

**“A STUDY OF ADVERTISING STANDARDS COUNCIL OF INDIA
(ASCI) AND ITS REGULATORY ROLE TOWARDS CURBING
UNETHICAL MARKETING COMMUNICATION WITH SPECIFIC
REFERENCE TO THE PORTRAYAL OF WOMEN BY
ADVERTISERS”**

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CHAPTER - I
INTRODUCTION

CHAPTER – I

INTROUDCTION

- 1. What is Marketing?**
- 2. Marketing Mix**
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CHAPTER – I

INTROUDUCTION

The present study is titled “ Study of Advertising Standards Council of India (ASCI) and its role in curbing unethical marketing communication with specific reference to the portrayal of women by the advertisers.” To begin with , it is felt that it would be appropriate to state what is marketing, what is the present marketing scenario in India , what is advertising , what kind of marketing communication and advertising is taking place and how the women are portrayed in the advertisements.

1. What is Marketing?

There are a number of definitions and a huge amount of literature available on marketing . According Philip Kotler , world renowned marketing expert, the simplest definition states “Marketing is managing profitable customer relationships”. The process of marketing aims at growing current customers by delivering satisfaction and attracting new customers by promising superior values.

Yet another definition as per Philip Kotler is “Marketing is the process by which companies create value for customers and build strong customer relationships in order to capture value from customers in return”.

The American Marketing Association defines marketing as follows :

“Marketing is an organizational function and a set of processes for creating, communicating and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders”.

When a product is in short supply, selling is easy. However, in a competitive situation, marketer has to understand what the customers want, has to develop products accordingly, offer a good value for money, promote the product and distribute it effectively. All this will result in satisfying customer needs.

A common man perhaps thinks that marketing is only selling and advertising. Certainly, selling and advertising are part of “**Marketing Mix**” employed by marketers.

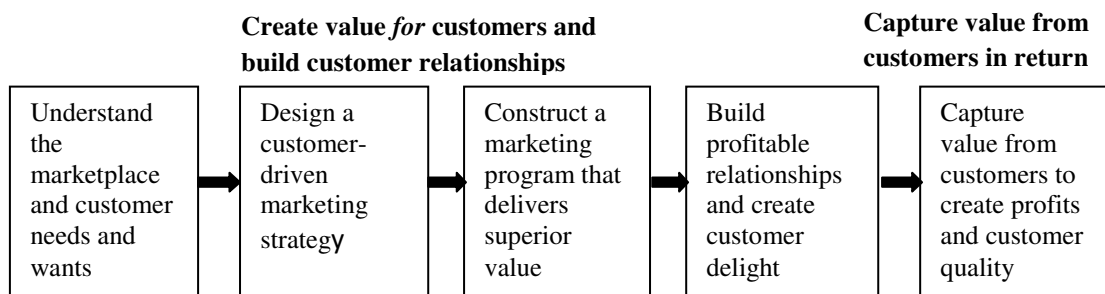
2. Marketing Mix

Philip Kotler defines Marketing Mix as “The set of controllable tactical marketing tools- product, price, place and promotion – that the firm blends to produce the response it wants in the target market.

The controllables in the marketing mix are known as four Ps of the marketing mix and they are as follows :



A simple model of marketing process



Out of the four ‘Ps’ stated above , this study will focus on advertising which comes under promotion. Advertising, is the major form of marketing communication by the company with the target market.

A company’s total marketing communication mix is also called its Promotion Mix, will consist of a combination of one or more of the following:

Advertising : Any paid form of non-personal presentation of ideas, goods or services by an identified sponsor.

Sales Promotion : Short-term incentives to encourage the purchase or sale of a product or service.

Public Relations : Building good relations with the company's various publics by obtaining favorable publicity, building up a good corporate image, and handling or heading off unfavorable rumors, stories and events.

Personal Selling : Personal presentation by the firm's sales force for the purpose of making sales and building customer relationships.

Direct Marketing : Direct connections with carefully targeted individual consumers to both obtain an immediate response and cultivate lasting customer relationships – the use of telephone, mail, fax, e-mail, the Internet and other tools to communicate directly with specific consumers.

3. Advertising

Advertising is explained as mass communication of information intended to persuade buyers to buy products and with a view to maximizing a company's profits. Communication achieves the purpose of getting one's ideas across to the other party. But, more important purpose of communication is to draw the desired response from the target audience.

Advertising in its present form is about 200 years old. But, advertising has been in use in some form or the other in the history of the mankind, even in the ancient times till 5th century and then in the dark age, middle age and till 19th century.

The 20th century presented the means like radio, television and satellite communication which increased the reach of the advertiser all over the world.

The purpose of advertising is to induce the customers to buy products. Advertising communicates information to potential customers and attempts to persuade them. Advertising has an impact on increase in sales but for it to be successful, it has to be well coordinated with the entire marketing mix.

There is a tendency among the general public to look at the advertisements with some amount of distrust. This poses a challenge to the advertisers. If one advertisement among the several advertisements seen regularly is not truthful, the public tends to feel that all advertisements are like that i.e, dishonest.

In their book titled "Advertising" the authors (Prof. Shaila Bootwala et al) have listed the typical forms of untruths in the advertisements which have :

- i.** Exaggerated facts
- ii.** Misrepresentation of facts
- iii.** Unverifiable claims in a language that is ambiguous

- iv. Use of testimonials or endorsements
- v. The use of sex, specially the use of women as sex objects
- vi. Alcohol and tobacco advertisements
- vii. Totally false claim

Media such as newspapers, radio, television, outdoor board, websites are used for advertising. Through these media marketing communication takes place. The study in this research focuses on unethical marketing communication with specific reference to the portrayal of women. . In case the communication is unethical , undesirable, the portrayal of women is indecent , what role a regulatory body like Advertising Standards Council of India (ASCI) is playing and are they effective in curbing the said unethical marketing communication ? How effective and successful the body like ASCI is ? In the first place , is ASCI known among the general public ? This study aims to find answers to such questions and specifically undertakes an in-depth study about indecent portrayal of women by the advertisers and attempts by ASCI to curb the same.

4. Ethics in Advertising and Self Control

An advertiser has to be conscious of his moral and social responsibility. A false or misleading advertisement will certainly be harmful to the reputation of the company and the product being advertised. Hence the advertiser has to be mindful of ethics involved in advertising. Ethics is a choice between good and bad, between right and wrong with reference to a particular culture at a given point of time.

According to one market survey, referred to by the book “Advertising” authored by Shaila Bootwala . et al, unethical advertising will have following situations:

- i. It degrades the rival’s product or substitute product.
- ii. It gives misguiding information
- iii. It gives false information.
- iv. It conceals information that vitally effect human life (e.g. side effects of drugs)
- v. It makes exaggerated claims.
- vi. It is obscene or immoral
- vii. It is against national and public interest.
- viii. Endorsements of products by celebrities who are opinion leader is also sometimes criticized for spreading falsehood.

ASCI (The Advertising Standards Council of India) actively promotes self control in Advertising.

The organization structure and working of ASCI (The Advertising Standards Council of India) is presented in details in Chapter III.

5. Marketing scenario in India at present

India became independent in 1947. Since then, till 1991, the closed door economy and policies of quotas, controlled production and distribution were described as the “Licence Raj”. One needed several permits before setting up a manufacturing facility. The quantity to be produced was dictated by the Government. One could not increase the production even if there was a shortage in the market and demand exceeded supply. As a result, what was witnessed was “Sellers’ Market”. There were long waiting periods for two wheelers like scooters and motorcycles, cars. The number of manufacturers were limited and the available brands and models were also limited. Imports of such items and consumer products, FMCG products were very much restricted. Cell Phones, laptops were not available. There was a long waiting period even to get land line phone connection.

However, the situation changed dramatically since opening up the economy in 1991. India adopted the policies of globalization, foreign investments and imports of products were increasing. Soon the scenario changed from “Sellers’ Market” to “Buyers’ Market”. The manufacturers and marketers realized the importance of marketing and realized that the customer was king. Competition increased, availability of competing brands, products, makes, models continued to increase across a wide range of products like automobiles, two wheelers, telephones, cell phones, office equipment, consumer products, consumer durables, FMCG products and so on and so forth. Scenario completely changed in the market since 1991.

The days of allocation, rationing, shortages were over. Need to reach out to the market, to customers was felt strongly. Customers became aware that they had multiple choices and the marketers had to actively compete among themselves to attract the customer’s attention and ultimately to make the customer buy the product which was being marketed.

General public is exposed to advertisements in media such as newspapers, television, outdoor, cinema and cyber media. The advertisers, i.e, the manufacturers of products and the providers of services try to communicate the superiority and

advantages of their products or services through the advertisements. In a highly competitive market scenario, the advertisers have to compete for the attention of the public. For grabbing the attention of the public when there is so much clutter of advertisements, the advertisement has to stand out. It has to be attractive, catchy, beautiful, and colorful. The caption, the message, the layout, the visuals have to create the desired impact and effect intended by the advertiser. In the process of capturing public attention, the advertisers compete with each other to make their advertisements stand out or noticed among the several other advertisements. While attempting to catch the public's attention and mindshare, there is a lot of one-upmanship among the advertisers. Everyone wants to be the best, wants his message communicated effectively so that the product/service being advertised gets maximum market share. During this one-upmanship, the advertisers and the agencies which handle the communication through the advertisements sometimes tend to go overboard. As a result one or all of the following happens:

- The claim in the advertisement become tall, inflated, unsubstantiated
- The claim becomes untruthful or misleading
- The communication becomes unethical
- The visuals or depiction of women in advertisements become indecent. The advertisers tend to use more glamorous, sexually attractive models. Women are depicted more as sex objects. Such depiction is resorted to even if it is not relevant to the product or service being advertised.

In a situation as stated above the consumer gets misled and is deprived from the correct information which will enable him to decide in favor or against purchase of certain product or service. In case the advertisement depicts models in an indecent or vulgar manner it is likely to cause grave or widespread offence to the general public.

As per the information available with ASCI , the present volume of the advertising Industry in India is estimated to be approximately Rs 30,000 crores. The support marketing products and services are worth Rs 400,000 crores. The advertising industry in India is growing at a compound growth rate of 15 % per annum since the year 2000.

In India there is no pre-censorship or pre-clearance of advertisements and commercials appearing in the media. Only in exceptional cases Government (state or

central) puts a ban on advertisements which may be found to be highly indecent. Hence, the industry thought that “Self Regulation” will work in the best interest of the industry as well as general public. As a result, Advertising Standards Council of India (ASCI) was established in the year 1985. It is not a government body. It is an SRO (Self Regulation Organization) formed by the people associated with the business of advertising, viz., the advertisers (i.e, the manufacturers and providers of goods and services), the advertising agencies, the media and allied professions associated with advertising such as market research agencies, educational institutes in Management, Media and Communication.

