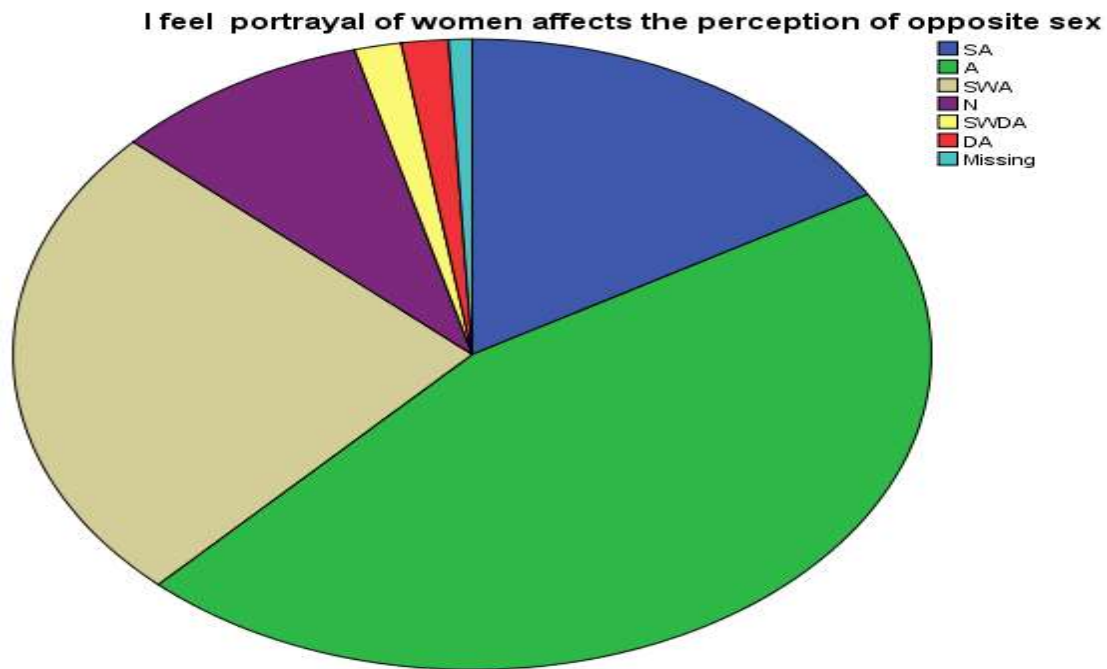
The research tested a hypothesis that if representation of women in advertisement can affect the consumers attitude. The respondents who took part in the survey were also consumers who has

saw different advertisements on daily basis through different modes like television, internet, magazines etc.

The majority of the respondents i.e. 45% agree that the representation of women affects the perception of opposite sex, 16% strongly agree, 25% were somewhat agree, 9% respondents were neutral, 2% were somewhat disagree, 2% disagree with the statement.

Table 2, I feel portrayal of women affects the perception of opposite sex

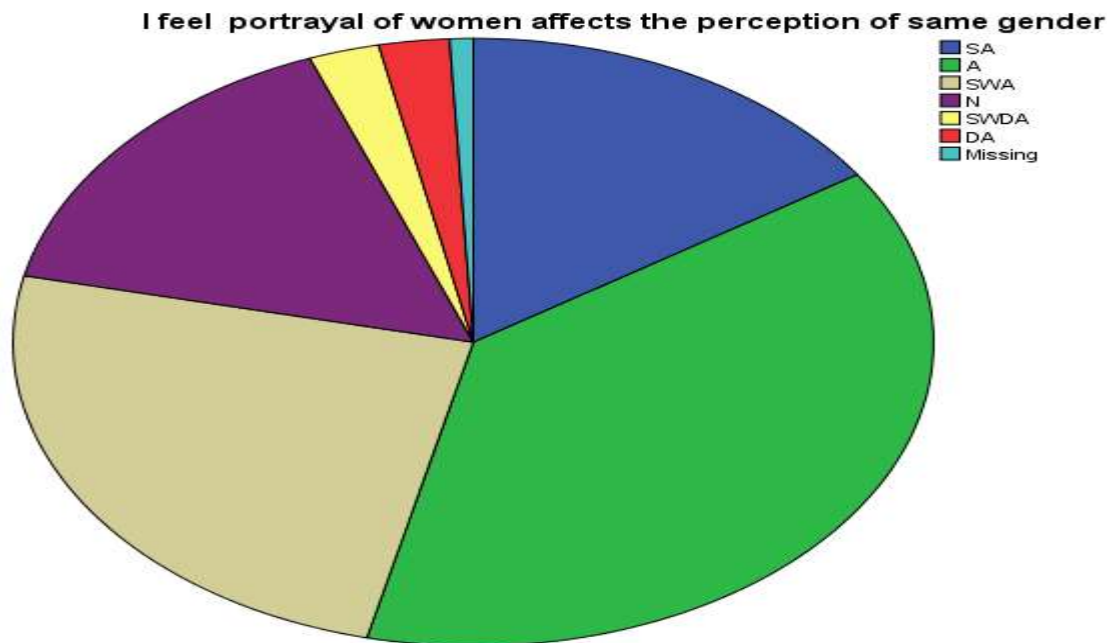
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SA	20	16.5	16.7
	A	55	45.5	62.5
	SWA	30	24.8	87.5
	N	11	9.1	96.7
	SWDA	2	1.7	98.3
	DA	2	1.7	100.0
Total	120	99.2	100.0	
Missing	System	1	.8	
Total		121	100.0	



