

Gender Portrayal and Sex Relevance of Advertising which Makes It Valuable

Mohammad Imran Qureshi¹ M. Amjad Saleem² Wasim Akbar Sheikh³ Naheed Alizai⁴

1.Department of Commerce Gomal University Dera Ismail Khan KPK, Pakistan

2.Govt. College of Management Sciences Dera Ismail Khan.

3.Department of Mass Comm. Gomal University Dera Ismail Khan

4.Department of Arabic and Islamic Studies Gomal University D.I.Khan

Abstract

This research study elaborates the gender portrayal and sex relevance of Advertising which makes it more valuable, attractive and effective. Observation of perceptual differences on gender process information was gathered from literature review. The portrayals of gender role in advertising and the outlook to the use of sex application strategies in advertising vary in dissimilar traditions. Men have a tendency to be appreciated by what they do and think, where as women are appreciated by what they physically appear and give the impression of being look like. To become the advertising more attractive and effective, it is very imperative to consider the combination of male and female role and to welcome the factors acknowledged even though they are by no resources meticulous. Furthermore, this paper perceives sex in advertising of businesses as an attempt by businesses to enhance sales in the most simplistic way, probably because they are running out of advertising ideas.

Keywords: Gender, Advertising, Process information, Sex Application Strategies. Resource Meticulous

1. Introduction

1.1 Gender Portrayal in Advertising

In the modern world of Advertising, according to Filmmaker and psychologists, Males are considered dogs and females are considered cats and women are from venus and men are from Mars because they are different to develop persuasive imagery stories and create conflicts. Advertising is the lifeblood of business, marketing and both for trading and non trading concerns. No one can deny the significance it has got during the recent last decade. It would be no hyperbole to articulate that the ads industry has brought a great insurgency in the lives of community. It is an essential in every field of life now ranging from business, commerce, politics, economics, agriculture, public relations or mass communication etc.

To promote the business volume by increasing sales, both the domestic (local) and foreign companies have to face cut throat competition by gender portrayal. There are some unjustifiable and fake claims in the advertisements of various products like Cold drinks, juices, garments, medicines and skin creams etc. This immoral symbol is giving bad message in real towards the society and creates disorders as well. The ethical element of marketing as sponsor oppressor in relation to the mass media has been seen relatively persistent.

The huge sign boards and big LCDs on road side and on important places for the purpose of advertisements are attracting target consumers by the use of different techniques mostly unprincipled and unethical. These consist of electronic items, Private and public schools, job opportunities, garments outlets and predestine tellers etc.

Advertising is the best mean to attract the customer with qualitative and quantitative values. Today the business values have shifted their competition from price to non price competition by using the tools of marketing which must be considered and researched. Non-price competition means an effort to manipulate the quantity demand curve without decreasing the price of the product facing individual firms. Non price competitive armaments such as packaging, labeling, Branding, Promotion, Place, Product differentiation have increased the sales volume. These tools require effectiveness of great quantities of information (Mishra S, 2006).

A gender role means “a set of culturally defined behavioral values related with males and females in a specified social group”. Consideration of importance of the mass media to maintain the gender role is very necessary for effective and valuable advertising. McArthur and Resk (1995) found that overall comparatively men appeared more often than women in electronic media i.e Television advertisements Men and women differed in terms of the following Credibility of men being authorities and women users; However, the cost of TV ad has risen dramatically all over the world recently because of effective gender advertising.

As the gender is one of the largest segmentation variables, so gender related research has a huge interest among marketing researchers. (Milner and Collins 2000; Milner and Higgs 2004). The factors which are very prominent to be discussed includes: Gender role in advertising, how men and women process information, how they think about the products being advertised, the pervasiveness of advertising, and the use of sex appeal in advertising.

1.2 What makes an effective advertising for the gender?

Men are always taller than women; they are often seen helping women, carry them up in clout. Women are often portrayed caressing and men grasping. This is the answer of the question: Why in advertisement the males are continually being given the voice of authority in society whereas women as the weaker sex in terms of physical strength are a common theme in ads? It is event from previous research that over 90% of all commercial voice is male. In print advertisement the pictures of females' body appear more frequently than male's.

1.3 The Prevalence of Patriarchal advertising system

In order to make the advertising more effective, the advertisers must understand the scope to which the patriarchal system prevails in advertising. Men must have a propensity to be appreciated by what they imagine and believe and on the other hand women must have a tendency to be treasured by what they give the impression of being like.