ASCI has recently celebrated her silver jubilee. Primary role of ASCI is to promote self regulation in advertising in order to make sure that the advertising becomes more responsible. Through self regulation ASCI also aims at curbing unethical marketing communication. Depiction of women in advertisements, use of glamour, sex appeal and at times indecency or vulgarity in the advertisements have always been hotly debated and much written about topics . All these facts have prompted the present research to undertake a study on the topic as follows :

“A STUDY OF ADVERTISING STANDARDS COUNCIL OF INDIA (ASCI) AND ITS REGULATORY ROLE TOWARDS CURBING UNETHICAL MARKETING COMMUNICATION WITH SPECIFIC REFERENCE TO THE PORTRAYAL OF WOMEN BY ADVERTISERS”.

6. Aims and Objectives of the study

Based on the above background/introduction, the aims and objectives of the present study are as follows :

6.1 The study aims at finding out the level of awareness among the general public about the following aspects that will be covered under this study :

- a.** The existence of ASCI
- b.** Role of ASCI

6.2 Further, the study aims at finding out to what extent ASCI has been successful or otherwise in curbing unethical marketing communication which appears in media such as newspapers, TV, outdoor etc.

6.3 Next objective of the study is to find out more about the portrayal of women in advertisements. Do most advertisements portray women only as sex objects?

6.4 The study aims at finding out the general perception on the relevance of attractive and glamorous models shown in many advertisements to the product, service and the message in the advertisement.

7. Significance and Relevance of the study

The study takes an in-depth look at the scenario that prevails today in the field of advertising and marketing communication. The study intends to reveal what is happening with regards to marketing communication and whether the general public is satisfied, concerned or indifferent to what is happening around them. The study aims at finding out to what extent the public is aware or not of the very existence of a self regulatory body like ASCI (Advertising Standards Council of India) which has been in existence for over 25 years. One of the outcomes of the study is an assessment of the extent to which ASCI has been effective in curbing unethical marketing communication that takes place through the media advertisements.

Findings and recommendation from the study will enable the organization like ASCI to know whether the public awareness campaign they have been carrying out have been noticed by the public and to what extent they have been effective. It will enable ASCI to decide on whether there is a need for them to regularly undertake public awareness campaigns.

The public perception on the content of the advertisements, particularly in respect of depiction of women in advertisements will be clearer through the study. Does the public feel that the portrayal of beautiful and glamorous models in the advertisements is essential? Is it relevant to the product or service being advertised? Or do the beautiful models appear only as sex objects? The study will be a pointer to the general public's feeling on the decency and appropriateness of the models shown. It will be known whether public feels that some advertisements go beyond the generally accepted norms of decency and exposure. Do they see some of the advertisements as vulgar, repulsive?

Further, the study aims to analyze the following questions :

- a.** Portrayal of women in advertising-Is it fair? Decent? Are women shown merely as sex objects?
- b.** Are the beautiful and glamorous model appearing in the advertisement really necessary? Are they relevant to the product or service being advertised?

- c. Do we see the women appearing in the advertisements as successful achievers or are they shown in mundane, traditional roles of housewife, secretary?

In the event the public finds an advertisement unethical, dishonest, untruthful or indecent, do they know what to do? To whom to complain to? Do they want to take such a step or they want to ignore it? Ideally, they should lodge a complaint with ASCI (Advertising Standards Council of India). But, are they aware that such a self regulatory body exists? Does the general public know the role of the government when there are instances of indecent advertisements? Who is expected to take action against dishonest or unsubstantiated claim in an advertisement?

How does public see the performance of ASCI? Whether the public sees them as an agency successful in curbing the unethical marketing communication or not? ASCI will be able to get a very valuable feedback through this study. Their mission is to ensure fairness in advertisements. The study will enlighten them on the level of their success or failure.

A success, a good feedback will be a shot in the arm for ASCI. However, a negative feedback will make them introspect and decide on future course of action.

The findings will be very significant for the advertisers to know whether they are on the right track or not. The advertisers spend a huge amount of money. Whether the advertisements are appreciated or ignored will be a very important insight for advertisers and the advertising agencies which create them.

In these days of demands for equality of women with men, is it a proper and correct depiction of women as stated in points a, b and c above. Outcome of the study of the depiction and how it is received by the general public will be very significant input for the advertisers. It will be very relevant to them. The findings and recommendations will enable them to take appropriate corrective steps, if required.

The study aims to throw light on the existence or otherwise of the sex, nudity and indecent exposure in advertisements. If it exists, is it acceptable to the general public or they are offended will be known from the study. How do such advertisements impact the teenagers, adolescents, adults will be one of the findings of the study. Is this affecting the morality of the society? Is it promoting a climate of violence against women?

The advertisers have a social responsibility to be honest, truthful while communicating through the advertisements. The study aims at finding out whether the claims made by the advertisers have any unjustified or unsubstantiated or misleading

claims. The visuals, particularly the depiction of women in such communication should be decent. A family with children should not become uncomfortable while seeing some commercials on TV or in newspapers or on outdoor media or in cyberspace. The study will be relevant from the point of advertisers' obligation towards social responsibility .

The study will also seek to find out the effect or impact on ladies in the general public made by the beautiful glamorous models appearing in the advertisements. Do lady viewers and readers compare themselves with the attractive models? Do they want to become like models? Whether such glamorous models have a positive or negative impact or motivation on readers/viewers. Do the ladies in general public feel any inferiority after viewing these glamour dolls?

The findings and recommendations will be relevant to advertisers and also to those studying the social fabric of the society and women in particular from the viewpoint of studying the psychological impact of advertisements on women.

The opinion of general public about the companies and products resorting to the use of sex and nudity in the advertisements will also be revealed through the study. The study intends to find out how the companies and their products are viewed by the public when companies resort to the use of sex and nudity in the advertisements. Any association of such indecent advertisements with the image of the company and the quality of the product will also be discovered thro this study.

The extent to which different media such as TV, outdoor, press, cyber ads resort to the use of sex or nudity will also be evident from the study. Further, whether the blame for excessive use of sex and nudity rests with manufacturers or advertising agencies will also become clear.

The study also aims to find out if the use of sex and nudity in the advertisements is a western influence.

Thus the study will be a significant data and document and will be very relevant for the advertisers, advertising agencies, media, the students and practitioners of advertising and communication and also for ASCI and the government who have a very important role to play in ensuring truthfulness and decency in advertising and have to curb unethical marketing communication, whenever, wherever it takes place.

8. Definitions:

Advertising

Any paid form of non-personal presentation and promotion of ideas, goods or services by an identified sponsor.

Advertising Agency

A marketing services firm that assists companies in planning, preparing, implementing and evaluating all or portions of their advertising programs.

Brand

A name, term, sign, symbol or design or a combination of these intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors.

Communication :

Marketing communication is a function performed by marketing intermediaries. For the exchange of goods and services to occur, the providers of these must be able to send and receive information. The seller wants to find efficient ways of informing potential buyers about his products.

- **Channels of communication Include**

Newspapers, magazines, television, radio stations, billboards and cyber media.

- **Advertising Agencies, Public Relations firms and Sales Promotion Firms** assist sellers in using the communication channels effectively.

- **Communication Model**

The **communicator** is the sender or the source of the message.

The **message** is the set of meanings being sent or received by the audience.

The **channels** are the ways in which message can be carried or delivered to the audience.

The **audience** is the receiver or the destination of the message.

- **Demography**

The study of human population in terms of size, density, location, age, gender, race, occupation and other statistics.

Demographic Segmentation

Dividing the market into groups based on demographic variables such as age, sex, family size, family life cycle, income, occupation, education, religion, race and nationality.

Exploratory Research

Marketing Research to gather preliminary information that will help define problems and suggest hypotheses.

Marketing

The process by which the companies create value for customers and create strong customer relationships in order to capture value from customers in return.

Online Advertising

Advertising that appears while consumers are surfing the web, including the banner and ticker advertisements, interstitials, skyscrapers and other forms.

Product

Anything that can be offered to a market for attention, acquisition, use or consumption that might satisfy a want or need.

Public

Any group that has an actual or potential interest in or impact on an organization's ability to achieve its objectives.

Publicity

Non-personal stimulation of demand for a product, service or business unit by planting commercially significant news about it in a published medium or obtaining favorable presentation of it upon radio, television, or stage that is not paid for by the sponsor.

Service

Any activity or benefit that one party can offer to another that is essentially intangible and does not result in the ownership of anything.

9. Hypotheses of the study

- i.** There is a significant difference at the 0.05 level towards the existence of and awareness about Advertising Standards Council of India (ASCI) and its role by the general public.
- ii.** There is a significant difference at the 0.05 level in curbing unethical marketing practices by ASCI (Advertising Standards Council of India).
- iii.** There is a significant difference at the 0.05 level towards the opinion that women are portrayed as sex objects in most advertisements.
- iv.** There is a significant difference at the 0.05 level towards the degree of depiction of beautiful and glamorous women not compatible to the relevance of the product/service advertised.

10. Assumptions of the study

Following assumptions have been made while conducting study:

- Advertisement campaigns by the advertisers with portrayal of women have reach all over India, including Pune city. The sample respondents are from Pune city.
- All respondents will give reliable and accurate information.
- Information or any data from any source used for this study is believed to be reliable. Only the information that specifically pertains to the study has been used.
- Information and all possible secondary data covering literature areas of the study as well as the organization involved in the study have been utilized as per researcher's ability to obtain it.

11. Limitations of the study

- The study is limited specifically to the regulatory role of The Advertising Standards Council of India (ASCI) towards curbing unethical marketing communication through the media by the advertisers.
- Primary and secondary data used in the study is limited only to the extent of the specific sample covered in the study to the observed, analyzed limited regulatory role of The Advertising Standards Council of India (ASCI).

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CHAPTER - II
LITERATURE REVIEW

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CHAPTER – II

LITERATURE REVIEW

This Chapter presents review of literature mainly pertaining to the portrayal of women in advertisements and relevant ethical issues .

1. Portrayal of Women in Advertisements

Published literature, discussions indicate that there is a significant increase in the advertisements in recent times. *Portrayal of women* in these advertisements in various media such as print, TV, outdoor is a cause for concern. The commonly made observations are that the women are portrayed as glamorous objects, they are shown as dependant on men, are shown in traditional mundane roles as housewife, teacher, nurse, mother. They are rarely shown as decision makers or in positions of power or as accomplished women. Some advertisements are felt to be obscene or vulgar and degrade the dignity of women.

In order to control such advertisements The Advertising Standards Council of India (ASCI) has laid down a code of conduct. ASCI is a voluntary self-regulatory council of India. It was formed in 1985 with an intention to control the content of advertisements, not to hamper the sale of the products which may be found offensive by some people. It has adopted a Code for Self-Regulation in Advertising. It is a commitment to honest advertising and to fair competition in the market-place. It stands for the protection of the legitimate interests of consumers and all concerned with advertising - advertisers, media, advertising agencies and others who help in the creation or placement of advertisements.

ASCI has one major goal that is to maintain and enhance the public's confidence in advertising. ASCI seeks to ensure that advertisements conform to its Code for Self-Regulation which requires advertisements to be:

- Truthful and honest to consumers and competitors.
- Within the bounds of generally accepted standards of public decency and propriety.
- Not used indiscriminately for the promotion of products, hazardous or harmful to society or to individuals particularly minors, to a degree unacceptable to society at large.
- Fair in competition.