The majority of the respondents i.e. 38% agree that the representation of women affects the perception of same gender, 16% strongly agree, 25% were somewhat agree, 16% respondents were neutral, 2% were somewhat disagree, 2% disagree with the statement.

Table 3, I feel portrayal of women affects the perception of same gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SA	19	15.7	15.8	15.8
	A	46	38.0	38.3	54.2
	SWA	30	24.8	25.0	79.2
	N	19	15.7	15.8	95.0
	SWDA	3	2.5	2.5	97.5
	DA	3	2.5	2.5	100.0
Missing	Total	120	99.2	100.0	
	System	1	.8		
Total		121	100.0		



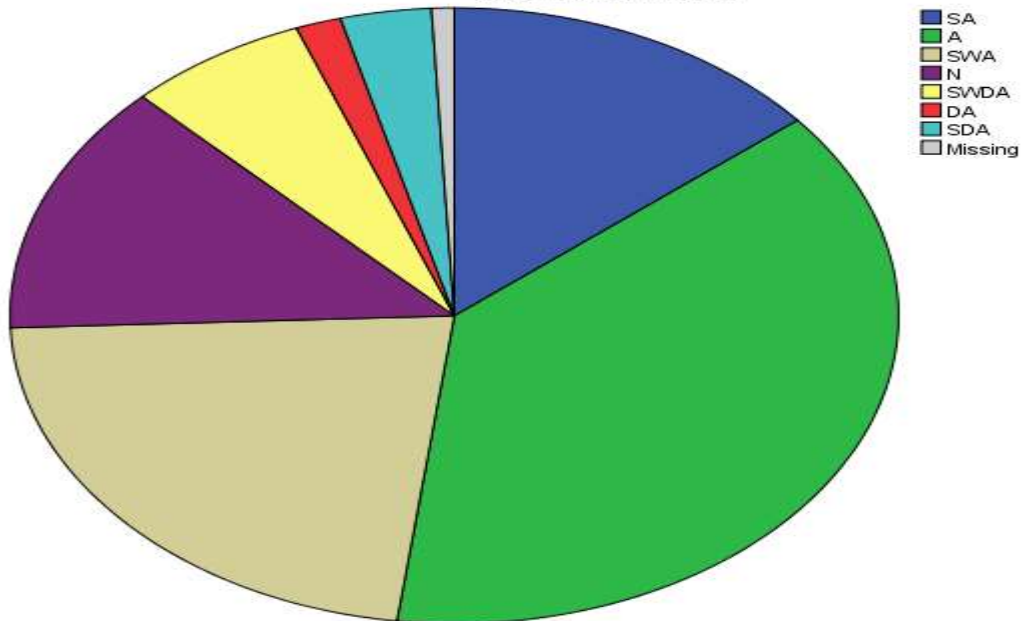
The majority of the respondents i.e. 38% agree that the portrayal of women in the marketing campaigns of products not meant for women, 14% strongly agree, 22% were somewhat agree, 13% respondents were neutral, 6% were somewhat disagree, 2% disagree and 3% strongly disagree with the statement. This is generally done by the advertisers to promote the product by way of attraction through women representation.

