The Portrayal of Women in TV Advertisements and its Impact on their Mental Health

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Abstract: *The portrayal of perfect images of women in television advertisements has been studied extensively in Western media. However, women's representation in Pakistani advertisements has received little attention. Therefore, this research study was intended to explore the influence of the portrayal of perfect idealized images appearing in television advertisements and their associated effects on the mental health of women. A survey was conducted and a questionnaire was filled out by 360 female students from the University Management and Technology. The participants were asked about the perfect images of models and about their experiences being exposed to such images. Furthermore, the researcher employed the social comparison theory in order to provide the theoretical framework of the study. The results suggested that the majority of women agreed that they get disappointed after watching models having slim bodies, spotless skin and fair complexion in the Pakistani advertisements. The findings concluded that such portrayal is Psychologically harming women.*

Introduction

An advertisement is a type of marketing communication that involves a sponsor paying for a non-personal promotion of their ideas, goods, or services. Its primary objective is to boost sales by creating favourable impressions on the target audience, often through attention-grabbing techniques that persuade them in a very short time span. This can happen, for example, when someone is quickly flipping through a magazine or newspaper, changing the TV channel, clicking a new screen on a computer, or driving on a highway (Kotler & Keller, 2008).

The impact of advertising is all-encompassing; its reach is so vast that it is nearly impossible to evade its influence. Through advertising, markets can be controlled by the creation of various personal needs and changes in attitudes, preferences, and self-images. While some individuals view advertising as solely an economic pursuit aimed at driving sales, others regard it as a reflection and shaper of cultural trends (Harun, Teo, Hussin & Nasir, 2014).

It might take many years to realize that messages that come across in advertisements were not real and are played by many hands. It is evident that those images were being internalized by many youngsters and adults in their lifestyles. Living in a society where objectification and modification seemed attractive and accepted readily by most of the young people was nothing less than a dreadful experience for society (Shah, 2012).

In advertisements physical appearance played an important role in the process of communicating and

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convincing the customers, offering a consistent contribution to different kinds of marketing strategies as beautiful models have good brand recall value, advertisers generally try to associate idealized parts of the endorser's body with various products, and in the process, models set a standard of beauty for the audience. In every advertisement, models were selected as per the qualities of the brands and products to be promoted. Studies have proved that women being repeatedly exposed to advertisements, try to adopt models' physiques and features. They imitate them in order to look like them in reality (Lin & Yeh, 2009).

Objectification and advertisements led towards anxiety, body dissatisfaction, body shaming, guilt and low confidence in one's attitude (Mitchison, Harry & Mond, 2016). Beauty was the core feature of feminity as it has played an important role in boosting self-confidence among women (Moore & Smolak, 2000).

Girls had a greater negative body image and lower self-esteem and advertisements especially showcasing higher beauty standards tend to play a greater role in demoralizing girls and hence leads towards anxiety (Helgeson, 2001).

However, it is worth noting that the majority of research on the representation of women in media was conducted by Western scholars and focused on the Western context. A review of the literature revealed a lack of substantial and scholarly investigation into the portrayal of women in television advertisements. Therefore, our study draws attention to this significant issue. It is particularly noteworthy as our analysis highlights the impact of such portrayals on women, including the development of eating disorders and anxiety.

Statement of Problem

Advertisements have the capability to change women's minds, thinking, lifestyle and eating habits. They create an impressive storyline where they include skinny and perfect-toned bodies in order to increase their sales. The current study analyzed the profound effects on women after encountering such perfect and idealized body images. The study was intended to analyze anxiety and eating disorders with regard to idealized body images of female models.

Purpose of Study

The research has served a great purpose for mass-media students. As of today, advertisements are an integral part of mass media to generate revenue. For this purpose, the media needs to attract its potential customers by displaying women in attractive attire having slim bodies and perfect skin tones. In Pakistan, the principles of advertisements have been drastically changed. The pressure of advertisements is growing and a large sum of money is being spent to earn profit in billions. The result is that it has created a conflict in the market and almost every brand display that they are doing better in the race to earn billions. For that purpose, they have started using certain strategies in a complex manner to hit the women's audience's minds. In the audience, half of the women are those who follow these beauty standards set by the brands. Mindful research was needed to study how these advertisements were playing with the sentiments of women and how they were manipulated. This research was helpful in understanding women's emotions, behaviours and feelings after seeing the idealized bodies of models and other celebrities. It has served a productive purpose to know about their reactions and efforts on their counterpart being slim and fit into society.

Research Objectives of Study

1. To analyze the idealized images of models in advertisements and the occurrence of anxiety among women.
2. To highlight the role of advertisements in creating anxiety.
3. To investigate how idealized thin images influence their eating habits.

Research Questions

1. What is the role of television advertisements in creating eating disorders among women?
2. To what extent idealized images produce anxiety among women?

Research Hypothesis

Hypothesis 1: Television advertisements lead women towards eating disorders.

Hypothesis 2: The presentation of idealized images in television advertisements is creating anxiety among females.

Operational Definitions

Idealized Thin Body Images

Thin body images were a complex concept which encompasses one's perception, and thinking regarding one's body. In media idealized women were those who had slim bodies, fair complexion and who look smarter in every way. Such body images presented in advertisements created a more unrealistic approach among them. A researcher defined body images as part of self-exposure or how a woman views herself in light of advertisements images (Markus, 1999).

Eating Disorder

Similarly, when females were exposed to thin body images which were perfect in every aspect. They tried to obtain and look like them. Females when got failed to obtain such fair and perfect images of their bodies they had started developing body dissatisfaction. In this process, the eating disorder was the first phenomenon that they developed themselves. Thus, they more often skipped their meals or ate less in order to get thin bodies (Lee, 2018).

Anxiety

Anxiety is caused when women are exposed to perfect images which are unattainable to them in real life. It was also viewed women often get disturbed by their bodies and feel body dissatisfaction for themselves when they strive for an ideal body as presented in the media. However, many women feel pressure to become this unrealistic and ideal. Researchers studied that exposure to thin models in media advertisements contributed to the occurrence of anxiety among women (Halliwell & Dittmar, 2004).

Literature Review

There are several factors which play role in mind making process and in shaping a person's thinking and perception of the ideal body. In this context, socio-cultural and environment play a great role in reshaping ideas for an ideal body. Several research articles have been conducted in Western countries where they have explored the effects of idealized women's body images displayed in advertisements. However, little research was done in Pakistan regarding the effects of idealized images of models among women (Lee, 2015).