ASCI propagates its Code and a sense of responsibility for its observance amongst advertisers, advertising agencies and others connected with the creation of advertisements, and the media.

It encourages the public to complain against advertisements with which they may be unhappy for any reason. It ensures that each complaint receives a prompt and objective consideration by an impartial committee known as Consumer Complaints Council (CCC). The committee takes into account the view point of the advertiser, and an appropriate decision is communicated to all concerned. It tries to achieve compliance with its decision through reasoned persuasion and the power of public opinion.

The Indecent Representation of Women (Prohibition) Act, 1986 prohibits indecent representation of women through advertisements or in publications, writings, paintings, figures or in any other manner. The law relating to obscenity in India is codified in Sections 292, 293 and 294 of the Indian Penal Code. In spite of these provisions, there is growing body of indecent representation of women or references to women in publications, particularly advertisements, etc. which have the effect of denigrating women and are derogatory to women. Though there may be no specific intention, these advertisements, publications, etc. have an effect of depraving or corrupting persons. It is, therefore, felt necessary to have a separate legislation to effectively prohibit the indecent representation of women through advertisements, books, pamphlets, etc.

The salient features of the Bill are;

- a.** Indecent representation of women has been defined to mean the depiction in any manner of the figure of a woman, her form or body or any part thereof in such a way as to have the effect of being indecent or derogatory or denigrating to women or is likely to deprave, corrupt or injure the public morality or morals.
- b.** It is proposed to prohibit all advertisements, publications, etc. which contain indecent representation of women in any form.
- c.** It has also been proposed to prohibit selling, distribution, circulation of any books, pamphlets, etc. containing indecent representation of women.
- d.** Offences under the act are made punishable with imprisonment of wither description for a term extending to two years and fine extending to two

thousand rupees on first conviction. Second and subsequent convictions will attract a higher punishment.

This portrayal of women in advertisements has led to the National Commission for women (NCW) to recommend amendment in the Indecent Representation of Women (Prohibition) Act 1986. The NCW wants to include new technologies like MMS and electronic media and some which were left outside the ambit of the Act like posters and TV serials which perpetuate stereotypes of women.

2. Fight for Just Portrayal of Women

An organization called “Saheli Women’s Resource Center” has published an article titled “The Fight for a Just Portrayal” on their website. The article says “Over the past decade, women’s organizations have been agitating about the way their sex is portrayed in the media. Some of the things women have been fighting, for example, are advertisements encouraging parents to save for the daughter’s dowry, the equation of a ‘good’ woman with a housewife, equating a brand of vegetable oil with mother’s love”. The article further says that such campaigns by women’s organizations have little impact on advertisements which promote sexist stereotypes and pornographic images which have increased.

The said organization strongly objects to the use of women’s faces and bodies to sell products because such advertisements put women at par with the products and turn them into objects of display and sale. Advertisements create the myth that women are primarily sex objects for the consumption of men and every man has by right access to the bodies of all women, according to the article ‘The fight for just Portrayal’

Some basic observations on the representation of women in Indian perspectives have been made by Dr. Khokan Kumar Bag and Piyal Basu Roy in a paper published by them in 2010. According to the authors of the said paper, in the era of globalization, changes are prevalent everywhere, from infant to aged, from country to country, irrespective of sex, caste, religion, race and so on. But it is really controversial that how far these changes are improving environmental quality, whether it is physical or social.

There is no satisfactory answer regarding it and no one can deny that despite changes have brought some positive impact in the living standard among the people, these have resulted undesirable physical and social problems to the mankind. Among

those negative aspects, indecent representation of women is most shameful which is one of the emerging social issues at present. This representation does not only degrade the quality of them, but simultaneously encourages antisocial activities and crime related to women. Such type of disgraceful representation is prevalent in newspapers, cinemas, magazines, T.V. The result of this sort of representation has been increasing rape, or teasing and other forms of exploitation of women.

An article by Prachi Srivastava, published in May 2011, titled **“Is Indecent Representation of Women in advertising justified?”** states the following :

Women, play a very significant role in advertising today both as consumers and as influencers. The depiction of women in Indian advertising has been a topic of debate for a while now. The experts against the indecent representation of women in advertising strongly believe that the woman's moral and social status is mainly determined on the basis of the degree of exposure of her physical form to public view. Some advertisements portray features of women as things that are separate and more important than the true image of a woman. They push perfection to a great extent that there seems to be no scope for inner beauty. Women advertising redefine women attractiveness as something that is away from natural.

Is woman today, the primary consumer of the product/service advertised? Or is she herself the product or service? There are advertisements where the females are shown in bad light. They are clad in skimpy clothes even when their presence in the advertisements has no relevance with the brand. There have been advertising campaigns where there has been a very decent portrayal of women and they have been very successful too like Titan, Raymonds, Jewellery advertisements, cosmetic advertisements like L'oreal etc.

On the other hand , few advertising gurus believe that in some of the brands the so called indecent representation of women plays an important role in brand recognition. For example, condom ads, innerwear ads have more impact on the audience when such representation is done as it is provocative.

Talking about indecent representation of women in advertising, Alyque Padamsee, advertisement guru and theatre personality says, “I think its stupid advertising. It attracts attention to the commercial, not to the brand so it is silly. In India where there is democracy, everything is legal and we don't want that these blue nose people say that you can't do this and you can't show a girl in a bikini on the

cover of the magazine but why not? You want to show, show it. But I think, it doesn't do anything good for the brand".

On the same issue, Sam Balsara, Chairman and MD, Madison World, says, "I think cases of indecent representation of women in advertising are few and far in-between. There are now only very isolated examples where women are used out of context or skin is exposed unreasonably. Advertising in India has done far more for emancipation of women, making them appear as role models, making them confident, outgoing and independent- than we are given credit for. That advertising exploits women is an old stereo type that hangs over and is not based on current reality".

According to Alan Collaco, Secretary General, ASCI, "The complaints against Indecent Representation of women have gone down from about 4-5 a year to only one last year. Advertisers are more sensitive nowadays. The products against which complaints have been received are deodorants, condoms and innerwear. There has been a case of clothes ware where the Ad headline "You'll melt once inside" read in conjunction with the visual depiction of a woman in a provocative pose was considered indecent as it was likely to cause grave and widespread offence. It should always be remembered that any indecent representation of women doesn't help".

The bold representation of women in advertisements can be done only if it is associated with the brand and is relevant to it. Mostly such advertisements don't contribute much to the sale of the product and are restricted to brand recognition and recall.

3. Women in Advertising: Representations Repercussions and Responses

In a paper entitled "**Women in Advertising: Representations Repercussions and Responses**" published in November 2009, the authors Maurice Patterson, Lisa O'Malley and Vicky Story have said that the representation of women in advertising has been the subject of discussion and debate for over four decades with advertisers standing accused of utilizing inappropriate and degrading stereotypes. According to IAPI (Institute of Advertising Practitioners in Ireland) it makes no commercial sense for advertisers to promote negative images of women.

In a recent study to measure the attitudes of young women to sexually objectified advertising comparison was made with similar surveys carried out in 1991 and 2000. Respondents agreed that females were portrayed as sex objects in advertisement, but, were less offended by these portrayals than female respondents in

1991. The same study further states that in advertisement sex has become more explicit, more models have appeared in the nude. From the mid 1960, there were significantly more over portrayals of women as sex objects (Henthorne and LaTour 1995, Mayne 2000, Reichert et al, 1999, Soley and Kurzbard 1986).

Results of the study in 1991 showed that women were still critical of the way in which they were portrayed in advertising. Women still thought that advertisements treated them mainly as sex objects, showed them as fundamentally dependant on men and found the portrayal of women in advertising to be offensive. According to this sample of women, an offensive advertising campaign would have a negative effect on company image and purchase intention. (Ford, LaTour and Lundstorm 1991).

4. Images of Women in Advertising

In an article titled 'Images of women in Advertising: Dynamics and Consumer Perceptions, the author Elera Pruvli says that, the history of images of *women in advertising* goes back to the end of 19th and beginning of 20th century. Products advertised with the images of women were like cosmetics (talcum powder and soap) or sweets and drinks (tea, coffee, chocolate). The perfect housewife was one of the key figures in advertising though the goods promoted may not necessarily be household goods. The image of female as a sexual figure is more recent. It is also necessary to note that all over the world women in the advertisements during the period 1920 to 1990 have become progressively thinner. The female models in the advertisements have been extraordinarily attractive and unrealistically thin, as per the same article stated above.

“Thin” Images and Perceptions among College-Age Women

Usually, women possess more flesh than men. This is connected with their motherhood function. “For much of human history, this characteristic was admired, sought after, and celebrated in the arts” (Jacobson and Mazur 1995). Currently, women with any fat struggle to fit the waif-model image which has pervaded the media. The most well known research on the influence of the “thin ideal” upon the attitudes and behaviors of young women was published ten years ago in the “Journal of Communication.” The study by Myers and Biocca in the year 1992 states: “The research indicates that both media messages and the target audience of younger females place a high value on physical attractiveness” . They are constantly

comparing themselves to the unattainable images of the super models. However, as later researchers showed eating disorders and body image are still the main preoccupation among young girls in the Western world.

“A generation ago, according to Naomi Wolf, a typical model weighed 8 percent less than the average woman; more recently she weighs 23 percent less. Most models are now thinner than 95 percent of the female population” (Jacobson and Mazur 1995).

One very general conclusion from US-based research is quite sad: idealized body images have a negative impact on attitudes, perception and behaviors among young women. “The use of women’s bodies in ads is essentially a cheap trick that marketers use instead of making more thoughtful arguments on behalf of their products” (Jacobson and Mazur 1995). Many women find these ads degrading and insulting to their being.

Self-comparison with the extraordinarily thin models produces dissatisfaction with one’s own body image, increases anger and depression, and decreases self-esteem. In most cases these investigators used a direct stimulus-response model (short-term or natural exposure to advertisements containing thin models, Fang Wan and Wells 2002).

Media critics argue and research supports that women are consistently portrayed in narrowly defined roles that overemphasize physical beauty and sexuality while deemphasizing intellect ability and occupational reality. (Lazier a Kandrick, 1993).

Advertisements can be called a measure of social opinion as if expressed the needs of the society but at the same time it also forms it.

5. The Female Athlete Image

The female athlete image appeared in Europe and in the USA since 1996 . These advertisements have portrayed images of women who are strong, positive, capable and confident. These advertisements present women with self esteem. Increasing feminist movement and popularity of athletics among women have been the two reasons for appearance of such image in the west (Caftery and Hunter 2001). However, the use of such image is not widely seen yet in India.

6. Women's feelings about female images in advertising

A qualitative study was undertaken in Brazil by three researchers at Universidade Novo de Julho Brazil to find out how women interpret female portrayals in advertising. The findings are as follows:

- i.** The images in the advertisements devalue or idealise women and portray them in a modern way.
- ii.** Women compare themselves with endorsers, i.e, the models appearing in advertisements.
- iii.** Advertising imagery affects them in a negative way as their psychological health is affected by making them feel depressed and anxious.