Table 4, I feel marketers portray women in the marketing campaigns of products not meant for women

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SA	17	14.0	14.2	14.2

	A	46	38.0	38.3	52.5
	SWA	27	22.3	22.5	75.0
	N	16	13.2	13.3	88.3
	SWDA	8	6.6	6.7	95.0
	DA	2	1.7	1.7	96.7
	SDA	4	3.3	3.3	100.0
	Total	120	99.2	100.0	
Missing	System	1	.8		
Total		121	100.0		

I feel marketers portray women in the marketing campaigns of products not meant for women



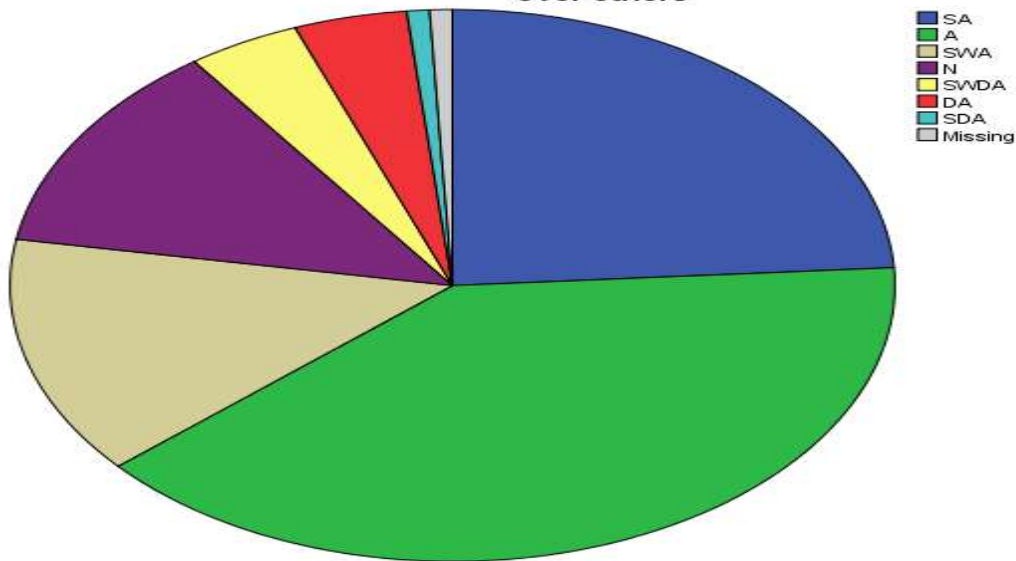
The majority of the respondents i.e. 40% agree that certain body type women are preferred to be shown by the advertisers on big screen over others, 24% strongly agree, 14% were somewhat agree, 12% respondents were neutral, 4% were somewhat disagree, 4% disagree and 1% strongly disagree with the statement. It is assumed by the advertisers that the body structure is more effective to promote and to place the product in the minds of the consumers.

Table 5, I think only certain body type women are preferred to be shown on big screen over others

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SA	29	24.0	24.2	24.2
	A	48	39.7	40.0	64.2
	SWA	17	14.0	14.2	78.3

	N	15	12.4	12.5	90.8
	SWDA	5	4.1	4.2	95.0
	DA	5	4.1	4.2	99.2
	SDA	1	.8	.8	100.0
	Total	120	99.2	100.0	
Missing	System	1	.8		
Total		121	100.0		

I think only certain body type women are preferred to be shown on big screen over others



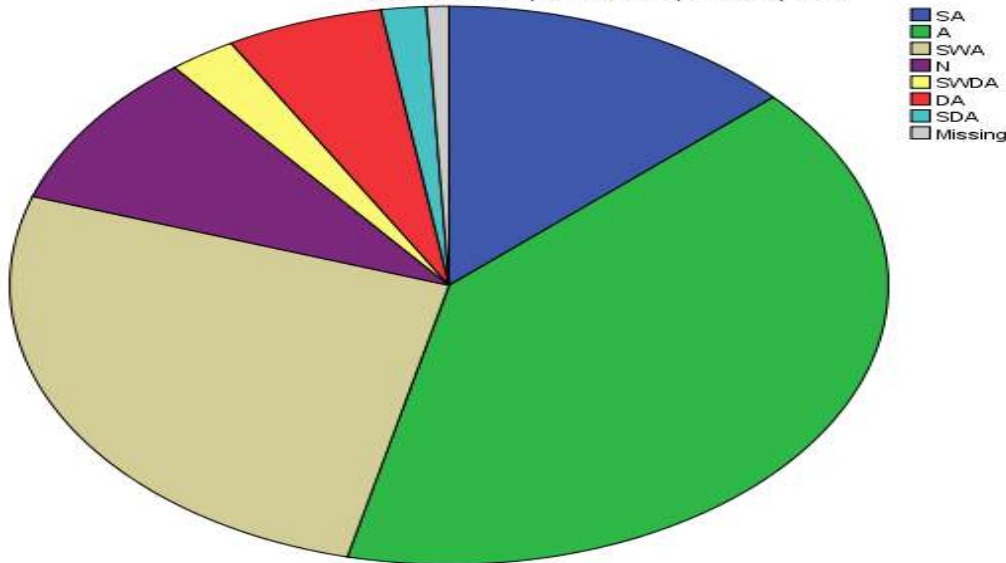
The majority of the respondents i.e. 41% agree that the marketing campaign depict women only in traditional outlooks like nurse, housewives, teachers, 13% strongly agree, 26% were somewhat agree, 9% respondents were neutral, while 2% of the respondents were somewhat disagree, other 6% disagree and 2% strongly disagree with the statement. It is the mindset of the advertisers that the women can only showcased in the traditional looks. In society they don't have that status that a man has.