Although not all advertisements images are idealized, some of them are far from reality and do not show the ordinary situation of daily life. The beauty presented in television advertisements is extremely far from reality. Furthermore, technological aspects are being applied to produce more realistic images for the audience which combined create a powerful impact on females thinking as they want to attain those beauty concepts for themselves. Today, the concept of beauty is commonly perceived as having skinny bodies, shiny hair and fair colour are essential elements of females from different parts of the world (Genelia, 2016).

People are exposed to innumerable mass media images in the form of billboards, magazines, brochures, newspapers, etc. Advertisements do not only construct an ideal beauty concept but also normalize it as one's cultural standard. Feminist analysis of women's representation in advertisements indicates that they depict physical beauty and create standards for general women which are unattainable and ultimately cause anxiety, depression and body shaming among them (Szymanski, 2011).

The study involved an examination by researchers of the utilization of female sports celebrities as endorsers in magazines that cater to adolescent females. He applied quantitative methodology when he did a content analysis of a famous magazine from 2004-2009 pertaining to celebrities' images endorsing sports products. The conclusion drawn from the research study is that female sports celebrities serve as influential role models for adolescent girls. Empirical evidence indicates that the endorsement of female sports figures has a constructive effect on teenage girls' self-image and self-identification. (James, 2010).

Another study of female body shapes in print advertisements and the increase of anorexia nervosa in the 1950s model was less thin than the contemporary era models. Content analysis was done and the study suggested that the images of thin models are associated with the increase in Anorexia nervosa cases. The findings also suggested that female models have become thin compared to before. It was also highlighted that these models have a 50 kg weight which cannot be good and healthy in real life (Fay & Price, 2017).

A study determined the effects of media images on children, adolescents and women which are causing them eating disorders. The researcher used

content analysis and studied the contents of magazines having images of thin women in them. She also reviewed different pediatric and adolescent literature and revealed that young children are already anxious about their body images and have body dissatisfaction and body shaming concepts. She also revealed that media advertisements caused starving and serious illness among them (Linda, 2018).

This research study examined pressure on young female college students and caused unhealthy eating disorders. The researcher surveyed 224 female college students and determined that the average height of an American woman is 5'.4" having 140 pounds while models are 5'11" and 120 pounds. Upon studying their responses, she found that due to peer and family pressure, they compared themselves with magazines and advertisements models which caused them to unhealthy eating and dietary changes in their lifestyles (Sheldon, 2018).

The focal point of the research paper was to analyze the impact of idealized media images on the body shame and appearance anxiety of young women. The objective was to determine whether the effects were contingent upon the presence of advertisements. The researcher observed 39 female participants from a university presented them with 12 body related and 12 non-body-related idealized images. It was found that exposure to body-related idealized images produced anxiety and body shaming concepts among females (Mangela, 2017).

This study wanted to analyze whether fashion advertisements changed undergraduate students' behaviours and minds with regard to their own body image and shape. Comparison theory was used when the researchers found that models of advertisements had a significant impact on women and they took decisions which were based on dieting and exercising rather than a healthy life (Wagener, Shemek & Vance, 2010).

The study examined social comparison and idealized images of advertising, researcher used exploratory research where she interviewed two focus groups of the female university to get the findings. Results showed that showing attractive images to university females can make them to comparison with idealized images of models and result in lower satisfaction with their own selves (Barcaccia, 2017).

A recent research study conducted on the influence of sexualizing media has found that exposure

to such media increases self-objectification tendencies among individuals. This relationship has been investigated through both correlational and experimental studies, receiving widespread attention from scholars. The primary objective of the study was to analyze the impact of sexualizing media by examining 50 independent studies, comprising 261 effect sizes, from 54 research papers. The findings revealed a moderate yet positive effect of sexualizing media on self-objectification, with video games and online media having a stronger impact than traditional television media. In addition, the study also highlights the adverse effects of advertising, which often promotes an unattainable standard of beauty and perfection, resulting in feelings of dissatisfaction among women in society (Karsay, Knoll & Mathess, 2017).

Females have been shown to attach significant importance to beauty standards. In an effort to explore the impact of objectified male and female media images on men's psychological well-being, researchers conducted a study with 90 university students. The findings indicated that while the images had no significant impact on men's body image, exposure to female objectified images resulted in higher levels of anxiety and hostility in comparison to exposure to objectified male or neutral media images. (Mills, 2017).

The objective of this study was to examine the emotional responses of men and women to images of idealized bodies, as well as their attitudes and behaviours regarding unhealthy body changes. They formed 2 groups, comprising women and men. They used a questionnaire method and asked women and men about body dissatisfaction. They enquired 133 women and 93 men. Their study showed that women are more inclined to feel body dissatisfaction, stress, anxiety, and eating disorders than men who just wished for muscular development (Cahill & Mussap, 2007).

Sexual portrayals of women in advertisements are quite prominent in Pakistan. Women's images are frequently hung on billboards and outside the markets which makes them submissive, and entertainment objects. In reality, it creates hindrances for general women in society. Many research articles have been published that reveal it as a harmful tool in society (Minla, 2011).

Theoretical Framework

Social Comparison Theory

Social comparison theory proposes that in a person, there is always a drive for self-evaluation. Being exposed towards certain kind of media images make them compare themselves with other people. This evaluation was undertaken in the accounts of social comparison in order to basic human drive for self-evaluation (Festinger, 1954).

This research study intended to analyze

Anxiety and eating disorders among women which occur when they try to look like them. Women seeing idealized images behave in a certain manner and often compare their appearances with them. In this perspective, this research study is using social comparison theory to further get the understating of women's comparison with the idealized images in advertisements.

It was stated in the research study that the tendency to make social comparisons in women was a significant predictor with thin-ideal models which resulted in body dissatisfaction and a drive for thinness (Botta, 2011).

It was highlighted in the research study that advertisements caused dissatisfaction with the self-image of female students. He used social comparison theory and elaborated that female student consumers compared themselves with the idealized images which lower their body satisfaction. Exploratory and experimental research was conducted to examine the study. Results showed that female consumers compare for the sake of attractiveness which caused a decrease in their self-satisfaction (Richins, 2015).