(Study by Claudia Rosa Acevedo, Jouliana Jordon Notava and Ana Laura Arruda)

Prof. Gad Saad of Concordia University has published a paper titled "Applying Evolutionary Psychology in Understanding the Representation of Women in Advertisements" in which it is quoted thus ,

"Advertisers are in the business of reaching an audience. Hence, they will use whichever means necessary to convey their messages, including the use of sexual imagery."

7. Sex in Advertising

Sex appeal and the use of erotic stimuli have been at the forefront of the advertising industry from its earliest conception. Both men and women find the sexual innuendoes of female bodies to be emotionally appealing according to a research paper by John Alan Cohan who has stated the following about the role of sex in advertising:

In society it is commonplace to use sex appeal in our daily lives in order to get ahead or to attract the attention of others. Sex as, an emphasis in advertising, some say, makes for amusing, entertaining, titillating content. In fact, it does capture everyone's attention, which is what a skillful advertising campaign wants to happen.

Community standards regarding sex are in a constant state of flux. Many think that exposing more flesh, using younger or more alluring models does no more than keep up with sexual progress in society, which is more open and less constrained on matters of sexual conduct today. Some advertisements would have been regarded as pornographic or obscene a few years ago. It is no longer considered shameless to

observe something likely to erotically arouse you or to focus on sexually salacious features of images presented in the media. Sexually suggestive ads are so common that it becomes a complicated matter to argue that they are "wrong," or in what way they are "wrong," or whether they are better spoken of as vulgar or tasteless, thus offending the rational sensibilities of some people – or whether they are nothing more than something of a hype which ordinary audiences readily see for what they are.

While discussing the specific ethical issues in women's advertising the same author has observed that women believe in the advertised "looks" and feel that such looks will make them appealing to men. Many advertisements tend to impress upon the women that the men desire sexy women and in turn sexy women are vulnerable, weak, submissive, mindless and needy. The ideal women shown in advertisements are attractive even to the point of unattainable beauty, thinness and youth.

Many commentators of this topic think that depicting women as sex objects fuels a climate that tolerates violence against women.

8. The opposite sex effect

The opposite-sex effect has been a very ubiquitous finding. Providing sexual images of women is more effective when targeting men (Jones, Stanaland and Gelb, 1998; LaTour & Henthorne, 1993; LaTour, Pitts, & Snook-Luther, 1990; Smith, Haugtvedt, Jadrich, & Anton, 1995). On the other hand, the display of sexual images of men is more effective when targeting women (Reidenbach & McCleary, 1983; Simpson, Horton, & Brown, 1996).

The manner in which men and women are depicted in sexual ads has been mainly explored via the use of content analyses. In some instances, the content analysis is limited to a single culture and a single time period. For example, Lin (1998) found that women were more often depicted as sex objects, and that men were depicted as heavier and not quite as attractive. In other instances, the content analysis is longitudinal; for example, Reichert, Lambiase, Morgan, Carstarphen, and Zavoina (1999) found that women were three times more likely than men to be portrayed in a sexually explicit manner, and this ratio remained consistent for 1983 and 1993. Fergusson, Kreshel, and Tinkham (1990), in a content analysis of Ms. Magazine over a 15-year period, demonstrated an increase in the portrayal of women as sexual objects. A third type of content analysis introduces a cross-cultural component, wherein the depiction of men and/or women is contrasted cross culturally. Recent

studies have included content analyses from such varied countries as Malaysia, Singapore, Japan the United States, and the Hispanic American culture (Ford, Voli, Honeycutt & Casey, 1998; Fullerton & Kendrick, 2000; Maynard & Taylor, 1999; Wee, Choong, & Tambyah, 1995). Several consistent patterns have emerged from these studies. Sex-role stereotypes are found in all cultures, albeit to varying degrees. For example, in the Fullerton and Kendrick (2000) study of Hispanic ads, only 3 of 92 advertisements contained a sex reversal of stereotypical roles. Not surprisingly, cultures with more egalitarian attitudes toward the sexes have typically yielded fewer incidences of such stereotypes. Furthermore, women's reactions to the manner in which they are portrayed is a function of their cultures; for example, Ford, LaTour, Honeycutt, and Joseph (1994) found that women from New Zealand were more critical of their portrayals as compared to their Thai counterparts.

In an investigation spanning 37 cultures, Buss (1989, 1994) has shown that there are universal preferences held by men and women in terms of the characteristics they seek in their ideal mates. The cultures studied were exceptionally heterogeneous along economic, political, racial, ethnic, and religious lines. Two consistent patterns emerged: Men value beauty and youth more so than women, while women value social status more so than men.

9. Indecency in Advertising

An article titled "Indecency in Advertising" says that "In today's media-propelled, fast-moving age, advertisements sell beyond products. They sell lifestyles, dreams, images, ideas, even principles and ethics (H.Thiel 2003). And a lot of advertisers play on our most basic, primitive instincts by associating their products with sex.

The same article claims that the blatantly offensive advertisements help to sexualize our culture and also denigrates and objectifies our women. Advertisers are increasingly daring to ruffle feathers all in the name of making a material impact, while the creators of these advertisements describe the whole exercise as creative lightheartedness and freedom of expression unfortunately, these eminent creatives forget that with this cherished freedom goes responsibility. (E Smith 2004)

The author of the said article has sounded a note of caution that if advertisers do not exercise restraint, they might risk a boycott, someday, by consumers.

10. How Advertisements Exploit Women

An article by Shoma Chatterjee published in December 2005, titled “**How Advertisements Exploit Women**” quotes a paper by Deepa Dhanraj, a Bangalore based activist and documentary film maker, thus,

"In Indian advertising, women are used as models in sexist ads for diverse products from tyres to ceiling fans. Apart from this, a stereotyped notion of gender roles is explicit in the casting for ads. Primary roles for men as demonstrators, experts are used and their physical presence is made strongly felt as the authoritarian 'Voice of God' in commentaries. Women, by contrast, are cast either in auxiliary roles or as feather-headed clients who have to be convinced at length to purchase X product, in pseudo-scientific terminology. These images bear no relationship whatsoever to the reality of Indian women or their on-going struggles to achieve economic and political autonomy."

In a survey on the same topic, Penny Azarcon writes ““The concept of male reward or male approval is alive and well and sickening. The most guilty culprits are the toiletries and the cosmetic ads, as if to sell the idea that the be-all and end-all of a woman's existence is the attentive male. Its not comforting to note that even when using the successful woman image, the prized catch remains a man. Its alright to go out and conquer the world, the ads seem to say, as long as one defers to a man at the end of a regular office day. It is disgusting that the so-called, accomplished women portrayed by the ads would have to rely on their boyfriend's or husband's say-so to validate their most routine purchases.”"

A feminist group in Delhi formed by Ritu Menon and Kamla Bhasin called “The Committee of Portrayal of Women in the Media” rightly claims that it is not only the physical exposure of women that is derogatory but also the reinforcements of other stereotypes that are more damaging to the image and the dignity of womanhood. Television ads go on harping about good mothers who feed their children with health drinks and instant noodles, ideal wives who care about their husbands’ shirts and cholesterols, mothers who wash their babies with soft soaps to ensure soft bottoms and little girls who say they choose a certain soap so that it makes them as beautiful as their mother.

These are damaging, insulting and humiliating to the woman-image and takes all talks of women's progress, education, political participation, several steps backwards, going back to where we began. These, in fact, are more derogatory to the

status and position of women than the ad which shows a famous film star seducing you to buy a particular brand of soap she has been using for years. The reason is that these ads are reinforcing a lifestyle, an attitude of sexist bias in housework which confines the woman to housework and the man to being her master.

On the exploitation of women in advertisements, the author, Shoma Chatterji has this to say, “by presenting only the more extreme stereotypes, ads tend to underscore and reinforce the already negative feelings many women have about themselves, thanks to the male-centric society we live and work in. Exaggerations only add to the guilt, confusion and shame these women might be trying to overcome. By institutionalising one-dimensional images of women through the media, ads make it harder for women to break out of sexist modes that cage them. In fact, women models in advertisements are unwittingly lending themselves to become both the seller and the sold. By pitching in for particular products that mainly exploit their being pretty and attractive, passive and docile, women may be selling their own goods and services that, in turn, perpetuate an image and a lifestyle oppressive to other women. Stretching the same logic a bit further, one might also deduce that the woman-model could actually be selling a culture which, in its glossy perfection, is an unattainable fantasy and would lead to greater frustration to an already-disadvantaged segment. By pitting women against women, the advertising world has succeeded in making a woman more an enemy of her own creed than she was before advertising began to use her the way it has”.

Shoma Chatterji has also presented the findings of a study of 21 women’s magazines which tried to find out how women linked their weight to the gendered messages on magazine covers. This study was conducted by Amy R Malkin and states that

- i.** Popular magazines for men focus on offering entertainment and suggestions on Improving one's life by expanding knowledge, hobbies and activities.
- ii.** Women's magazines seem to focus on improving one's life by changing one's appearance, especially by losing weight.
- iii.** Women's magazines constantly imply, both through visuals and text that being thin means being happier, sexier and more lovable.
- iv.** The consequences of striving for these unrealistic ideals results in a large number of women taking to aggressive means to control and reduce their weight.

11. An Analysis of Roles Portrayed in Magazine Advertisements

Alice E Courtney and Sarah Wernick Lockeretz have published a research note titled “**A Woman’s Place : An analysis of the roles portrayed by women in Magazine Advertisements**” have observed that the print advertisements rarely showed women in working roles. In the advertisements studied by them women rarely ventured far from home by themselves or with other women. They did smoke, drink, travel, drive in cars and use banks, but primarily in the company of men. In about half of the exceptional advertisements that did show women without men in the male world, the women were portrayed as decorations, as in one advertisement where an attractive and elaborately dressed woman was used to display an automobile. The advertisements reflected a number of stereotypes such as,

- A woman’s place is in the home
- Women do not make important decisions or do important things

The distribution of occupational and nonworking roles in the advertisements reinforces the feminists’ impression that women are rarely shown engaged in important activities outside the home. In-fact, in the advertisements examined, women were limited even in household decision making.

They appeared to operate independently only for relatively inexpensive purchases, such as, food, cosmetics and cleaning products. For more expensive household purchases, men were brought into the advertisements, presumably because they share in buying decisions. The indications from such advertisements were that

- Women are dependant and need men’s protection
- Men regard women primarily as sexual objects, they are not interested in women as people

Prof. Amanda B Bower of university of South Carolina has published an interesting paper in the “Journal of Advertising”. The paper is titled “Highly Attractive models in Advertising and the Women who Loathe Them : The Implications of Negative Affect for Spokesperson Effectiveness”. The introduction of the paper states that “Marketers targeting their product towards women often include highly attractive models in their advertisements in the hope of increasing the advertisement’s effectiveness. There is sufficient literature with evidence of the positive effects of using an attractive person in advertising on both advertisement and product evaluations. However, the assumed advantages of highly attractive models

have not always been supported. (e.g. Bower and Landreth 2001; Caballero Lumpkin and Madden 1989, Caballero and Solomon 1984). The above said author's contention is that the practice of including highly attractive models may be effective from a marketing standpoint, physical attractiveness and the thin ideal is a very sensitive issue for many women.