Table 6, I feel many marketing campaigns depict women only in traditional roles like housewives, teachers, nurse, etc.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SA	16	13.2	13.3	13.3
	A	49	40.5	40.8	54.2
	SWA	32	26.4	26.7	80.8

	N	11	9.1	9.2	90.0
	SWDA	3	2.5	2.5	92.5
	DA	7	5.8	5.8	98.3
	SDA	2	1.7	1.7	100.0
	Total	120	99.2	100.0	
Missing	System	1	.8		
Total		121	100.0		

I feel many marketing campaigns depict women only in traditional roles like housewives, teachers, nurse, etc.



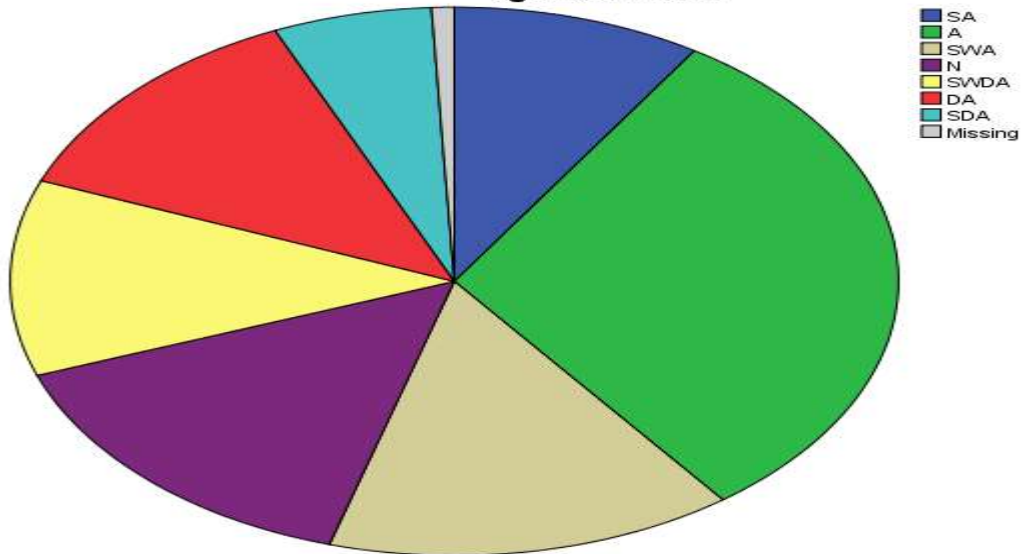
The majority of the respondents i.e. 30% agree that these marketing campaigns designed have become the most common reason of rise in crime against , 9% strongly agree, 15% were somewhat agree, 15% respondents were neutral, 12% were somewhat disagree, 12% disagree and 6% strongly disagree with the statement. The campaigns show different activities that are done these days to harm the women through which the people get ideas to harm the women in new ways.

Table 7, I feel marketing campaigns are one of the reason for rise in crime and violation against women

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SA	11	9.1	9.2	9.2
	A	37	30.6	30.8	40.0
	SWA	18	14.9	15.0	55.0
	N	18	14.9	15.0	70.0
	SWDA	14	11.6	11.7	81.7
	DA	15	12.4	12.5	94.2
	SDA	7	5.8	5.8	100.0

Total	120	99.2	100.0
Missing System	1	.8	
Total	121	100.0	

I feel marketing campaigns are one of the reason for rise in crime and violation against women