Research Methodology

In view of this research topic, these famous brands were chosen, including Sunsilk, Palmolive, Lux, Head and Shoulder, Fair and Lovely, Nestle Nesvita, Al-Karam lawn, Tapal green tea, Ponds cream and Samsol hair colour. Keeping the research topic in mind, these advertisements were observed portraying women in their perfect and idealized attire. Every advertisement was highlighting some eccentric features of women and influences their thinking to consume it for a better and younger look which leads women towards depression, lower self-esteem and internalization. Thus, the study intended to analyze anxiety and eating disorders in women being exposed to such idealized images. For this purpose, the study

has conducted an online survey of 360 female UMT students from different departments between the ages of 20-35. Participants were encouraged to choose an option displayed on the Likert scale against each statement.

A researcher highlighted in her study of social comparison of idealized female images on Pinterest and self-curiosity. She used social comparison theory and conducted an online survey of women to find out to what extent women use Pinterest idealized images and compare themselves with those images. The study revealed that women are highly active in the creation of archives on Pinterest of idealized images in which they find their self-interest although it has affected their self-esteem (Rusan, 2017).

Measuring Instruments

Similarly, Pakistani television advertisements are observed in the prime time from 7 p.m. to 10 p.m. during peak hours of drama serials from 1st January to 31st December 2020.

Population

Female students of UMT were taken as a population for this research study. They were asked different questions about beauty advertisements which were leading them towards anxiety and eating disorders. e.g. hair products, fairness creams, hair-removing creams, soaps and perfumes.

Sample

The study has taken a 360 sample of UMT female students. It was intended to record only female responses because of the subject matter.

Sampling

A convenient sampling method was used in this research study.

Variables

Independent Variables

Idealized body images

Dependent Variables

Anxiety and eating disorders are dependent variables.
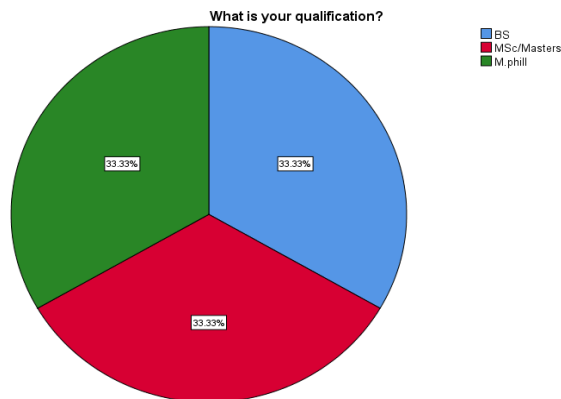
Data Analysis and Interpretation

Statement 1- What is your Qualification

Explanation

The data in Table 5.1 has taken qualification in demographics. The table consisted of three categories of UMT female students, including BS, Masters and M.Phil. From where the data was collected. All three categories showed an equal percentage which was 33.3.

Figure 1

Statement 2- What is your program domain?

Explanation

Figure 2 showed three program domains of UMT female students in the demographics data. The data from Social Sciences, Natural Sciences and Applied Sciences students showed an equal representation of female students which explained that 120 samples participated from each program in the data collection process.
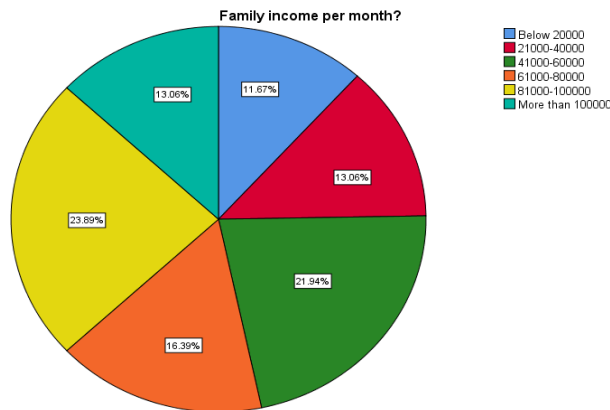
Figure 2
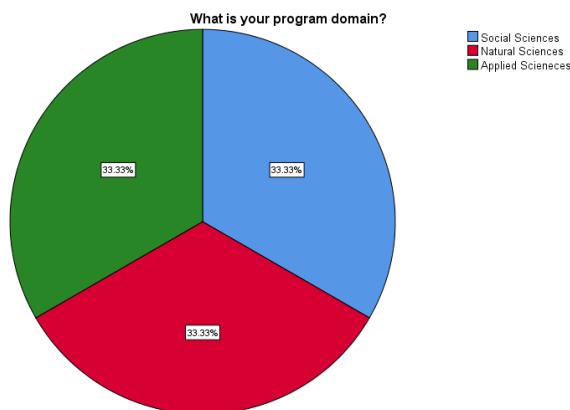
Statement 3 - Family income per month?

Explanation

In the demographics, family income was asked of the participants. The table showed that below 20,000 income was 11.7%, and between 21000 - 40000 was 13.1%. Similarly, 41,000-60000 were 21.9%, 61000-80000 were 16.4%, 81000-100000 were 23.9% while more than 100,000 13.1 % people participated.

Figure 3

Family income per month?

- Below 20000
- 21000-40000
- 41000-60000
- 61000-80000
- 81000-100000
- More than 100000

11.67%
13.06%
21.94%
16.39%
23.89%
13.06%

Statement 4 - I often watch television advertisements.

Explanation

Responses showed from the above statement that 46.4% of people strongly agreed with the statement that they often watch television advertisements. 37.5% agreed while 10% were neutral. Very insignificant respondents comprising 4.4% disagreed with the statement.

Figure 4

I often watch television advertisements

- Strongly Disagree
- Disagree
- Neutral
- Agree
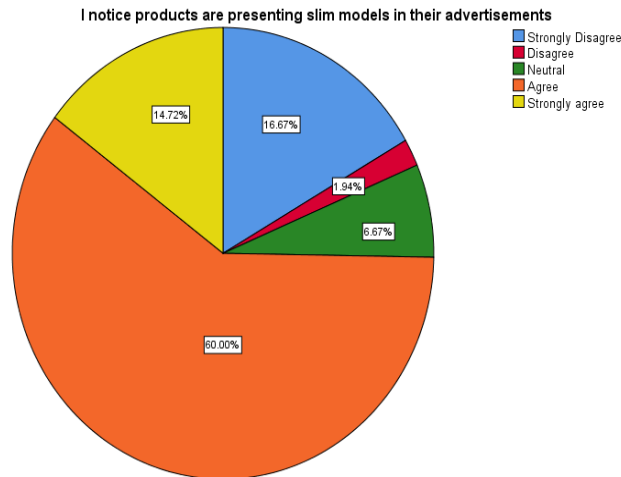- Strongly agree

3.61%
4.44%
10.00%
45.83%
36.11%
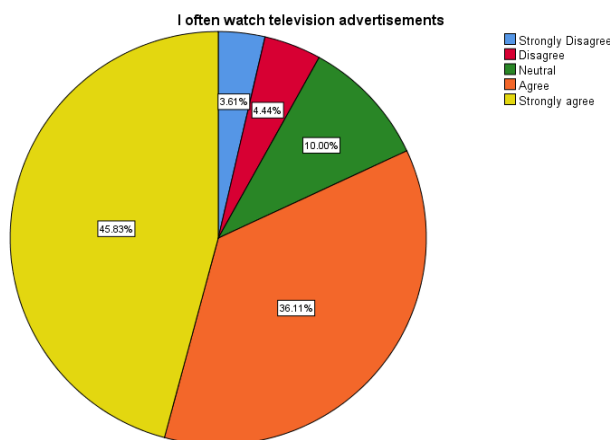
Statement 5 - I notice products are presenting slim models in their advertisements.