The importance of physical attractiveness prompts many women to compare themselves with the images of physical perfection, thinness and beauty found in advertising. Researchers already have established that some women compare themselves with the idealized images in advertising and that some women who compare themselves with these highly attractive models may experience negative feelings as a result (e.g. Cash, Cash and Butters 1983, Irving 1990, Martin and Gentry 1997, Martin and Kennedy 1993, Richins 1991). Such negative feeling may lead to frustration and anxiety. As a result of the comparison, some women may experience negative affect and further may also be critical of the attractive models and the advertisements in which they appear. Kellogg received letters with complaints about the use of unrealistic models. Outdoor advertisements in which Kate Moss appeared as an ultra thin model wearing Calvin Klein jeans were vandalized.

Amada B. Bower has listed the influence of negative affect as follows:

- Social Comparison Jealousy
- Social Comparison Jealousy and Derogation
- The Derogation of beautiful others

12. Women in Indian Television Commercials

Findings of a survey of Indian Television commercials on Representation of Women.

There was a short survey posted on the website about effects of television advertising few weeks back, as some of you may recall.

Seven advertisements that had women representation in them were identified for the survey. The ads identified were Amul Macho , The Axe Effect , Amul Manthan Story, Virgin mobile , J.K. Super Cement, Slice, Parle Hide n Seek.

The survey was broken into two parts, Part A consisted of 8 close ended questions and part B had a rating system of popular TVCs in order of relevance,

likeness, requirement of use of women and storyline on a scale of 1 to 10 wherein 1 denoted least likable and 10, most likable.

Survey Analysis Part A

- i. Do you find the presence of skimpily clad women in commercials for products like invertors/cement etc relevant?**
19% said Yes, 81% said No.
- ii. Have you ever bought a beauty product after watching its commercial on TV?**
64% said Yes, 21% said No, 15% said Maybe.
- iii. Have you ever felt insecure about your body while watching a commercial on TV?**
42% said Yes, 58% said No.
- iv. Do you think there is an influx of commercials containing sexual content in the last 5 years?**
86% said Yes, 8% said No, 6% said Maybe.
- v. Have you ever felt a major impact on yourself by an advertisement?**
33% said Yes, 56% said No, 11% said Maybe.
- vi. Do you think that indecent representation of women in Indian advertisements may have led to increase in crime against women?**
25% said Yes, 40% said No, 35% said Maybe.
- vii. Do you feel uncomfortable with modern protection/anti-pregnancy pills and sanitary products advertisements?**
31% said Yes, 65% said No, 4% said Maybe.
- viii. TVCs for modern protection and sanitary products etc. raised sexual awareness or vulgarity.**
52% said Sexual Awareness, 35% said Vulgarity, 4% said Neither.

Survey Analysis Part B

Part B of the questionnaire was calculated by finding Arithmetic Mean i.e. more commonly known as average.

The overall ratings given to each of the 7 advertisements are:-

Amul Macho	- 2.75
The Axe Effect	- 5.15
Amul Manthan Story	- 5.42
Virgin mobile	- 3.87
J.K. Super Cement	- 3.47
Slice	- 3.59
Parle Hide n Seek	- 4.40

It can be seen from the average ratings that television viewers look for content in television commercials, not blind use of women just to add oomph or glamour factor.

13. Images of Women in online Advertisements of Global Products

Four Researchers in Greece Emmanuella Plakoyiannaki, Kalliopi Mathioudaki, Pavlos Dimitratos and Yorgos Zotus, have published a paper in “Journal of Business Ethics” in the year 2008 which says that research on female stereotypes in online advertisements is particularly scant and thus there is a lack of sufficient evidence on whether women are depicted in derogatory stereotype terms on the internet or not. Hence, the said team of researchers defined the objectives of their study as (1) to provide evidence on female role portrayals in online advertisements of global products, and (2) to explore female role portrayals across web pages for different audience types. The results indicate that women are generally portrayed in a stereotypical way, supporting the notion that sexism is prevalent in online advertisements worldwide. Portrayal of women across web pages varies considerably, with female-audience web pages embracing “decorative” female images; male-audience web pages promoting polarizing depictions of women in “dependent” or “non-traditional” roles; and general audience web pages using portrayals of women as housewives or equal to men. Overall, the findings suggest that “traditional” or “decorative” stereotypes are largely evident in all three audience types, although some “nontraditional” roles may occur. Implications and future research directions are discussed.

The use of electronic media such as internet is growing very fast. Such online advertisements offer worldwide coverage to millions of individuals at several locations all over the world, simultaneously. The portrayal varies depending upon the intended audience, i.e, male, female and mixed or general. However, evidence suggests that, in general the online advertising appears to emphasize decorative roles of women and promote an unattainable ideal of beauty, according to the same study. This stereotypical portrayal of women in online advertisements and particularly in female audience web pages could negatively affect the self confidence of women and hence limit their future aspirations and expectations for equity in compensation . According to Kilhourne (1991), decorative images of women in advertising have affected females with a range of problems including low self esteem, eating disorders, and binging which arise from an attempt of women to adapt to a false self to become more “Feminine”.

The study referred in the above-said paragraphs has also suggested to explore how sexist depiction of women in advertising may have adverse effect on the image of the firms that- choose such an approach to promote their products and consequently sales. The present thesis has included research on these lines also.

A study by Ford et al, 1991, 1997 indicates that 63% of the respondents expressed their intent to discontinue using a product associated with demeaning sexual stereotypes. This same study illustrates that women are alert to female role portrayals in advertising and this attitude influences their purchasing decisions.

14. Future Trends

Three researchers viz, Roger A Kerin, William J. Lundstrom and Donald Sciglimpaglia have also done research on the use and reaction to women in advertisements for the purpose of projection future trends. Specifically, trends in sex role differentiation and sex in advertising have been examined and discussed. Their conclusion is that sex in advertising is expected to become more explicit, but, use of women as sex objects will decline. Simultaneously, these researchers also conclude that in future the advertisements will exhibit a larger proportion of women in work related settings in parity occupations with men.

Considerable amount of research has been done on the topic of portrayal of women in advertisements as a result of increasing number of women pursuing careers,

changing family role structure and unfavorable female attitudes towards traditional sex role stereotypes.

The same study by Roger A. Kerin et al, has first discussed the limited role portrayal of women and then the topic related to the use of women in advertisements concerns the use of sex appeal, sexy illustrations and sexual expressions in advertising. The idea of women as sex objects arises from the use of a woman as an attention getting stratagem when her presence adds little but decoration to the product being advertised.

A survey by R H Bruskin Associates noted in 1969 that about one half of the respondents recalled seeing a great deal of sex in advertising and fewer than one half said they were offended by sex in advertisements. A subsequent study in 1977 by Lundstrom and Sciglimpaglia found that about 42% of the women responding felt that women were treated as sex objects in advertisements with younger and more educated women espousing this view than their older and less educated counterparts.

Two studies have examined the effect of sexual overtones in advertisements on consumer brand recognition and recall. In 1969, Steadman sought to determine whether male consumer brand recall rates were influenced by (a) the presence or absence of sexual illustrations, (b) an observer's perception of erotic content in an advertisement, and (c) an observer's attitude toward the use of sexual illustrations in advertising. It was found that :

- i.** In general, sexual illustrations were less effective than nonsexual illustrations in producing brand name recall.
- ii.** An observer's perception of erotic content in an advertisement had little effect on recall effectiveness.
- iii.** Observers with favorable attitudes toward the use of sex in advertising recalled more correct brand names than those with unfavorable attitudes.

The degree of sexual expression in advertisements is the use of nude female models. Two studies have examined the effect of nudity in advertisements. Morrison and Sherman examined male and female perceptions of selected advertisements and reported that suggestiveness of ad copy was perceived more often by females than males. Moreover, males had a tendency to perceive little nudity in advertisements in comparison with women. The authors concluded that the perception of sexual overtones in advertisements is a complex question and varies dramatically not only between sexes but also within sexes as did the degree of sexual arousal produced by

advertisements. Peterson and Kerin sought to determine the interaction effect between type of female model (demure, seductive, nudes) and product type (masculine vs. feminine) on the dimensions of product type (masculine vs. feminine) on the dimensions of product quality, company reputation, and advertisements' appeal ratings by males and females . Their results indicated that the advertisement containing a nude model was consistently perceived as the least appealing, while the associated product and producing company were perceived, respectively, as possessing the lowest quality and being the least reputable. Alternatively, the advertisement with a seductive model and a feminine product was rated as having the highest advertising appeal, suggesting the highest product quality, and produced by the most reputable company.

These two studies on nudity indicate that the suggestiveness of the model rather than the nudity factor offers the most promising consumer response. The research by Peterson and Kerin further points out the importance of matching the product with the type of female depiction in an advertisement. The key concept appears to be one of product-model congruency where the sexual expressiveness of the advertisement should be consistent with the nature.

15. Ethical Issues of Advertising

Advertising is first of all a sales pitch.

Advertising has an informative component which In itself, advertising is neither morally good nor bad. The ethics of advertising has to do with an evaluation of the content and techniques deployed in given bits of advertising.

There are several general ethical concerns stated by John Alan Cohan in his paper titled "Towards a New Paradigm in the Ethics of Women's Advertising" have been discussed in the literature over the years.

- i. One general ethical concern is that advertising tends to ratchet up the quest for material gain, leading consumers to believe that happiness depends on attaining a high material standard of living, and acquiring more and more things. Very little advertising gives emphasis on spiritual goals, on the big picture of what matters in life, or transcendental concerns (such as problems of the poor in faraway reaches of the globe). Advertising often fosters the philosophy that human happiness depends on the possession or prestige value of material things.

- ii. Another complaint is advertising often generates *its own* values, artificial or false as they may be, as to what is "good" for the consumer. The attitude isn't whether consumers need or want a particular product. Advertising strives to portray a product as something so appealing that you "ought" to desire this thing, that you *need* it, and that you should buy it. Many think that the advertising industry is too dominant in setting societal values.
- iii. A further complaint is that advertising often plays on our physical appetites, the body, the pursuit of pleasure, and the avoidance of pain. Preoccupation with the body in advertising affects men and women alike by making them more susceptible to persuasion. As Plato observed, "The body intrudes into our investigations, interrupting, disturbing, distracting, and preventing us from getting a glimpse of the truth."
- iv. Next is the general ethical complaint that advertising strives to bypass rational thinking. A successful advertising campaign can persuade people to do all sorts of things — to consume products harmful to themselves such as tobacco, junk food, colas or alcoholic drinks - or products that are relatively useless - such as cosmetics. Advertising is today's counterpart, I think, to the Sophists of ancient Greece, who were criticized because they used illogical methods of persuasion and gave their students more of illusion than truth. Advertising is like that.
- v. Advertising is also a kind of entertainment, often with artistically superb photography, special effects, clever slogans, acting and music. But these entertainment techniques, otherwise which often are truly an art form, are deployed to attract and keep the attention of viewers and make them more susceptible to persuasion.
- vi. Truth in advertising , laws say that advertisers have the moral duty to "tell the truth" about the product or service advertised. But often something quite indirect is the subject of an advertisement. Claims are often subjected such as being "the best," the "most desirable" from among other cars on the market, for instance.

