



Television Advertisement as Source of Creating Body Dissatisfaction among Females Viewers

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Abstract

The present study explores the impact of television advertisements on females' attitude formation toward their body. The present study is a cross sectional survey of 300 female respondent from educational institutes. Overall findings show that television advertisements are significantly consumed as source of getting information about products, services and ideas. Finding also endorses that females buying behavior is influenced by TV ads. Important dimension of the study is feeling of body dissatisfaction among females as result of exposure to skinny and slim models in TV ads. Finding shows that majority of the female idealize slim and skinny models and finds their self-dissatisfied about their own bodies. Findings supported the research hypotheses that television advertisements contribute toward creation of body dissatisfaction among female viewers.

Key Words: Television, Advertisement, Dissatisfaction, Female Viewers, Media

Introduction

Television is a marvelous invention of communication. It is present in every home. It has both positive and negative aspects. It has become a part of our culture. We can see many cultural and educational programs on it. We can see news, sports events. In short, we can take many advantages from it. It can provide view / images and sounds. (www.media-awareness.ca, retrieval date: 14 Feb, 2014). This term Advertisement is basically a Latin word 'advert ere' which means to attract others minds towards anything. The institute of practitioners in advertising (IPA) is the institution which has many advertising agencies. It defines that advertising in the means of providing the most persuades possible selling message to the right prospects at the lowest possible cost(www.learningfundamentals.com, retrieval date: 12 Feb, 2014-).

In this modern world advertising can play an important role to set up the new standards of the people as well as the new traditions for the society. Advertising is very broad-based and many methods and techniques can be adopting to achieve the desire goals, such as commercial purposes, public service then political advertising is also growing there days.

New generation found television as a key to information but it is creating problems for the females. Women are being presents in such a way that is damaging their image. Women's are

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presented in such a way as they are only the source of entertainment for the men (Russell & Lane, 1996). In our country, it is observed that cosmetic advertisement has a positive impact on the students these days media is expanded its impacts that's why living standards, traditions and customs of the society are being changed due to of the society are being changed due to these impacts.

Literature Review

Portrayal of skinny, slim and perfect body image models have positive relationship with eating disorders and low self-esteem. Media is presenting female image is making perception of viewers that female should be like that image (i.e., models, actresses, pop stars). Media is presenting female models as object not presenting as respected image. Media is presenting women as object to sell commodity and as weak identity. This image set a pattern of beauty that every female should achieve. Study conducted in Finland on the topic of assessing the influence of fashion clothing advertisements on women's consumer behavior. The results demonstrated that diverse elements like style, value and promoting influence complete ladies' purchasing conduct. The force of impact was diverse for each age class. Understudies age between 21-25 get impacted more. They are discovered spending the more cash on diverse things like garments, beautifiers and so forth which provide for them the same excellence which models have in notices (Abad, 2012).

Another study was conducted on effects of advertisements of consumer behavior of university students-Survey strategy was utilized to discover the impact and effects of commercials. College understudies maturing 18 to 24 were asked. Six brands were used as FMSG unit. It is clear from the results that notices impact any salary bunch. Individuals get more affected by the model than the inscription or watchwords. (Bashir, et al., 2009). Similarly, study was conducted in Sargodha University on role of advertisements in promoting dissatisfaction among youth. Essentially the study was meant to discover impact on female youth. 150 understudies were browsed 23 offices. Poll strategy was utilized. Later on, elucidating and inferential procedures were received. It was discovered that female depiction in advertisements influence the brains more and it causes the dissatisfaction toward oneself. Later on, the finish of this exploration was the promoters ought to give right data and they ought not beguile the purchasers as shoppers (Kanwal, et al., 2013).

Studies conducted by different researchers Rekha and Kamran (2012), Richins (1991) (Kilbourne, 1999) and InNigham and Jha, 2007 on impact of females in advertisements on youth by. They all expressed that they get affected by ads. They get more impacted by the female magnificence her body size and thinness. So, when they see savvy, thin and pretty models in promotions it builds their disappointment they could call their own body which further prompts their dietary problems. The results demonstrate that thin models in notices make dietary problems and body disappointment among the regular individuals which eventually bring down their respect toward oneself and mental fulfillment. Girls also try to be like women and try to adopt their styles of hair, makeup, clothes even weight. Mostly consumers are unaware of the photo shopping of magazines, due to which the images are totally changed. Even models

themselves don't like exactly those images. The pictures in magazines give the unrealistic images by using techniques, which lead the women towards dieting, eating disorders, body dissatisfaction and even they borrow money to buy the expensive clothing and spend on makeover etc. The explanation behind higher reaction rate among females for items could be the higher number of promotions is focused at them. In the review of all the studies mentioned above it can be stated that female models in advertisements have impact on purchasing behavior and also on female's attitude. Some studies stated that portrayal of women in commercials influencing viewers mind towards women in our society. It also stated that women perceived beauty as they saw in media