Explanation

Figure 5 showed the responses to the statement 60% agreed that they notice products were presenting slim models in their advertisements, and 14.7% strongly agreed. Responses showed that 6.7% of people were neutral while 16.7% people were strongly disagreed with the statement.

Figure 5

I notice products are presenting slim models in their advertisements

Statement 6 - I like the concept of slim bodies' endorsements in cosmetic advertisements.

Explanation

The data of Figure 6 showed that 50.5% of

Respondents strongly agreed with the statement. It also showed that 33.8% agreed with it. 7.8% of respondents were neutral while only 3.6% of respondents disagreed.
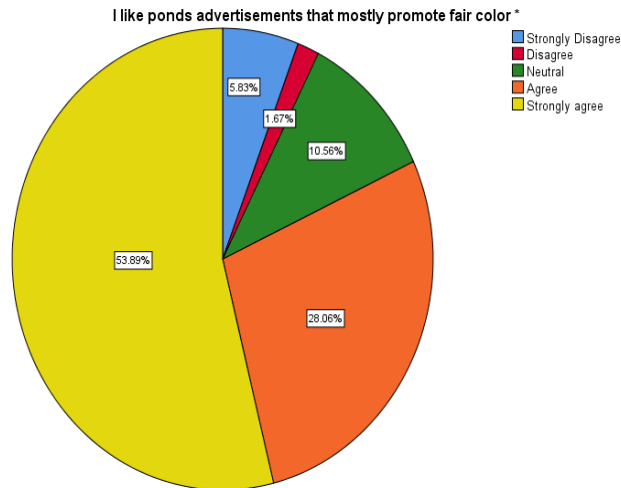
Figure 6

I like the concept of slim bodies endorsements in cosmetic advertisements *
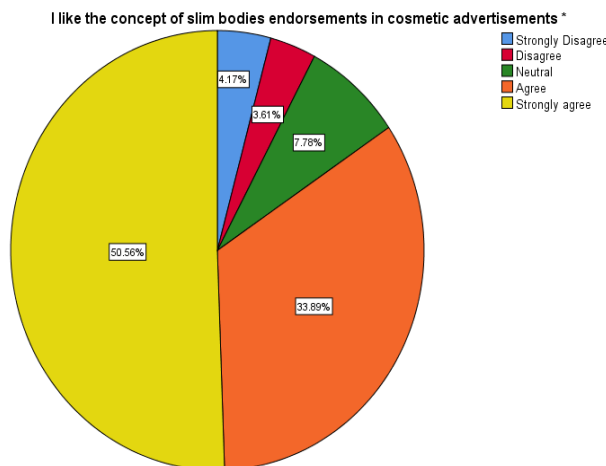
Statement 7 - I like Ponds advertisements that mostly promote fair colour.

Explanation

The data of Figure 7 showed that 53.2% of respondents strongly agreed while 1.67% disagreed. However, 10.6% of people were neutral about the statement.
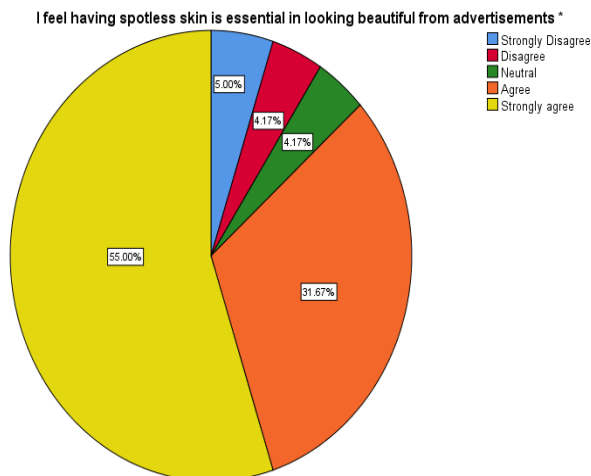
Figure 7

I like ponds advertisements that mostly promote fair color *

Legend:
- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly agree

5.83%
1.67%
10.56%
53.89%
28.06%

Statement 8 - I feel having spotless skin is essential in looking beautiful in advertisements.

Explanation

Figure 8 showed that 55% of responses strongly agreed with the statement. They were in a view that having spotless skin is essential in looking beautiful in advertisements while 4.1% were neutral and in a mixed view. Similarly, 4.1% were respondents disagreed.
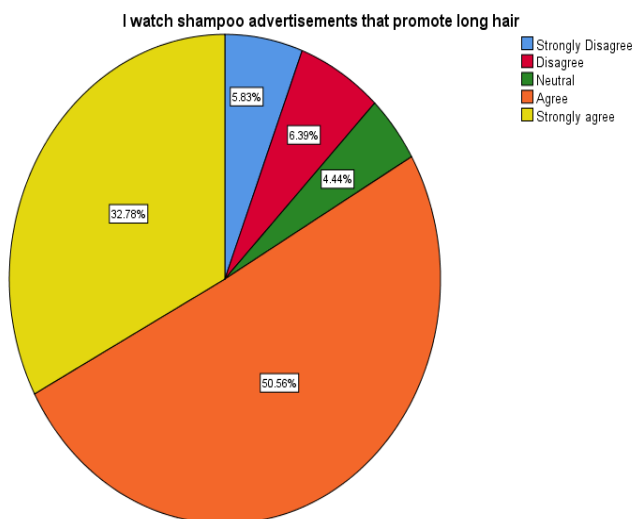
Figure 8

I feel having spotless skin is essential in looking beautiful from advertisements *

Legend:
- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly agree

5.00%
4.17%
4.17%
55.00%
31.67%

Statement 9 - I watch shampoo advertisements that promote long hair.