Small exaggerations about the excellence of one's produce or service ("puffery") seems morally permissible, since the average person takes this into account as part of the norm, the context, the culture of advertising.

16. Marketing Ethics and Social Responsibility

Attempt has been made to consider some common criticism of marketing and more particularly advertising as it influences consumers, businesses and society in general. It is possible that the companies will benefit, if on their own, they follow ethical and socially responsible practices.

It is generally believed that the heavy advertising and sales promotion costs will have an effect such as pushing the prices up. Marketers do not deny this but justify by saying that the advertising communicates valuable information and merits about the brand to customers. Branding gives customers an assurance of consistency in quality. Companies justify heavy advertising and promotion to withstand the competition.

Businesses are also accused of overselling private goods at the expense of public goods. Consider the example of increase in sales of cars and two wheelers like scooters and motorcycles which requires more roads, highways, parking areas, and traffic control by police services. Increase in sale of private goods like cars and scooters and motorcycles requires government to spend more on roads , parking facilities which are public goods.

Advertisers are also accused of cultural pollution, i.e. interruption by commercials in serious or entertaining TV programs or advertisements in magazines or outdoor hoardings which adversely impact the beautiful scenery. However, the advertisers claim that they help TV channels and radio station to bring down the programs free to viewers and listeners and the prices of newspapers and magazines become very reasonable.

17. Case Studies of Complaints Regarding Portrayal of Women

The review of literature will be enriched and relevant to the study with the inclusion of the following cases selected only as representative of the type of complaints dealt with ASCI and their response and reaction or compliance by the advertisers in respect of portrayal of women which is considered indecent by the complainants

Sample cases of complaints **UPHELD** by ASCI in the recent past :

- Though this case dates back to the year 1995 this was considered as grossly indecent and evoked widespread outcry. An advertisement of Tuff Shoes showed models Madhu Sapre and Milind Soman absolutely nude with a python draped around their body. Both the models wore Tuff shoes. There were loud protests about the advertisement and it was banned immediately and withdrawn. Yet the models and the product is still remembered and talked about today.
- A newspaper (Times of India and Delhi Times) announced an award to promote their sales. The advertisement offered “Best Bottom Pincher” award, thus encouraging the act of bottom pinching and also observing it and reporting it in order to get an award.
ASCI upheld the complaint as the advertisement encouraged the act of bottom pinching which is a sexual offence and yet the advertisement labeled it as fun. The advertisement was considered as derogatory to womanhood. The advertisers withdraw the advertisement.
- In the year 2007, Lux Cozy undergarments released a television commercial in which a man clad only in his Lux Cozy underwear was shown chasing a dog who pulled away his towel. Then the advertisement shows a scantily dressed woman coming up to him and giving him a peck on his cheek for finding her dog and gives him a naughty look and walks away. The man is considered lucky and the advertisement ended with the tagline ‘Apna luck pehen ke chalo’.
Ministry of information and Broadcasting banned the transmission of the advertisement as it was considered indecent, vulgar and suggestive.
The advertisement was withdrawn.
- During the year 2008, Benetton, a leading company in the business of clothing introduced their winter clothing collection through an advertisement which showed a female in a provocative and seductive position and the advertisement had a caption ‘you will melt, once inside’. The complaints received by ASCI were taken up with the advertiser to which their justification was that the advertisement was on the same lines as international release by Benetton. However, after receipt of the complaint the advertisement was withdrawn.

ASCI upheld the complaint and concluded that the print advertisement was likely to cause grave or widespread offence and therefore needed to be withdrawn.

This just shows that the advertiser has to be sensitive to the local culture. What may be acceptable in one society may not necessarily be acceptable everywhere.

- Hindustan Unilever, in their advertisement for Axe Dark Temptation deodorant showed a girl licking and biting the body of a boy who had spread the deodorant of chocolate fragrance on himself and as shown as a chocolate boy . An act of a girl biting the boy's backside was considered to be highly objectionable by the complainant. The advertiser claimed that a product like deodorant which is an aspirational product needed to be marketed in this manner.

ASCI upheld the complaint stating that the visual of the girl licking the chocolate boy and girl biting the rear was indecent and likely to cause grave or widespread offence. Subsequently the advertisement was modified by the advertiser.

- On similar lines advertisement of a perfume which showed greater popularity with the opposite sex by using the said perfume was found to be vulgar and considered to give rise to widespread offence particularly amongst women. The complaint was upheld by ASCI and the Advertiser modified the advertisement.

- ING Vysya Life Insurance encountered a controversy in response to their advertisement which claimed that the 'Education of a girl child is burden'. The complainant also objected to the tag line "Dikhne me to pyaari, yeh khushiyan thodi bhari hai", implying that girl child/ female is good looking but financially a burden. Father of the child sinking on realizing the heavy burden of his daughter's education was also not liked by the complainants.

ASCI upheld the complaint as it was likely to cause grave or widespread offence on account of inequality towards female gender. Advertisement was modified by ING Vysya.

- In June 2009, Elder Healthcare Ltd. aired a television commercial for their product 'Fuel Deodorant'. The commercial showed a girl at a fuel pump for filling

gas. There a charming man applied fuel body spray on himself. The girl gets aroused, invites him and he starts seducing her. She in turn opens her shirt.

The complainants claimed that this was a vulgar advertisement showing women in worst light, that they would fall for smell of a perfume.

ASCI upheld the complaint as it would have given rise to widespread offence, particularly amongst women.

The advertiser modified the commercial.

- Mankind Pharma Ltd. released television commercials for their product ‘Manforce Condoms’ in July 2009. There were complaints saying that there were bad and vulgar scenes in the TV commercial which cannot be seen in the presence of small children. ASCI upheld the complaint on the grounds that the prevailing standards of decency were violated by the TV commercial. The time of airing the advertisement were not suitable for viewing by children and minors.

The TV commercial was modified by the advertiser.

- Levis Strauss India Ltd. released press advertisements in May 2009 which showed a bare bodied young man with his jeans unbuttoned and revealed partly his innerware and said “My girl friend’s sister turns me on”. Advertisement also stated “Bare what’s inside”, “Live unbuttoned”. Complaints said that the advertisement was suggestive and in what way an innerware correlated with someone being turned on or turned off? ASCI upheld the complaint as “Bare what’s inside” was considered indecent. Further, the statement “My girlfriend’s sister turns me on” was considered as not culture sensitive. The manufacturer withdrew the advertisement.

- Hindustan Unilever released a television advertisement for their product Lux soap in cartoon format in the early part of 2008. However, there were complaints that the contents, portrayal and background audio was of adult content. As telecast on the cartoon network channel was watched by children in the age group of 3-10, the advertisement had several images of sexual nature which was likely to create negative impact on the young minds, as per the complaints.

ASCI upheld the complaint as the advertisement was considered offensive to generally accepted standards of public decency.

The advertiser discontinued the TV commercial.

- Triveni Media Ltd. released an advertisement in a Hindi News Channel and Economic Times showing picture of a lady doing exercise. Complaints were received saying that the advertisement was offensive, in bad taste and hurt the sensibility of common viewers and readers. The advertisement had no connection with whatever they were trying to sell or provide. The advertisement was labeled as disgusting, obscene and inappropriate for readers' taste.

ASCI upheld the complaint as it was considered as repulsive and likely to cause grave or widespread offence.

The advertiser withdrew the advertisement.

Sample cases of complaints **NOT UPHELD** by ASCI in the past three years:

- During the year 2007 a leading garment manufacturer, Levis Strauss advertised their cling fit jeans. The advertisement showed a semi nude woman lying over a man wearing only jeans. A number of complaints received by ASCI said that the advertisement was vulgar. The advertiser's response was that the product was "skinny fit" jeans which stick to the body and enhances the figure of the person wearing it. The company claimed that it is the stickiness of the product that was visually depicted in the advertisement with a creative expression 'stuck on you' and a man and woman were shown to be clinging to one another. The advertiser further justified the depiction by stating that no potentially sensitive parts of the human anatomy were revealed.

The complaint was not upheld by ASCI as the CCC felt that it was not indecent and not likely to cause grave or widespread offence.

- An advertisement for Amul Macho hosiery by J. G. Hosiery Pvt. Ltd. showed a dialogue in a bus between a girl and a boy. The girl said "Jaise ki ghar me koi baap, bhai nahin hain". (It seems there is no male member like father or brother in your house). This was considered to be cheap and vulgar and projected women in poor light according to the complainant. The complaint was not upheld as it was not likely to cause grave or widespread offence.

- An advertisement for close-up toothpaste by Hindustan Unilever in May 2010 showed a couple trying to kiss each other. Advertisement said that the freshness, fragrance of the toothpaste would provoke one to kiss.(Kiss karne ko ji chahe) . Complainants felt that the advertisement was vulgar and not suitable for viewing by children.

ASCI did not uphold the complaint as it was considered not indecent and would not cause grave or widespread offence.
- A complaint was received in June 2010 about Denver Deodorant marketed by Vanesa Inc. The TV commercial showed a lady in skimpy bikini trying to expose more. The complainant claimed that the portrayal of lady model was indecent and her obscene gesture was more objectionable. ASCI did not uphold the complaint as it was considered not offensive to generally accepted standards of decency and the TV commercial not likely to cause grave or widespread offence.
- In May 2010, Nivea India Pvt. Ltd. aired a TV commercial for Nivea Cool Kick Deodorant which showed a bedroom scene.

A complainant felt that it was obscene and not suitable for family viewing.

However, the complaint was not upheld by ASCI as the scene depicted was considered as not likely to cause grave or widespread offence.
- An advertisement by Mankind Pharma for Manforce chocolate condoms showed seducing a man using a chocolate flavored condom.

A number of complaints were received by ASCI claiming that the language and depiction of the advertisement was not suitable for viewing in the presence of small children.

ASCI did not consider the advertisement as likely to cause grave or widespread offence but considered it as not suitable for family viewing. Advertiser was advised to air the commercial after family viewing hours, i.e, only between 11 pm and 6 pm.
- Yet another advertisement for the above-stated product and marketer showed a woman saying “I was mesmerized, as he had cast a spell on me. I was enjoying obeying his orders. I was a slave by choice. Complainant felt that the

advertisement was vulgar and offensive to women, it was masochist and promoted female enslavement.

The complaint was not upheld by ASCI considering that “slave by choice” did not connote female enslavement. The advertisement, as per ASCI, was not likely to cause grave or widespread offence.

- In the middle of the year 2010 an advertisement for Fiona Lovable Fashion Lingerie showed a woman in her undergarments which according to a complainant was indecent.

ASCI's view was that in view of the product advertised, the advertisement was not indecent. Hence the complaint was not upheld .

- Somany Ceramics Ltd. released a press advertisement for their product Strata Wall Tiles in which a woman was shown hiding her nudity behind a wall tile.

A complainant felt that the visual was unrelated to the product promoted and the advertisement was indecent.