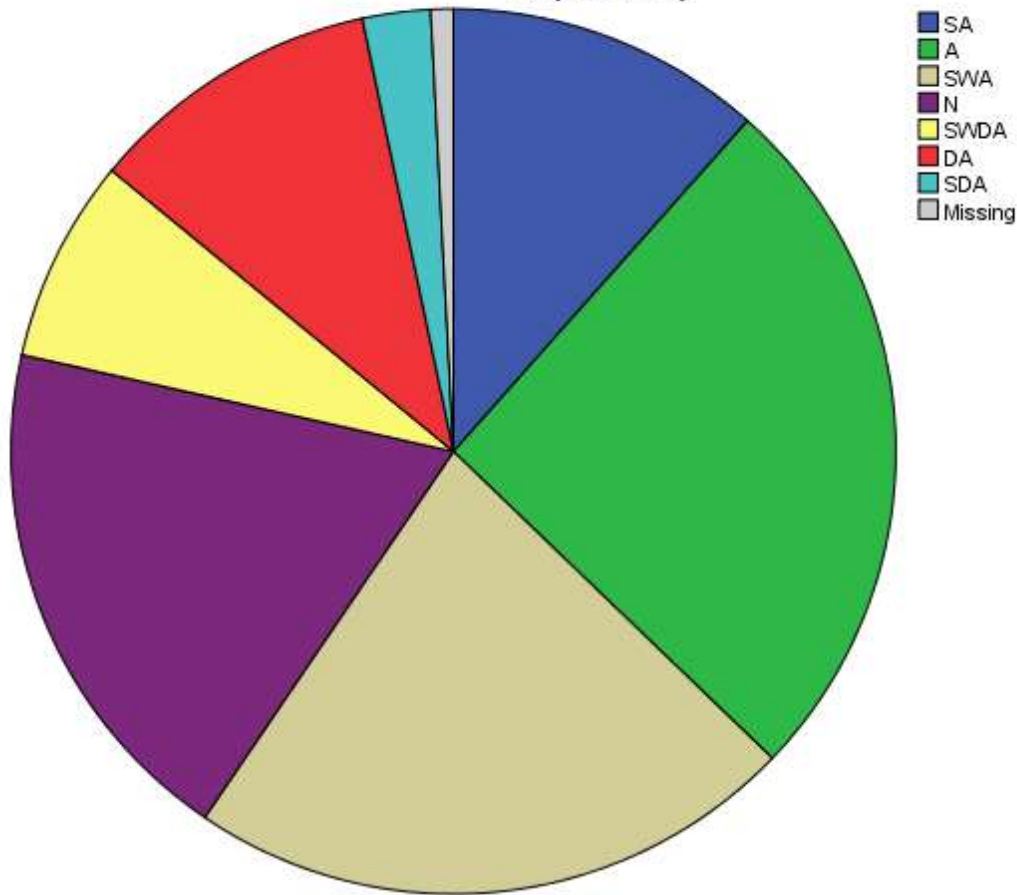
The majority of the respondents i.e. 26% agree that these marketing campaigns represent women as a weaker sex , 11% strongly agree, 22% were somewhat agree, 19% respondents were neutral, 7% were somewhat disagree, 11% disagree and 3% strongly disagree with the statement. Generally the advertisers show women in traditional roles like mother, nurses, housewives due to which it becomes the mindset that the women are weaker than man.

Table 8, I feel some marketing campaigns portray women as the weaker sex (emotionally, dependent)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SA	14	11.6	11.7	11.7
	A	31	25.6	25.8	37.5
	SWA	27	22.3	22.5	60.0
	N	23	19.0	19.2	79.2
	SWDA	9	7.4	7.5	86.7
	DA	13	10.7	10.8	97.5
	SDA	3	2.5	2.5	100.0
	Total	120	99.2	100.0	
Missing	System	1	.8		

Total	121	100.0		
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I feel some marketing campaigns portray women as the weaker sex (emotionally, dependent)