Explanation

Figure9 showed 50.3% agreed while 32% strongly agreed with the statement. The data showed that the majority of the respondents agreed about the advertisements promoting long hair while only 6.3% of respondents disagreed.
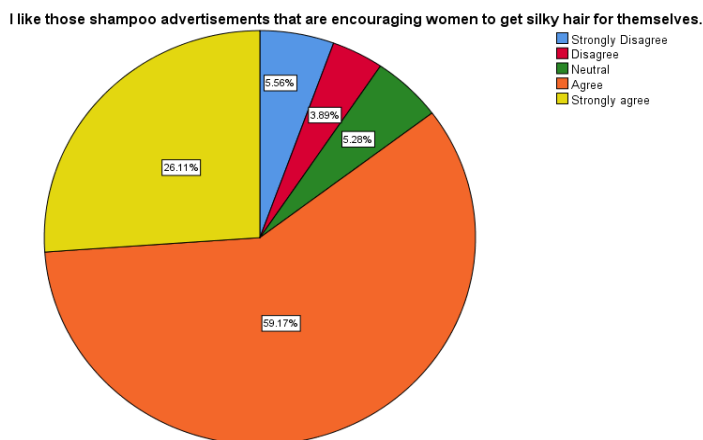
Figure 9

I watch shampoo advertisements that promote long hair

Statement 10 - I like those shampoo advertisements that are encouraging women to get silky hair for themselves

Explanation

Figure10 showed the responses to the Statement where a great number of respondents agreed which was 59.1 %. Similarly, 26.1% strongly agreed and 3.8 disagreed. This showed that the majority agreed that shampoo advertisements were encouraging women to get silky hair for themselves.
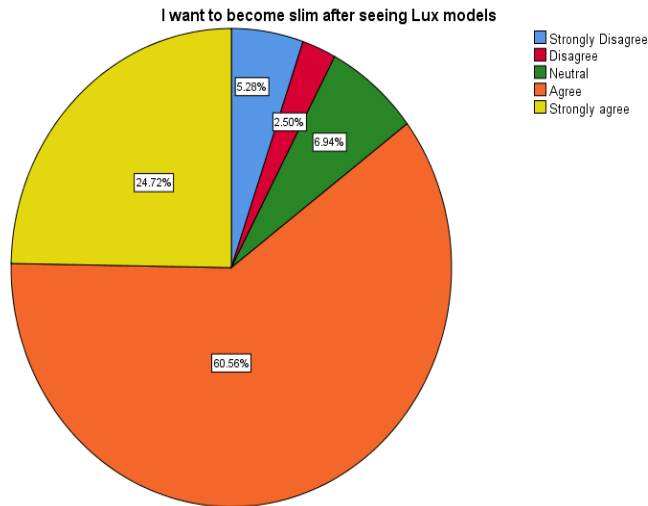
Figure 10

I like those shampoo advertisements that are encouraging women to get silky hair for themselves.

Statement – 11   I want to become slim after seeing Lux models.

Explanation

Figure 11 showed the responses to the

statement where 60.5 % of respondents agreed with the statement and 24.7% strongly agreed whereas only 2.5% people were not agreed with it. The data showed that women actually wanted to become slim after seeing lux models.
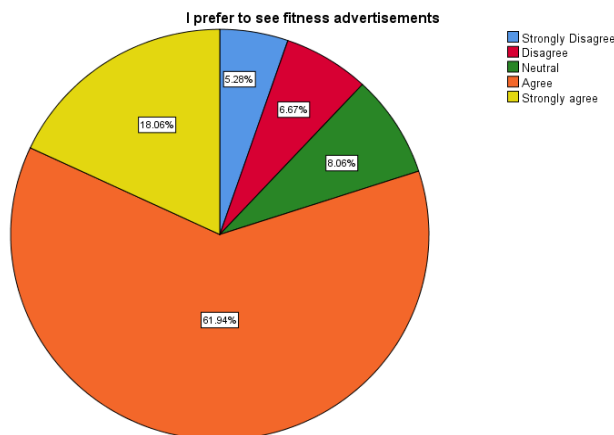
Figure 11

I want to become slim after seeing Lux models

Legend:
- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly agree

5.28%
2.50%
6.94%
24.72%
60.56%

Statement 12 - I prefer to see fitness advertisements.

Explanation

Figure 12 showed the responses to the statement where 61.2% of respondents who were great in number agreed with the statement and 18.0% strongly agreed while a very little number of people comprising 6.67% disagreed with it. The data showed that women preferred to see fitness advertisements.
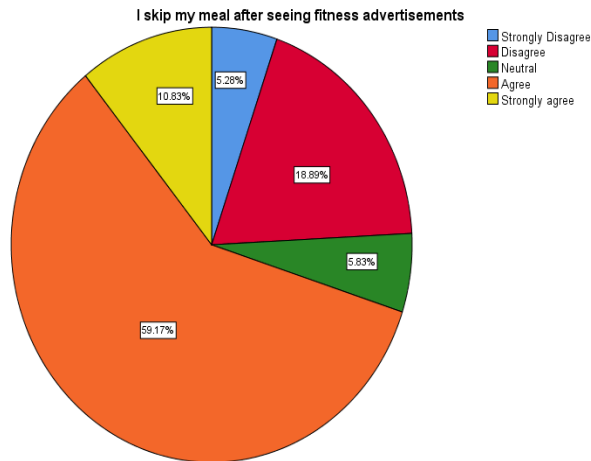
Figure 12

I prefer to see fitness advertisements

Legend:
- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly agree

5.28%
6.67%
8.06%
18.06%
61.94%

Statementv13 - I skip my meal after seeing fitness advertisements.

Explanation

Figure 13 showed the responses to the statement where 59.1% of respondents who were great in number agreed with it and 5.8% were neutral and had mixed views. At the same time, 18.8% of respondents disagreed with it. The data showed that the majority of women skip a meal after seeing fitness advertisements.

Figure 13

Statement 14 - I get eating disorders after seeing perfect bodies in green tea advertisements.