ASCI did not uphold the complaint by taking a view that the advertisement was not indecent and not likely to give rise to grave or widespread offence, as no sensitive parts of the human anatomy were exposed by the woman in the advertisement.

- In April 2008, there was a complaint against an advertisement of Frenchie x undergarment released by Maxwell Industries Ltd.

The visual showed a male coming out of the bathroom with just a frenchie on his private parts oozing out. A young girl sees him, gets excited and closes the door. The complaint said that the commercial was vulgar and was embarrassing while viewing with family. ASCI's view was that the advertisement was not likely to cause grave or widespread offence.

The advertiser was advised to show the advertisement outside family viewing hours.

- Deccan Chronicle Holdings Ltd. put up hoardings in 2008 showing a girl in various seductive poses, with a lot of body exposure. Complaint was that advertisement breaks all norms of decency.

ASCI did not uphold the complaint with a view that visuals were not indecent so as to cause grave or widespread offence.

- In October 2010 Virgin Mobile made an offer promoting their service through a TV advertisement. The advertisement portrayed sexuality of a nurse as a gimmick to sell the product. Complainant felt that the TV advertisement encourages patients in similar medically intimate situations to view nurses and other ancillary staff in terms of their body parts rather than as professionals worthy of their respect and gratitude.

The complaint was not upheld . It was ASCI's view that the advertisement was not likely to cause grave or widespread offence.

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CHAPTER - III

HISTORY AND PROFILE OF ADVERTISING

STANDARDS COUNCIL OF INDIA (ASCI)

CHAPTER – III
HISTORY AND PROFILE OF ASCI
(ADVERTISING STANDARDS COUNCIL OF INDIA)

- 1. Profile of ASCI**
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CHAPTER – III
HISTORY AND PROFILE OF ASCI
(ADVERTISING STANDARDS COUNCIL OF INDIA)

Formation of ASCI

Since independence in 1947 competition in the market has been growing as a result of developing economy and progress. Marketing practices, advertising and marketing communication were becoming competitive and a need was felt by all those connected with advertising to ensure fair play among all the players. During 1985 prominent members connected with all aspects of advertising came together and decided to accept global best practices in the field of ‘Self Regulation in Advertising’. It was observed that specific bodies were in existence in developed markets such as the USA, UK, Germany which were known as SROs (Self Regulatory Organization). Advertising Standards Council of India (ASCI) was formed on the lines of best practices in the field of self regulation in advertising. Presently there are SROs functioning effectively in about 70 countries including India.

1. Profile of ASCI

ASCI (The Advertising Standards Council of India) was established in Mumbai in the year 1985 by specific people connected with the profession of advertising. It has four clarifications of members such as,

- Advertisers
- Advertising Agencies
- Media such as newspapers, T,V, outdoor
- Other professional or ancillary services connected with advertising business or practice.

All the above-said four sections connected with advertising came together and agreed to voluntarily comply with a set of guidelines or rules in the code with objectives to

- Protect consumer interest and
- Ensure fair play amongst competitors

ASCI is registered as a Not-for-Profit company under section 25 of the Indian Companies Act 1956. ASCI promotes self regulation in advertising. It is not a

Government body. It is a voluntary self regulation council. Funds are generated for the activities of ASCI only through membership subscription payable every year. The subscription is based on the annual turnover of the company and it varies from Rs 2,000 to Rs 75,000 per annum .Each member can nominate a representative to the general body. Presently there are 313 members. There are top advertisers, agencies and media among them and together they make up about two thirds of the advertising released in India. Though the number of members is 313, the code of ASCI is applicable to all advertisers, agencies and media.

2. Object of ASCI

To monitor, administer and promote standards of advertising practices in India with a view to;

- Ensuring the truthfulness and honesty of representations and claims made through advertising and safeguarding against misleading advertising
- Ensuring that advertising is not offensive to generally accepted norms and standards of public decency
- Safeguarding against the indiscriminate use of advertising for the promotion of products or services which are generally regarded as hazardous to society or to individuals or which are unacceptable to society as a whole
- Ensuring that advertisements observe fairness in competition and the canons of generally accepted competitive behaviour

3. Mission of ASCI

ASCI has one overarching goal which is to maintain and enhance the public's confidence in advertising. ASCI seeks to ensure that advertisements conform to its Code for Self-Regulation which requires advertisements to be:

- Truthful and fair to consumers and competitors.
- Within the bounds of generally accepted standards of public decency and propriety.
- Not used indiscriminately for the promotion of products, hazardous or harmful to society or to individuals particularly minors, to a degree unacceptable to society at large.

1. Main Activities of ASCI

Codify, adopt and from time to time modify the code of advertising practices in India and implement, administer and promote, propagate and make publicity of such a code.

Provide facilities and machinery in the form of one or more Consumer Complaints Councils having such composition and with such powers as may be prescribed from time to time to examine complaints against advertisements in terms of the Code of Advertising practices and report thereon.

Give wide publicity to the Code and seek adherence to it of as many as possible of those engaged in advertising. To print and publish pamphlets, leaflets, circulars or other literature or material, that may be considered desirable for the promotion of or carrying out of the objects of the Company and disseminate it through any medium of communication.

2. Organization structure of ASCI

ASCI team comprises of Board of Governors and Consumer Complaints Council. From the nominated members, ASCI elects a Board of Governors of 16 members which has representation of four members from each category of membership, i.e, Advertisers, Agencies, Media and other advertising services. The Board of Governors is a body which makes policies. The handling of complaints is taken care of by a Consumer Complaints Council (CCC) which has 21 members. Out of which, 12 are non-advertising professionals representing civil society who are prominent citizens and recognized opinion leaders. The CCC is completely independent and lays down its own rules to deliberate and decide on complaints.

These civil society members are from various discipline such as medical, law, engineering, Human Resources and consumer interest groups. The remaining nine members are from member firms, advertising practitioners.

The Board of Governors meets once a month. The CCC also meets once a month and more often if required.

3. Need for Self Regulation in Advertising

It is generally felt that the quantity of false, misleading and offensive advertising is increasing and as a result the belief of consumers in advertising is dwindling and a resentment towards it is growing. Competition no longer remains fair

if marketers of products resort to false or misleading advertisements. It creates confusion in the market and leads to litigation among marketers. If this continues government would introduce statutory regulations and cumbersome procedures which will make things difficult for all, including for honest and truthful advertisers. Hence the thinking among the advertising fraternity was “**Regulate yourself, or someone else will**”.

ASCI has adopted a code for self regulation in advertising. The code is a commitment to honest advertising and to fair competition in the market. It stands for protection of legitimate interests of consumers and all concerned with advertising, i.e, advertisers, media, advertising agencies and others who help in the creation or placement of advertisements. With an increase in acceptance and use of code the following results are expected:

- i. Fewer false, misleading claims
- ii. Fewer unfair advertisements
- iii. Increasing respectability for the advertisements

ASCI does not have an individual membership category. Firms/companies in any of the four above-said categories of membership can become members. A firm is entitled to nominate a member.

4. ASCI’s Code for Self-Regulation in Advertising

This Code for Self-Regulation has been drawn up by people in professions and industries in or connected with advertising, in consultation with representatives of people affected by advertising and has been accepted by individuals, corporate bodies and associations engaged in or otherwise concerned with the practice of advertising with the following as basic guidelines with a view to achieve the acceptance of fair advertising practices in the best interests of the ultimate consumer:

Self regulation code of ASCI is presented in this study under this paragraph. ASCI has divided their code in four chapters. For the purpose of this study the said chapters have been referred to as clauses to avoid any confusion between chapters of this study and chapters of ASCI.

Code for Self regulation in Advertising adopted by the members of ASCI is as follows :

The purpose of the Code is to control the content of advertisements, not to hamper the sale of products which may be found offensive, for whatever reason, by

some people. Provided, therefore, that advertisements for such products are not themselves offensive, there will normally be no ground for objection to them in terms of this Code.

DECLARATION OF FUNDAMENTAL PRINCIPLES

This Code for Self-Regulation has been drawn up by people in professions and industries in or connected with advertising, in consultation with representatives of people affected by advertising, and has been accepted by individuals, corporate bodies and associations engaged in or otherwise concerned with the practice of advertising, with the following as basic guidelines, with a view to achieve the acceptance of fair advertising practices in the best interest of the ultimate consumer:

- i.** To ensure the truthfulness and honesty of representations and claims made by advertisements and to safeguard against misleading advertisements.
- ii.** To ensure that advertisements are not offensive to generally accepted standards of public decency.
- iii.** To safeguard against the indiscriminate use of advertising for the promotion of products which are regarded as hazardous to society or to individuals to a degree or of a type which is unacceptable to society at large.
- iv.** To ensure that advertisements observe fairness in competition so that the consumer's need to be informed on choices in the market-place and the canons of generally accepted competitive behaviour in business are both served.

The Code's rules form the basis for judgement whenever there may be conflicting views about the acceptability of an advertisement, whether it is challenged from within or from outside the advertising business. Both the general public and an advertiser's competitors have an equal right to expect the content of advertisements to be presented fairly, intelligibly and responsibly. The Code applies to advertisers, advertising agencies and media.

RESPONSIBILITY FOR THE OBSERVANCE OF THIS CODE

The responsibility for the observance of this Code for Self-Regulation in Advertising lies with all who commission, create, place or publish any advertisement or assist in the creation or publishing of any advertisement. All advertisers, advertising agencies and media are expected not to commission, create, place or publish any advertisement which is in contravention of this Code. This is a self-

imposed discipline required under this Code for Self-Regulation in Advertising from all involved in the commissioning, creation, placement or publishing of advertisements.

This Code applies to advertisements read, heard or viewed in India even if they originate or are published abroad so long as they are directed to consumers in India or are exposed to significant number of consumers in India.

THE CODE AND THE LAW

The Code's rule are not the only ones to affect advertising.

There are many provisions, both in the common law and in the statutes, which can determine the form or the content of an advertisement.

The Code is not in competition with law. Its rules, and the machinery through which they are enforced, are designed to complement legal controls, not to usurp or replace them.

DEFINITIONS

For the purpose of this Code:

- An advertisement is defined as a paid-for communication, addressed to the Public or a section of it, the purpose of which is to influence the opinions or behaviour of those to whom it is addressed. Any communication which in the normal course would be recognised as an advertisement by the general public would be included in this definition even if it is carried free-of-charge for any reason.
- A product is anything which forms the subject of an advertisement, and includes goods, services and facilities.
- A consumer is a person or corporate body who is likely to be reached by an advertisement whether as an ultimate consumer, in the way of trade or otherwise.
- an advertiser is anybody, including an individual or partnership or corporate body or association, on whose brief the advertisement is designed and on whose account the advertisement is released.
- An advertising agency includes all individuals, partnerships, corporate bodies or associations, who or which work for planning, research, creation or placement of advertisements or the creation of material for advertisements for advertisers or for other advertising agencies.

- Media owners include individuals in effective control of the management of media or their agents; media are any means used for the propagation of advertisements and include press, cinema, radio, television, hoardings, hand bills, direct mail, posters, internet, etc.
- Minors are defined as persons who are below the age of 18 years.
- Any written or graphic matter on packaging, whether unitary or bulk, or contained in it, is subject to this Code in the same manner as any advertisement in any other medium.
- To publish is to carry the advertisement in any media whether it be by printing, exhibiting, broadcasting, displaying, distributing, etc.