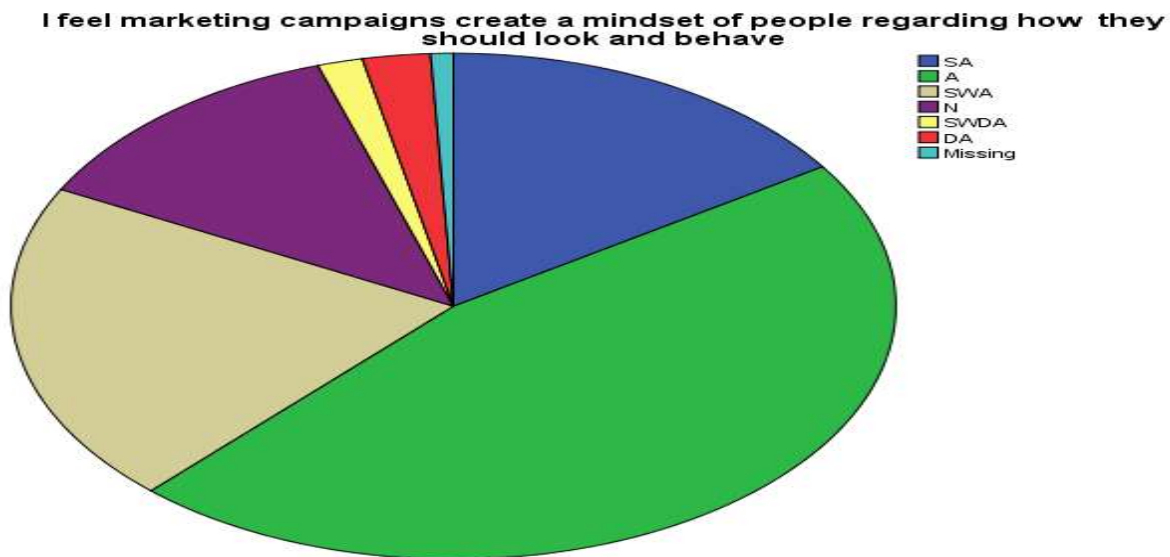


The majority of the respondents i.e. 46% agree that these marketing campaigns represent women as of how they should look and behave in the society , 16% strongly agree, 21% were somewhat agree, 12% respondents were neutral, 2% were somewhat disagree, 2% disagree and 0% strongly disagree with the statement. Generally the advertisers show women in traditional roles like mother, nurses, housewives due to which it becomes the mindset that the women should look like a simple lady and should behave in a proper manner.

I feel marketing campaigns create a mindset of people regarding how they should look and behave

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SA	19	15.7	15.8
	A	56	46.3	62.5

	SWA	25	20.7	20.8	83.3
	N	15	12.4	12.5	95.8
	SWDA	2	1.7	1.7	97.5
	DA	3	2.5	2.5	100.0
	Total	120	99.2	100.0	
Missing	System	1	.8		
Total		121	100.0		

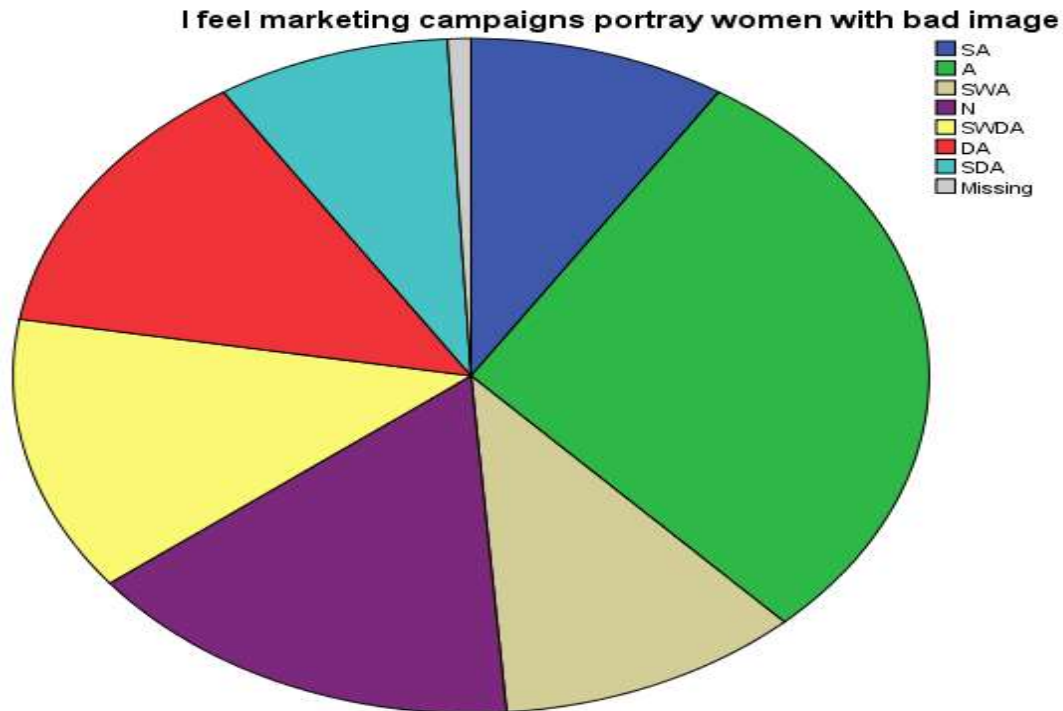


The majority of the respondents i.e. 29% agree that these marketing campaigns represent women with bad images , 9% strongly agree, 11% were somewhat agree, 16% respondents were neutral, 13% were somewhat disagree, 13% disagree and 8% strongly disagree with the statement. In different advertisements the role of women shown is bad which is sometimes against the cultural, moral principles of the society.