2. Research Methodology

The paper is based on literature review covering the period from 1987 to 2013. The medium of collecting the data was secondary source using Newspaper, Magazines, journals, bulletin and mainly the previous research studies by various eminent researchers. Online database was also used to get insight into various aspects of gender portrayal in advertising.

3. Objectives of the Study

- i. To find out the competitive process information about gender portrayal in advertising.
- ii. To find out gender perception about the advertised products
- iii. To find out the sex appeal strategies which makes advertising valuable

4. Literature Review

4.1 How Men and Women Process Information

Psychologically men had a better stemma to compete with other men so they are more aggressive hunters with other men. They had to process information quickly than the women. Both men and women had to face unlike pressures as each tailored their own particular roles, means that women as gatherers had to psychologically plan in fine detail things like barriers, scrub and where they had stored foodstuff. They also tended to relate less by competition and more by consideration.

The Communication media has made the advertising as a part and parcel of advertisement. Through non verbal communication i.e. gestures and postures, through eyes communication and through body language customers mostly make shopping (Qayyum, 2007). Actually the females' poses are irrationally used in ads, which hyper and put concentration towards the emotions. Sometimes in many advertisements the decadent and immoral styles are also used. Such ads must not be hold as it is ethical responsibility of any media (Iqbal, 1999). In European Media, Extreme nakedness is used in advertisement and advertising agencies also use smart and good looking Modules to sell goods which are also immoral and un ethical.

Gender Process information is naturally different on various grounds. "Men have a tendency to rely more on psychological shortcuts where as Women have a propensity to process more different pieces of information comprehensively (Yarborough 2000). For Example a group consisting of men and women were gathered in a place and different items were place before them and they were asked to remember these items. Comparatively better memory was observed in women than men. This comparative observation raised a question that whether the women were more genius than men? Yarborough said that it is very difficult to give the answer simply in Yes or No. The answer seems ingrained in individual evolution.

The study of Yarborough also reveals that the females can attract the customers better than those of men by communicating their sphere of brain. Furthermore this Study also shows that women can draw other s concentration from both halves. So gender differences advertisements are habitually more comprehensive for women. Yarborough suggested that for males, toiletry advertisements spotlight mainly on a distinct creation and that men are improbable to practice multi descriptions. For instance in Shampoo advertisements, females can rigorously show their styles for straight, dry or curly hair.

Furthermore he said that Males also like, appreciate and interested in fashion oriented assignment and also participate in fashion design functions but don't want to be superficial by other males as considerate concerning it a lot or as apparent to be more than usually concerned regarding dress. Advertisements may become more attractive by offering a very small quantity of options. So it is important that the perceptual differences between men and women must be recognized and appreciated. The subsequent dynamic aspect is to consider how men and women take an idea and their perception about the advertised products.

4.2 Perception of Men and Women about the Advertised goods

For instance, we are going to be advertised any food product. Different goods in shape of various essential items

can be seen by both men and women in different angles. Close attention cannot be paid by men to the nutritional value that what they consume. Men are generally not predictable to observe what they eat in the matching with women. Men are habitually looked upon as outlandish when they endeavor to normalize their diet cautiously.

Dietetic information is only disclosed in ads for stereotypical male food and drink when the producer deliberately wishes to become accustomed the product for female customer, for instance, in advertising of a commercial where males are eating a product i.e. "LAYS" as they observe a boxing competition on electronic media. Product taste is appreciated by Men instead of the fatty product taste. An advertisement for any other brand, made by the similar competitive company is placed in a entirely diverse approach as follows: a woman laments the information that "men know how to eat whatsoever they would like". The women gloriously may win the customer taste towards product by paying only thanks.

4.3 Gender Portrayal in Advertising and Stereotyping

According to Connell (2007) A gender role means a set of culturally defined behavioral norms connected with both sexes i.e. males and females. For valuable advertising, probable input of the mass media must be considered to the origins of gender roles. McArthur and Resk (2005) found that comparatively women do not appear than men more often on Television ads and they differed in terms of the role, reward, Persuasive arguments Credibility etc. For example in role credibility, men's role is perceived as independent of others where as women are portrayed in terms of their relationships to others, where as in Location credibility, women are shown in home setting where as men are shown in occupational settings. In Persuasive arguments credibility, women do not give more "scientific" arguments than men.