Explanation

Figure14 showed the responses to the statement where 60.3% of respondents who were huge in number agreed with the statement while 14% were neutral. Similarly, 12.5% of respondents were not agreed with it. The data showed that people started having eating disorders after seeing perfect bodies in green tea advertisements.
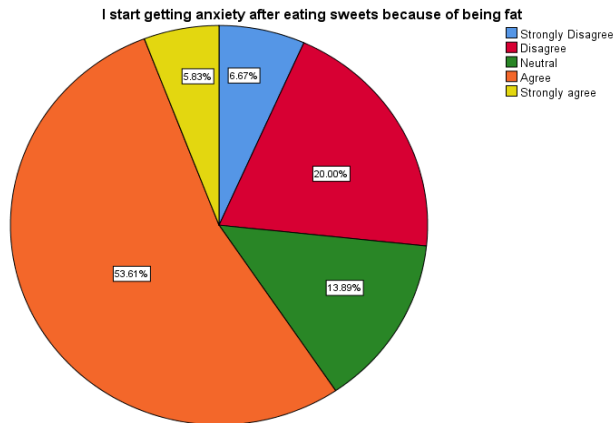
Figure 14
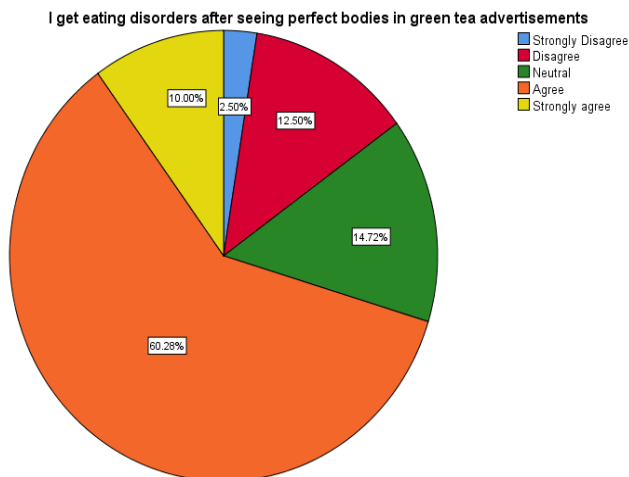
Statement 15 - I start getting anxious after eating sweets because of being fat.

Explanation

Table 5.15 showed the responses to the Statement where a great number of 53.6% of respondents agreed with the statement while 20.6% disagreed. Similarly, 13.8% of people had mixed views.
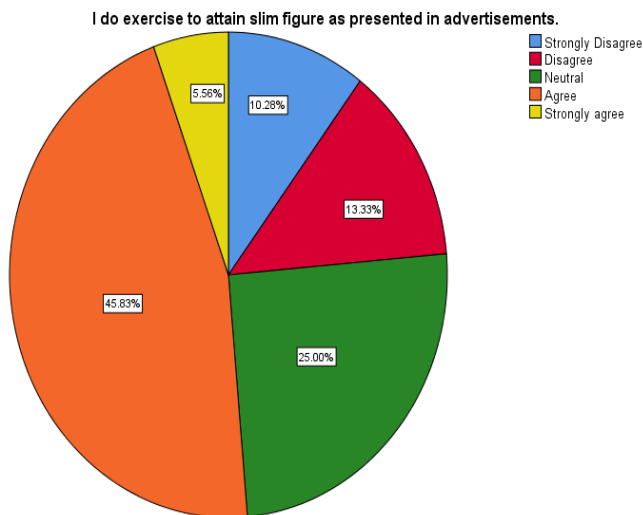
Figure 15

I start getting anxiety after eating sweets because of being fat

Statement 16 - I do exercise to attain a slim figure as presented in advertisements.

Explanation

Data showed from Figure16 that 45.8%

strongly agreed with the statement. 25% agreed and 13.3% had given their mixed views. Very few respondents comprised on 5.56% strongly disagreed regarding it. It showed that women exercise to attain slim figures as presented in advertisements.
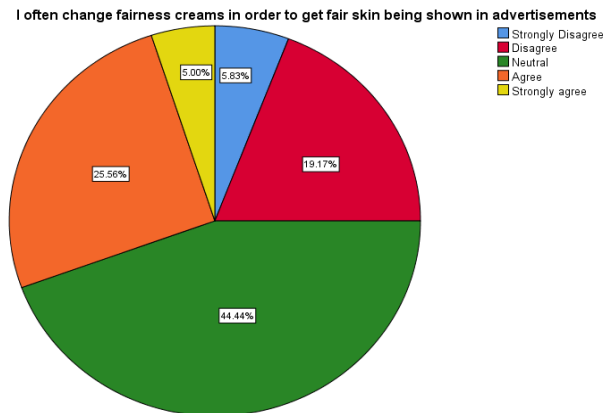
Figure 16

I do exercise to attain slim figure as presented in advertisements.

Statement 17 - I often change fairness creams in order to get fair skin as shown in advertisements.

Explanation

Figure 17 showed that 44% responses of to the

Statement were neutral in their responses. 25% agreed that they often change fairness creams while 19% disagreed and stated that they do not often change their fairness creams.

Figure 18

I often change fairness creams in order to get fair skin being shown in advertisements

Statement 18 -
I get worried about my physical appearance seeing idealized images in advertisements.

Explanation

From the above figure 18 showed that 58%.3 responses agreed with the statement while 17.2% strongly agreed with it. It was revealed that women get worried about their physical appearance seeing idealized images in advertisements. Only 10% had given their mixed views while only 10.8% responses were strongly disagreed with it.

Figure 18

I get worried about my physical appearance seeing idealized images in advertisements
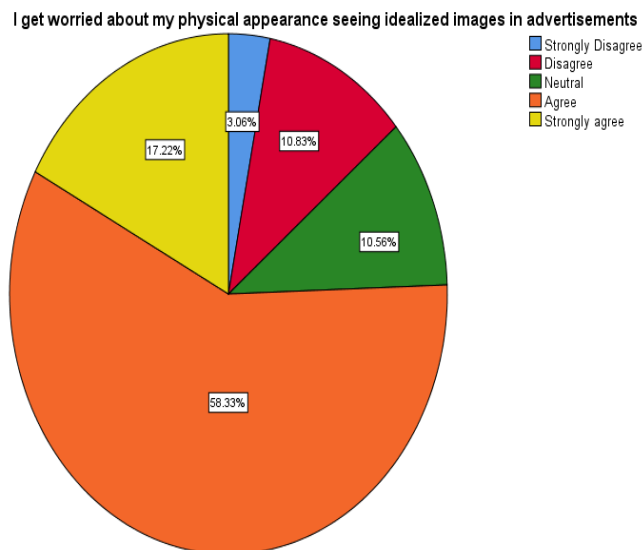
Statement 19 I often think that being fat will make me unattractive