Table 9, I feel marketing campaigns portray women with bad image

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid SA	11	9.1	9.2	9.2
A	35	28.9	29.2	38.3
SWA	13	10.7	10.8	49.2
N	19	15.7	15.8	65.0
SWDA	16	13.2	13.3	78.3

	DA	16	13.2	13.3	91.7
	SDA	10	8.3	8.3	100.0
	Total	120	99.2	100.0	
Missing	System	1	.8		
Total		121	100.0		



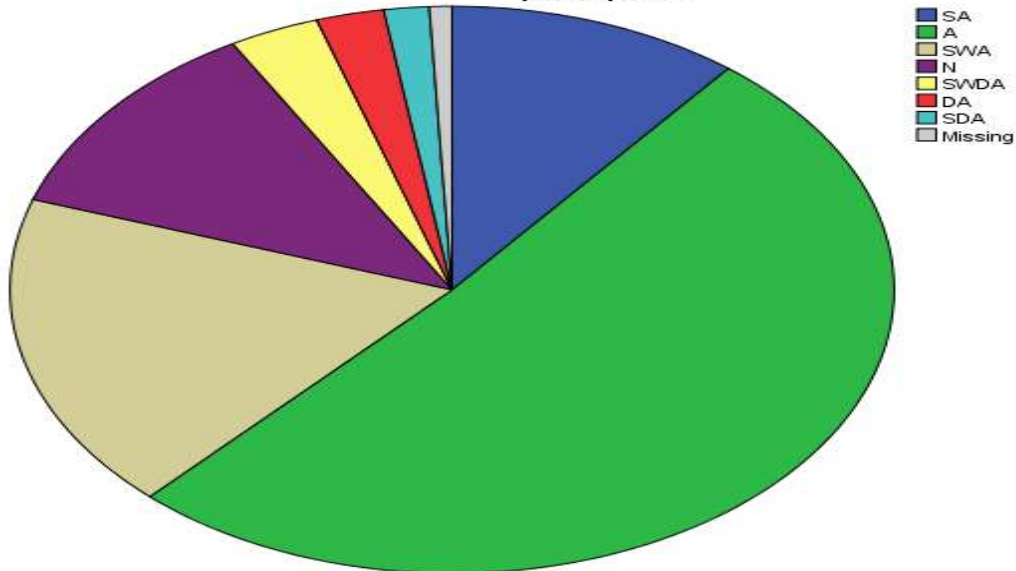
The majority of the respondents i.e. 51% agree that these marketing campaigns represent women with bad images , 11% strongly agree, 18% were somewhat agree, 11% respondents were neutral, 3% were somewhat disagree, 2% disagree and 2% strongly disagree with the statement. In different advertisements the role of women shown is bad which is sometimes against the cultural, moral principles of the society.

Table 10, I feel women in marketing campaign plays an influential role in changing your perception

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SA	13	10.7	10.8
	A	62	51.2	62.5
	SWA	22	18.2	80.8
	N	14	11.6	92.5
	SWDA	4	3.3	95.8
	DA	3	2.5	98.3

	SDA	2	1.7	1.7	100.0
	Total	120	99.2	100.0	
Missing	System	1	.8		
Total		121	100.0		

I feel women in marketing campaign plays an influential role in changing your perception



On the basis of different tests performed in SPSS following results has been identified
 The study seeks to investigate the impact of women representation on consumer's attitude.
 H0: there is no significant impact of women representation on consumer's attitude.
 H1: There is a significant impact of women representation on consumer's attitude.