Furthermore, in international advertising, gender portrayal has got a tremendous important in the cross cultural account in advertising by both males and females due to rapid changes in international advertising environment. These changes include: · Increase in use of the web satellite & broadcasting and increase in international advertising expenditures (Cheng 1997, Advertising Age 2006, Viswanath and Zeng 2003). It is a fact that collective public norms on the portrayal of males and females are rapidly communicated by the profitable and marketable communication among different culture's people that's why it given a lot of financial benefit to the global advertiser. The importance of international advertising web as standard in meticulous warrants needs a suspicious consideration regarding its scope (Oser 2004; Berthon et al. 1996).

Even though many cross cultural logical and investigative studies concur that the role of gender portrayal in advertising differs by culture. particularly, it has been found that in a society where feminine norms have a leading influence on a society, there tends to be less difference between females and males whereas masculine norms are dominant, there tends to be a huge divergence in communal roles emotionally involved to women and men in advertising (Wiles et al. 1995; Miler and Collins 2000 and Sengupta1995).

Consideration of the use of sex appeal makes the gender advertising more effective. In global advertising, advertisers mostly introduce distinct brands in foreign markets. This process creates various diverse problems for them. The question arises whether they must take up a homogeneous or restricted approach? Answer of these questions may be: Global advertisers must know and realize that how their target patrons from surrounding of the world counter to diverse advertising strategies including gender strategies.

In Asian, European and Western countries of the world, advertising strategies with gender portrayal are well exercised because advertisers make efforts to find out the ways to smash through the media confusion but its effectiveness is not linked internationally with this one. By flamboyantly displaying the material and cultural opportunities available in a capitalism culture, advertising increases yield and improves the living standard. Furthermore Sex appeal has become one of the effective devices in conventional consumer advertising in most of the Asian and Western countries such as Pakistan, India and UAE (Sundhir, 2006 & Price H, 2002).

Garrett (2013) found that males are most sexually aroused when presented with nakedness but romantic sources are mainly perceptible to their female counterparts. Furse (2000) found that interest to the advertisements might be increased by sex appeal, but it is not necessary that the attitude towards a brand might be enhanced. Furthermore in global advertising the advertisers can get benefit from the information when they make plane for their gender-related consumer products. According to Fang and Jianyao(2006) Gender difference suggests that Chinese male consumers, quite like their counterparts in the West, may have little interest in male models in ads and both males and females only differed significantly when they were exposed to the ad featured by the male model with a low level of sex appeal. Due to gender difference in response to sex appeal, only females tend to have an interest increase Richert et al. (2001).

4.4 What makes an effective advertising for the gender?

Sex appeal may be valuable to one gender but unpleasant to the contradictory gender. The worldwide advertisers must not only take into consideration whether their ads are intended to magnetize sex appeal strategies but they must also be anxious with the target country's outlook to the use of such strategies in advertising. The significance of the use of sex appeal strategies and target advertising in such unadventurous, traditional and regulated regions

is questionable.

5. Findings and conclusions

It is observed that how the Perceptual variations process information on men and women in advertising. Females tend to process more expansively pieces of information while males rely on psychological and mental shortcuts. Men also tend to be valued by what they think; while women tend to be valued by what they look like. The gender portrayal in advertising and use of sex appeal strategies are different in diverse cultures. It is important to realize and appreciate the following factors for advertisements to be valuable with respect to gender portrayal.

1. The cross-cultural account of the collective roles which are emotionally involved to Males and Females on the part of global advertisers must be given close attention due to rapid changes in the global advertising atmosphere.
2. Advertisement should be meticulous and comprehensive for women and less for men because the gender differences on how men and women process information.
3. The redundant information are expelled from the advertisement because of direct cost saving. This will result from the idea as advertisers avoid multifaceted metaphors that men are improbable to route.
4. The role of gender portrayals in advertising differ in different cultures. Since men tend to be valued by what they think, they must be given the voice of authority in society and in mass media while women tend to be valued by what they appear, effective advertisements must persuade women to let their looks or their converse bouquet for them.
5. Finally, due to gender differences in response to sex appeal strategies, The worldwide advertisers must not only take into consideration whether their advertisements are projected to magnetize sex appeal strategies but they must also be anxious with the target country's outlook to the use of such strategies in advertising.

Conclusively we can say that the significance of the use of sex appeal strategies and target advertising in such unadventurous, traditional and regulated regions is debatable.

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