Hypothesis

- It is more likely that exposure to TV advertisement positively influence purchasing behavior of women.
- television advertisements contribute toward creation of body dissatisfaction among female viewers

Methodology

According to A specific way of performing an operation that implies precise deliverables at the end of each stage (Baskerville, 1991) as per requirement of the present study, survey research method was adopted to explore and examine the nature of relationships between women attitude formation on watching portrayal of female models in television advertisements and its impacts on females. Female students of University of Sargodha are the population of study. For data collection purpose, the target of three hundred respondents is stratified on the basis of education and age. Three hundred respondents are selected from whole Sargodha University. The sample was further divided on the basis of education—150 Natural science students and 150 Social science students, and each natural science and social science equally divide in four departments each as Physic, Chemistry, Zoology, Statistics, Mass Communication, International Relations, Sociology, and Social Work. Female Students of these departments were equally selected from these departments. After specification of the demographic characteristics of the respondents and determination of their subgroups, convenience method for data collection was preferred. Face to face questionnaire filling procedure was adopted and all the respondents were contacted personally. After completing this procedure three hundred female's students were interviewed.

Findings

Advertising in the modern age has recognized itself as the most important selling media, it is a tool for selling goods and Ads are everywhere. Market cannot continue to exist without advertisement. Advertisement influences people for buying the things. TV ads are known to have significant impacts on viewers' purchasing behavior. The present study is an effort to explore the impacts of TV ads on purchasing behavior of university students. Major finding is presented below.

Table 1. Frequency of Liking TV Advertisement

Category	Overall	Age		Education	
		Below 20	Above 20	BA	Above than BA
Very Much	29.3	33.7	22.4	34	24.6
Somewhat	26	21	32.5	29.3	22.6
Rarely	44.6	44.3	44.8	36.6	52.6

N=300 n=171 n=129 n=150 n=150 *: figures shows percentage

Figure shows frequency of liking television advertisements. The exclusive analysis shows that majority of viewers rarely (44.6%) like television advertisement as compared to very much, much (29.3%) and rarely (44.6%). Education wise analysis shows somewhat difference but not at significant level as viewers having more education little more (34%) like to watch television advertisements than those having less education (24.6%). Age wise analysis shows somewhat difference but not at significant level as viewers less than 20-year age little more (34%) prefer to like TV adv than viewers having more 20 years age (22.4%).

Table 2. Frequency of Liking Following TV Advertisements

Category	Overall	Age		Education	
		Below 20	Above 20	BA	Above than BA
Mobile Phone					
Very Much	52.7	53.8	50.3	56.6	48.6
Somewhat	21.7	22.2	20.9	18.6	24.6
Rarely	25.6	23.3	28.6	24.6	26.6
Cosmetics					
Very Much	40	48.1	46.4	47.9	42
Somewhat	21.3	17.5	26.3	22	20.6
Rarely	33.7	33.2	30.2	29.9	37.2
Electronics					
Very Much	30.3	29.8	31	31.3	29.2
Somewhat	30.7	32.1	28.6	29.3	32
Rarely	39	38	40.2	39.3	38.6
Investment					
Very Much	21.3	24.5	16.9	24.6	17.9
Somewhat	23.7	22.2	25.5	24	23.3
Rarely	55	53.2	57.3	51.3	58.6
Health					
Very Much	50.3	49	51.8	49.3	51.2
Somewhat	21.3	20.4	22.4	21.3	21.3
Rarely	28.3	30.3	25.5	29.3	27.2

Shampoos					
Very Much	42.4	43.8	40.3	45.9	38.6
Somewhat	26.7	25.7	27.9	26	27.3
Rarely	31	30.3	31.7	27.9	34
Shoes					
Very Much	66	61.2	64.2	68.6	63.3
Somewhat	16	14	18.6	13.3	18.6
Rarely	18	18.6	17	17.9	17.9
Dresses					
Very Much	72.3	72.5	71	74	70.6
Somewhat	11.7	8.7	15.5	8	15.3
Rarely	16	18.7	12.3	17.9	13.9

N=300 n=171 n=129 n=150 n=150 *: figures shows percentage

Table shows frequency of liking different TV advertisements on private TV channels by female viewers. Overall analysis shows that viewers more like to watch advertisements of dresses (72.3%), than shoes (66%), mobiles (52.7%), cosmetics (40%), electronics (30.3%), health care (50.3%) and investment and insurance (21.3%) advertisements respectively. The exclusive analysis shows that viewers watch more (52.7%) Mobile phone advertisements as compared to somewhat (21.7%) and rarely (25.6%) categories. Selected age group shows no difference. Selected education group shows little difference as viewers below BA watch little more (56.6%) mobile phone advertisements than viewers above (48.6%) BA. Exclusive analysis shows that viewers watch more (45%) cosmetics advertisements as compared to somewhat (21.3%) and rarely (33.7%) categories. Selected age group shows both groups equally like to watch cosmetics ads. Selected education group shows little difference as undergraduate students watch little more (47.9%) cosmetics advertisements than graduate students (42%).