Table 11, Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.635a	.403	.354	.997

- a. Predictors: (Constant), I feel some marketing campaigns portray women as the weaker sex (emotionally, dependent) , I feel portrayal of women affects the perception of same gender, I feel marketing campaigns create a mindset of people regarding how they should look and behave, I feel many marketing campaigns depict women only in traditional roles like housewives, teachers, nurse, etc. , I think only certain body type women are preferred to be shown on big screen over others, I feel portrayal of women affects the perception of opposite sex, I feel marketers portray women in the marketing campaigns of products not meant for women, I feel marketing campaigns portray women with bad image, I feel marketing campaigns are one of the reason for rise in crime and violation against women
- a. Dependent Variable: I feel women in marketing campaign plays an influential role in changing your perception

Table 12, ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	73.732	9	8.192	8.248	.000b
	Residual	109.260	110	.993		
	Total	182.992	119			

b. Predictors: (Constant), I feel some marketing campaigns portray women as the weaker sex (emotionally, dependent) , I feel portrayal of women affects the perception of same gender, I feel marketing campaigns create a mindset of people regarding how they should look and behave, I feel many marketing campaigns depict women only in traditional roles like housewives, teachers, nurse, etc. , I think only certain body type women are preferred to be shown on big screen over others, I feel portrayal of women affects the perception of opposite sex, I feel marketers portray women in the marketing campaigns of products not meant for women, I feel marketing campaigns portray women with bad image, I feel marketing campaigns are one of the reason for rise in crime and violation against women

The dependent variable (consumer attitude) was regressed on predicting variables. The independent significantly predict, $F(9,110) = 8.248, p < .001$, which indicates that these 9 factors under the study have a significant impact on the consumer's attitude. Moreover, the R square =

.403 depicts that the regression model explains 40.3% change in consumer's attitude. Hence rejecting the null hypothesis (H0) and accepting the alternative hypothesis (H1)

Additionally coefficients were further accessed to ascertain the influence of each of the factors on the criterion variable (consumer's attitude). The first factor reveals that representation of women affects the perception of opposite sex significantly and positively ($B = .032$, $t = .345$, $p = .731$). Hence, these factors supported. The second factor reveals that the representation of women affects the perception of same gender not so significantly ($b = .284$, $t = 2.802$, $p = .006$). The third factor indicates the representation of women in advertisement not meant for women had a significant impact on consumer's attitude ($b = .011$, $t = .106$, $p = .916$). The fourth factor evaluates that only certain body type women in the advertisement are preferred to be shown on the big screen over others presents a significant impact on consumer's attitude ($B = .043$, $t = .459$, $p = .647$). The fifth factor indicates that women are represented in only traditional roles like nurse, mother, teacher, housewives etc. which had no significant impact on consumer's attitude ($B = .297$, $t = 3.034$, $p = .003$). The sixth variable indicates that women representation has become one of the reason to rise in crime against women which had a significant impact on consumer's attitude ($B = .031$, $t = .364$, $p = .717$). The next factor indicates the representation of women with bad image had a significant impact on consumer's attitude ($b = .111$, $t = .948$, $p = .345$). The last factor reveals that women representation in advertisements is a weaker sex had a significant impact on consumer's ($b = .182$, $t = 1.684$, $p = .095$).

Discussion

The previous studies related to the women representation shows various deviations from the roles of women in traditional outlooks brings more criticism (Eagly et.al., 1991). With the change in the mindset of society there has been a tremendous change in the purchasing power of women and have gained much importance these days due to which the advertisers have shifted and changed the advertising pattern from showcasing women as a weaker sex than to presenting them more stronger and as an independent individual in society (Teng et. al., 2020).

Thus it can be rightly said from the above findings that the women representation in advertising affects the consumer's perception and attitudes of the opposite gender. However, different variables have impacted the consumer's differently. Whereas women presentation have not that much effect on the same gender. Depicting women as a weaker sex focuses on the few aspects i.e. less attention towards women, weak posture etc. in the 21st century it has been noticed that positioning women as a weaker sex have a negative impact on customer's. Women in society have now achieved the status and is entering into new ventures and avenues thus, if any marketer tries to present woman as a weaker sex in advertisements the consumer's backlash those advertisements. It has been also observed that these types of advertisements are banned by the ASCI authority. Thus it has been found that showcasing women in stereotype roles have an unfavorable impact on same gender as well as opposite gender.

According to the guidelines issued by ASCI there should be ethical conduct in advertisements. They should avoid vulgarity, nudity, and not show those acts which are against the moral principles

of woman and society. It is the principle and moral duty of the advertisers and marketers to present and portray woman at par as that of man.

Conclusion

The study shows that the women portrayal have a direct and indirect impact on consumer's attitude. Although the women in today's advertisements are shown with better status but the stereotypes still exist. To reduce this the authorities must fix more strict rules for the advertisers and the marketers. The marketers must try to indulge woman not just in cosmetics but in overall advertisements to improve their status in society. This will have a positive impact on the minds of same gender as well as opposite gender. This will also enhance the organizational growth with social and economic growth.

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