Explanation

Table 5.19 showed the responses to the Statement that 70.8% of respondents who were great in number agreed with the statement while 10.3% strongly agreed. Only 10% were neutral and the very least number of respondents comprising 6.9% disagreed with it.
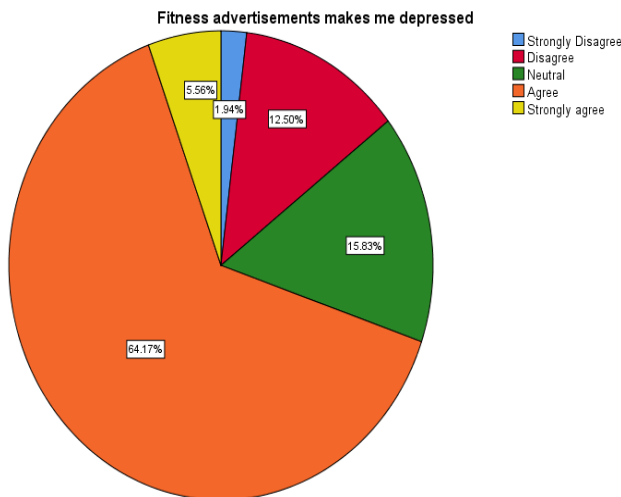
Figure 19

I often think that being fat will make me unattractive
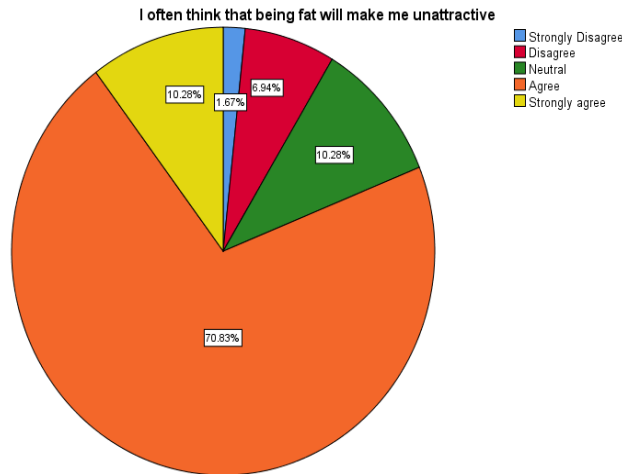
Statement 20 - Fitness advertisements make me depressed

Explanation

Figure 20 showed that 64.2% of respondents who were great in number agreed with the statement that fitness advertisements made them depressed. Having this, 15.8% gave their neutral remarks while 12.5% disagreed with it.

Figure 20

Fitness advertisements makes me depressed

Statement 21 - I often change the channel when perfect bodies are appearing in advertisements

Explanation

Figure 21 showed the responses to the statement that 61.4% of respondents agreed with the statement that they had changed the channel when perfect bodies were appearing in advertisements while 16% were given their mixed remarks. Only 16% of respondents disagreed with the above statement.

Figure 21

I often change the channel when perfect bodies are appearing in advertisements

Strongly Disagree
Disagree
Neutral
Agree
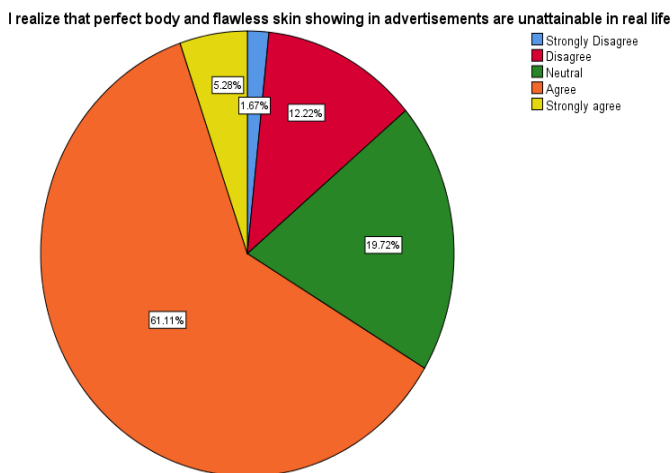Strongly agree

5.28%
1.11%
16.11%
16.11%
61.39%
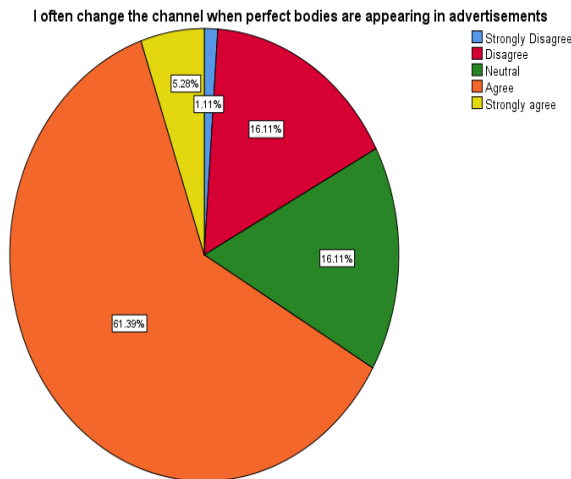
Statement 22 - I realize that the perfect body and flawless skin shown in advertisements are unattainable in real life

Explanation

Figure 22 showed the responses to the statement that a mighty number of respondents comprising 61.1% agreed with the statement that they realized that a perfect body and flawless skin shown in advertisements were unattainable in real life while 19% were neutral and 12% disagreed with the statement.

Figure 22

I realize that perfect body and flawless skin showing in advertisements are unattainable in real life

Strongly Disagree
Disagree
Neutral
Agree
Strongly agree

5.28%
1.67%
12.22%
19.72%
61.11%

Research Hypothesis

The hypothesis of the study was "Television advertisements lead towards eating disorders among women". The gathered data was entered into Statistical Package for Social Sciences (SPSS) by following the survey methodology. Convenient sampling has been conducted among the women of the University of Management and Technology between the aged (20-35). The questionnaire was prepared in order to analyze the effects of idealized images of Pakistani television advertisements on women. Furthermore, the analysis was conducted in order to find out the relationship between television

advertisements which leads women towards an eating disorder.

Table 1

Correlation Coefficient			
		Advertisements Presentation	Eating Disorder
AP	Pearson Correlation	1	.588**
	Sig. (2-tailed)		.000
	N	360	360
ED	Pearson Correlation	.588**	1
	Sig. (2-tailed)	.0001	
	N	360	360

**. Correlation is significant at the 0.01 level (2-tailed).

Interpretation of the Results

According to the results, the corresponding p-value is 0.0001 which is less than 0.01, hence, it is concluded that there is a significant relationship between the variables and the presentation of idealized images in television advertisements that play a great role in creating eating disorders among women.