Table 3. Influence of Advertisements on Buying Behavior

Category	Overall	Age		Education	
		Below 20	Above 20	BA	Above than BA
Very Much	46.4	43.3	50.4	48	44
Somewhat	28.3	31	24.8	28	28.7
Rarely	25.4	25.7	24.8	23.4	27.4

N=300 n=171 n=129 n=150 n=150 *: figures shows percentage

Table shows influence of TV advertisements on viewers buying behavior. Overall findings show that viewers get influenced very much, much (46.4%) from TV advertisements to buy product as compared to their somewhat (28.3%) and rarely (25.4%) category. Selected age and education group shows no significant difference.

Table 4. Attitude of Viewers

Category	Overall	Age		Education	
		Below 20	Above 20	BA	Above than BA
Frustrated					
Strongly agree	51.6	47.4	57.4	50	53.4
Neutral	27.3	24.6	31	26	28.7
Strongly Disagree	21	28.1	11.6	24	18
Angered					
Strongly agree	35	31	40.3	34	36
Neutral	36.3	31	43.4	30.7	42
Strongly Disagree	28.7	38	16.3	35.3	22
Disappointed					
Strongly agree	38	31.6	46.5	39.4	36.7
Neutral	28.7	29.2	27.9	24	33.3
Strongly Disagree	33.4	39.1	25.6	36.7	30

N=300 n=171 n=129 n=150 n=150 *: figures shows percentage

Table shows attitude of viewers on being unable to buy product. Overall finding shows majority of viewers get frustrated (51.6%) as compared to disappointed (38%) and angered (35%). Exclusive findings show that viewers more agree (51.6%) about get frustrated when are unable to buy product as compared to their neutral (27.3%) and disagree (20.3%) category. Selected age group shows that above 20 years age viewers are little more (57.4%) agree than those who are below (47.4%) 20 years age. Education wise analysis shows no difference. Exclusive findings shows that majority of viewers response is neutral (36.3%) about get angered when are unable to buy product as compared to their agree (35%) and disagree (28.7%) category. Selected age group shows that above 20 years age viewers are little more (40.3%) agree than those who are below (31%) 20 years age. Education wise analysis shows no difference. Exclusive findings shows that viewers more agree (38%) about get disappointed when are unable to buy product as compared to their neutral (28.7%) and disagree (33.4%) category. Selected age group shows that above 20 years age viewers are little more (46.5%) agree than those who are below (31.6%) 20 years age. Education wise analysis shows no difference.

Table 5. Views about Physical Dissatisfaction

Category	Overall	Age		Education	
		Below 20	Above 20	BA	Above than BA
Very Much	54	49.1	60.5	54	54
Somewhat	29	29.8	27.9	27.3	30.7
Rarely	17	21	11.7	18.7	15.3

N=300 n=171 n=129 n=150 n=150 *: figures shows percentage

Table shows viewers' views about female models impacts on viewer's body dissatisfaction. Exclusive findings show that viewers very much, much (54%) agree that female models in TV advertisements create body dissatisfaction among viewers as compared to their somewhat (29%) and rarely (28%) response. Selected age group shows that above 20 years age viewers are more (60.5%) agree than those who are below (49.1%) 20 years age. Selected education group equally agree about effect of advertisement on viewers body dissatisfaction.

Summary

This study was designed to explore "Television Advertisement as Source of Creating Body Dissatisfaction among Females Viewers." Overall, it is an observed viewer's frequency of watching private Television channels. Three hundred students were interviewed from Sargodha University for data collection. Data was collected through well designed questionnaire. Statistical tests were used for data analysis, interpretation, and drawing inferences. Keeping in view the degree of difference among the subgroups of the viewers documented response, it can be summarized that the entire viewers significantly frequently exposed to Television advertisements.

Findings about question regarding reaction about unable to buy product shown in advertisements showed that viewers are of the view that they get frustrated when they are unable to buy product shown in advertisements than get disappointed and angered respectively. This situation also supported another research hypothesis, "it is more likely that television advertisements enhance frustration in female students when they are unable to buy products." The analysis of the viewers' response towards the question that are you agree that female models in advertisements create body dissatisfaction among viewers; results showed that the viewers of the view that female models in advertisements create body dissatisfaction among viewers. This situation also supported the research hypothesis, "it is more likely that female models in television advertisements create physical (body) dissatisfaction among female students." It is also observed that viewers have more age agreed more than viewers have less age.

Overall, this study successfully fulfills all its major objectives. Keeping in view the dimensions of study there were set objects to fulfill the dimensions of study. It was experienced by the findings that television advertisements significantly influenced female purchasing behavior and females spend more money on beauty products. It was observed that skinny female models in advertisements create uncomfortable state of mind in females, they compare themselves by models they see in advertisements and it create low self-esteem in female viewers. According to findings and general discussion it was experienced that portrayal of female models in advertisements have negative impact on our society. It was also experienced by the findings that when viewers are unable to buy certain products watched in television advertisements, they get frustrated and showed anxiety.

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