Research Hypothesis

The hypothesis of the study was "Presentation of idealized images in television advertisement are causing anxiety among women". The gathered data was entered into Statistical Package for Social Sciences (SPSS) by following the survey methodology. The convenient sampling has conducted among the women of the University of Management and Technology between the ages 20-35. The questionnaire was prepared in order to analyze the effects of idealized images of Pakistani television advertisements on women. Furthermore, the correlation was conducted in order to find out the relationship between television advertisements which are causing anxiety among women.

Table 2

Correlation Coefficient			
		Advertisement Presentation	Anxiety
	Pearson Correlation	1	.211**
	Sig. (2-tailed)		
	N	360	360
Anxiety	Pearson Correlation	.211**	1
	Sig. (2-tailed)	.0002	
	N	360	360

**. Correlation is significant at the 0.01 level (2-tailed).

Interpretation of the Results

According to the results, the corresponding p-value is 0.0002 which is less than 0.01, hence, it is concluded that there is a significant relationship between the variables and television advertisements playing a great role in causing anxiety among women.

Discussion

Television advertisements are creating communication that is persuading a million viewers through media images. The basic purpose of these advertisements is to sell products and enhance brand imaging. In this age, every product is trying to present a better face of their services. Products are making enough capable to hit the audience's minds by showing captivating media images comprising men's and women's perfect body

images. Similarly, these images are portraying these models in a versatile and alluring manner to leave an ever-lasting impression on the minds of the audience. Several research articles have explored the effects of advertisements that have portrayed perfect body images of women in order to cater for their audience's attention. It was observed that television advertisements are showing perfect body images of women where they cast models having slim figures, fair complexion and spotless skin. Over the years, different literature studies have shown advertisement effects on the minds of women.

The effects of thin model advertisements amongst women by studying female graduate students. The study concluded that women who were exposed to thin model images tended to suffer from depression, body shaming and anxiety more often (Stice & Shaw, 1994).

Another literature review was done where a researcher studied perfect media images' effects on the minds of adolescents. Her studies culminated in the fact that such media content was causing starving and eating disorders among them (Linda, 2009).

In light of the above discussion, the research study wanted to analyze the presentation of idealized body images of women in Pakistani advertisements. The researcher has taken two variables to analyze the effects of television advertisements on women. The first variable was anxiety and the second was eating disorder. The researcher has observed television advertisements from 1st January 2020 till December 31st, 2020 in the prime time of television dramas from 7 pm to 10 pm PST. This time slot was selected in order to observe the most idealized images of models being on-aired in the advertisements.

A survey was performed at the University of Management and Sciences where 360 female respondents participated in order to fill out the questionnaire comprised of 22 research statements. The research study has formed two hypotheses in order to analyze eating disorders and anxiety among women.

For the research matter, it was pertinent for the researcher to analyze what trends are women following and whether they watch television advertisements are they prefer to skip them.

Figure (4) showed that women do watch television advertisements. The collected data revealed that 46% of women strongly agreed while 37%

agreed and were in view that they often watch television advertisements. On the other hand, a very insignificant respondent around 4.4% disagreed and were in a view that they often skip advertisements.

The researcher has also asked to what extent they like the concept of slim body endorsements in cosmetic advertisements. Figure (6) showed that 50.5% of respondents strongly agreed, 33.8% agreed while 7.8% of respondents were neutral and very least people around 3.6% disagreed. The statement was asked because the researcher wanted to know about their likeness and mindset regarding the slim bodies of models.

Followed by the research topic, the researcher has asked several statements. Data shown in Figure (7) revealed that women liked the concept of fair colour. A very great number of respondents comprised 53.2% strongly agreed while 1.67% disagreed. However, 10.6% of people were neutral about the statement. They were mixed in opinion regarding models who were being promoted as having a fair colour.

Figure (8) showed that 55% of respondents strongly agreed. They were in a view that having spotless skin is essential in looking beautiful while 4.1% were neutral and in a mixed view. Similarly, 4.1% were respondents disagreed.

The researcher wanted to know whether having perfect hair was important for women and how they perceived being shown in the advertisement. Figure (9) showed that long hair was an essential feature for women as 50% of respondents agreed with it.

Figure (11) showed that 60% of women wanted to become slim after seeing lux advertisements. They wanted to become thin and stylish as shown in lux advertisements.

Figure (13) data showed that 59% of women agreed that they skip their food after seeing fitness advertisements in order to become like them. Therefore, 'H1: Television advertisements lead women towards eating disorder has been accepted'. Similarly, Figure (14) showed that 60% of women agreed that they had skipped their meals after seeing green tea slim models advertisements. Hence, H1: has been approved here that women after watching the perfect bodies of models caused them to suffer from eating disorders.

Figure (15) data showed that 53.6% of respondents agreed that they started having anxiety

after eating sweets while 20.6% disagreed while 13.8% people had mixed views. Similarly, Figure (18) showed that 58% of respondents agreed that they get worried about their body appearance after having sweets. The researcher also had taken respondents' remarks over the fitness advertisements. 64% of people agreed that being exposed to fitness advertisements made them depressed. Having the above statistics, it was concluded that women get worried about their body appearance being exposed to fitness advertisements. Respondents agreed that such advertisements may lead them towards anxiety about being encountered with perfect bodies. Hence, 'H2: presentation of idealized images in television advertisements are creating anxiety among females has been accepted'.

Furthermore, correlation coefficient testing was performed where the relationship was tested between the variables of eating disorder and anxiety with the effects of the presentation of idealized images. It was concluded that the presentation of idealized images in television advertisements are creating eating

disorder and anxiety as both values of p was less than 0.01.

Conclusion

In Pakistan, the advertisement industry has adopted certain parameters for measuring beauty. These standards have made fair complexion, slim bodies and spotless skin essential tools. Literature studies have shown how vigorously women are adopting these standards in their lifestyles. The results revealed that women are being portrayed in a stylish and eye-catching manner. They are carrying perfect bodies, spotless skin and long hair. The collected data showed that these traits are causing women towards eating disorders and anxiety. Exposing to such content, women are trying to look like them. Results revealed that women often ended up starvation and exercising. They also use fairness creams being influenced by cosmetic products.

Moreover, the study found that women are profoundly watching slim and fitness advertisements. However, they also know that it is unattainable in real life.

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