STANDARDS OF CONDUCT

Advertising is an important and legitimate means for the seller to awaken interest in his products. The success of advertising depends on public confidence. Hence no practice should be permitted which tends to impair this confidence. The standards laid down here should be taken as minimum standards of acceptability which would be liable to be reviewed from time to time in relation to the prevailing norm of consumers' susceptibilities.

Clause-I.

To ensure the Truthfulness and Honesty of Representations and Claims made by Advertisements and to Safeguard against misleading Advertisements

1. Advertisements must be truthful. All descriptions, claims and comparisons which relate to matters of objectively ascertainable fact should be capable of substantiation. Advertisers and advertising agencies are required to produce such substantiation as and when called upon to do so by The Advertising Standards Council of India.
2. Where advertising claims are expressly stated to be based on or supported by independent research or assessment, the source and date of this should be indicated in the advertisement.
3. Advertisements shall not, without permission from the person, firm or institution under reference, contain any reference to such person, firm or institution which confers an unjustified advantage on the product advertised or tends to bring the person, firm or institution into ridicule or disrepute. If and when required to do so

by the Advertising Standards Council of India, the advertiser and the advertising agency shall produce explicit permission from the person, firm or institution to which reference is made in the advertisement.

4. Advertisements shall neither distort facts nor mislead the consumer by means of implications or omissions. Advertisements shall not contain statements or visual presentation which directly or by implication or by omission or by ambiguity or by exaggeration are likely to mislead the consumer about the product advertised or the advertiser or about any other product or advertiser.
5. Advertisements shall not be so framed as to abuse the trust of consumers or exploit their lack of experience or knowledge. No advertisement shall be permitted to contain any claim so exaggerated as to lead to grave or widespread disappointment in the minds of consumers.

For example:

- a. Products shall not be described as 'free' where there is any direct cost to the consumer other than the actual cost of any delivery, freight, or postage. Where such costs are payable by the consumer, a clear statement that this is the case shall be made in the advertisement.
- b. Where a claim is made that if one product is purchased another product will be provided 'free', the advertiser is required to show, as and when called upon by The Advertising Standards Council of India, that the price paid by the consumer for the product which is offered for purchase with the advertised incentive is no more than the prevalent price of the product without the advertised incentive.
- c. Claims which use expressions such as "Upto five years' guarantee" or "Prices from as low as Rs. Y" are not acceptable if there is a likelihood of the consumer being misled either as to the extent of the availability or as to the applicability of the benefits offered.
- d. Special care and restraint has to be exercised in advertisements addressed to those suffering from weakness, any real or perceived inadequacy of any physical attributes such as height or bust development, obesity, illness, impotence, infertility, baldness and the like, to ensure that claims or representations directly or by implication, do not exceed what is considered prudent by generally accepted standards of medical practice and the actual efficacy of the product.

- e. Advertisements inviting the public to invest money shall not contain statements which may mislead the consumer in respect of the security offered, rates of return or terms of amortisation; where any of the foregoing elements are contingent upon the continuance of or change in existing conditions, or any other assumptions, such conditions or assumptions must be clearly indicated in the advertisement.
 - f. Advertisements inviting the public to take part in lotteries or prize competitions permitted under law or which hold out the prospect of gifts shall state clearly all material conditions as to enable the consumer to obtain a true and fair view of their prospects in such activities. Further, such advertisers shall make adequate provisions for the judging of such competitions, announcement of the results and the fair distribution of prizes or gifts according to the advertised terms and conditions within a reasonable period of time. With regard to the announcement of results, it is clarified that the advertiser's responsibility under this section of the Code is discharged adequately if the advertiser publicizes the main results in the media used to announce the competition as far as is practicable, and advises the individual winners by post.
6. Obvious untruths or exaggerations intended to amuse or to catch the eye of the consumer are permissible provided that they are clearly to be seen as humorous or hyperbolic and not likely to be understood as making literal or misleading claims for the advertised product.
7. In mass manufacturing and distribution of goods and services it is possible that there may be an occasional, unintentional lapse in the fulfillment of an advertised promise or claim. Such occasional, unintentional lapses may not invalidate the advertisement in terms of this Code.

In judging such issues, due regard shall be given to the following:

- a. Whether the claim or promise is capable of fulfillment by a typical specimen of the product advertised.
- b. Whether the proportion of product failures is within generally acceptable limits.
- c. Whether the advertiser has taken prompt action to make good the deficiency to the consumer.

Clause-II

To ensure that Advertisements are not offensive to generally accepted standards of Public Decency.

Advertisements should contain nothing indecent, vulgar or repulsive which is likely, in the light of generally prevailing standards of decency and propriety, to cause grave or widespread offence.

Clause-III

To safeguard against the indiscriminate use of Advertising in situations or of the Promotion of Products which are regarded as Hazardous or Harmful to society or to individuals, particularly minors, to a degree or of a type which is Unacceptable to Society at Large.

- 1.** No advertisement shall be permitted which:
 - a.** Tends to incite people to crime or to promote disorder and violence or intolerance.
 - b.** Derides any race, caste, colour, creed or nationality.
 - c.** Presents criminality as desirable or directly or indirectly encourages people - particularly minors - to emulate it or conveys the modus operandi of any crime.
 - d.** Adversely affects friendly relations with a foreign State.
- 2.** Advertisements addressed to minors shall not contain anything, whether in illustration or otherwise, which might result in their physical, mental or moral harm or which exploits their vulnerability. For example, Advertisements:
 - a.** Should not encourage minors to enter strange places or to converse with strangers in an effort to collect coupons, wrappers, labels or the like.
 - b.** Should not feature dangerous or hazardous acts which are likely to encourage minors to emulate such acts in a manner which could cause harm or injury.
 - c.** Should not show minors using or playing with matches or any inflammable or explosive substance; or playing with or using sharp knives, guns or mechanical or electrical appliances, the careless use of which could lead to their suffering cuts, burns, shocks or other injury.
 - d.** Should not feature minors for tobacco or alcohol-based products.

- e. Should not feature personalities from the field of sports, music and cinema for products which, by law, either require a health warning in their advertising or cannot be purchased by minors.
- 3. Advertisements shall not, without justifiable reason, show or refer to dangerous practices or manifest a disregard for safety or encourage negligence.
- 4. Advertisements should contain nothing which is in breach of the law nor omit anything which the law requires.
- 5. Advertisements shall not propagate products, the use of which is banned under the law.
- 6. Advertisements for products whose advertising is prohibited or restricted by law or by this code must not circumvent such restrictions by purporting to be advertisements for other products the advertising of which is not prohibited or restricted by law or by this code. In judging whether or not any particular advertisement is an indirect advertisement for product whose advertising is restricted or prohibited, due attention shall be paid to the following:
 - a. Visual content of the advertisement must depict only the product being advertised and not the prohibited or restricted product in any form or manner
 - b. The advertisement must not make any direct or indirect reference to the prohibited or restricted products
 - c. The advertisement must not create any nuances or phrases promoting prohibited products
 - d. The advertisement must not use particular colours and layout or presentations associated with prohibited or restricted products
 - e. The advertisement must not use situations typical for promotion of prohibited or restricted products when advertising the other products

Clause-IV

To ensure that Advertisements observe fairness in competition such that the Consumer's need to be informed on choice in the Market-Place and the Canons of generally accepted competitive behaviour in Business are both served.

- 1. Advertisements containing comparisons with other manufacturers or suppliers or with other products including those where a competitor is named, are permissible in the interests of vigorous competition and public enlightenment, provided:

- a. It is clear what aspects of the advertiser's product are being compared with what aspects of the competitor's product.
 - b. The subject matter of comparison is not chosen in such a way as to confer an artificial advantage upon the advertiser or so as to suggest that a better bargain is offered than is truly the case.
 - c. The comparisons are factual, accurate and capable of substantiation.
 - d. There is no likelihood of the consumer being misled as a result of the comparison, whether about the product advertised or that with which it is compared.
 - e. The advertisement does not unfairly denigrate, attack or discredit other products, advertisers or advertisements directly or by implication.
2. Advertisements shall not make unjustifiable use of the name or initials of any other firm, company or institution, nor take unfair advantage of the goodwill attached to the trade mark or symbol of another firm or its product or the goodwill acquired by its advertising campaign.
 3. Advertisements shall not be similar to any other advertiser's earlier run advertisements in general layout, copy, slogans, visual presentations, music or sound effects, so as to suggest plagiarism.
 4. As regards matters covered by sections 2 and 3 above, complaints of plagiarism of advertisements released earlier abroad will lie outside the scope of this Code except in the under-mentioned circumstances:
 - a. The complaint is lodged within 12 months of the first general circulation of the advertisements/campaign complained against.
 - b. The complainant provides substantiation regarding the claim of prior invention/usage abroad.

5. Dealing with Complaints

Lodging of complaints

Any individual or company can lodge a complaint with the following details:

- Product / company about which there is a complaint
- T V Channel and program in which the Ad appeared or
- Newspaper, magazine, outdoor where the Ad appeared.
- Nature of complaint, i.e, whether the claim is false, misleading or the Ad is found to be offensive, indecent, vulgar.

Complaint can be lodged even on phone (022-23521066) or by visiting website (www.ascionline.org), by letter or fax (022-23516863) or email (asci@vsnl.com) etc. ASCI has also now a toll free number (1800 222724) on which complaints could be lodged.

As a rule, ASCI does not reveal the identity of the complainant to the advertiser about whom the complaint is lodged.

Complaint Handling Procedure at ASCI

ASCI and CCC deal with complaints received from Consumers and Industry, against advertisements which are considered as false, misleading, indecent, illegal, leading to unsafe practices, or unfair to competition, and consequently in contravention of the ASCI Code for Self-Regulation in Advertising.

When a complaint is received about an advertisement, ASCI gives an opportunity to the advertiser to review the ad for its likely impact on the sensibilities of individual viewers of TV, or readers of press publications. For an advertiser to undertake a review, ASCI conveys to the advertiser concerned, the substantial issues raised in the complaint, in the exact context of the specific ad, as conveyed by the perception of the complainant, and to elicit the appropriate response by way of comments from the advertiser.

The advertiser is given a notification of a complaint received at ASCI with the details as above and is asked to respond within a short time span. Upon the receipt of response from the advertiser, the CCC, of ASCI, is in a position to deliberate meaningfully on the issues involved, and to arrive at a fair and objective conclusion, which would stand the scrutiny of all concerned with the right to freedom of expression, and the freedom of consumers to choose the products /services made available to them in the market-place.

ASCI receives and processes complaints against ads, from a cross section of consumers, the general public and industry, in the interest of all those who rely on advertising as a commercial communication, and this covers individuals, practitioners in advertising, advertiser firms, media, advertisement agencies, and ancillary services connected with advertising.

ASCI communicates with the advertiser when a complaint is upheld and it is noteworthy that in about 90% the cases where the complaint is upheld, the ads are either modified or withdrawn.

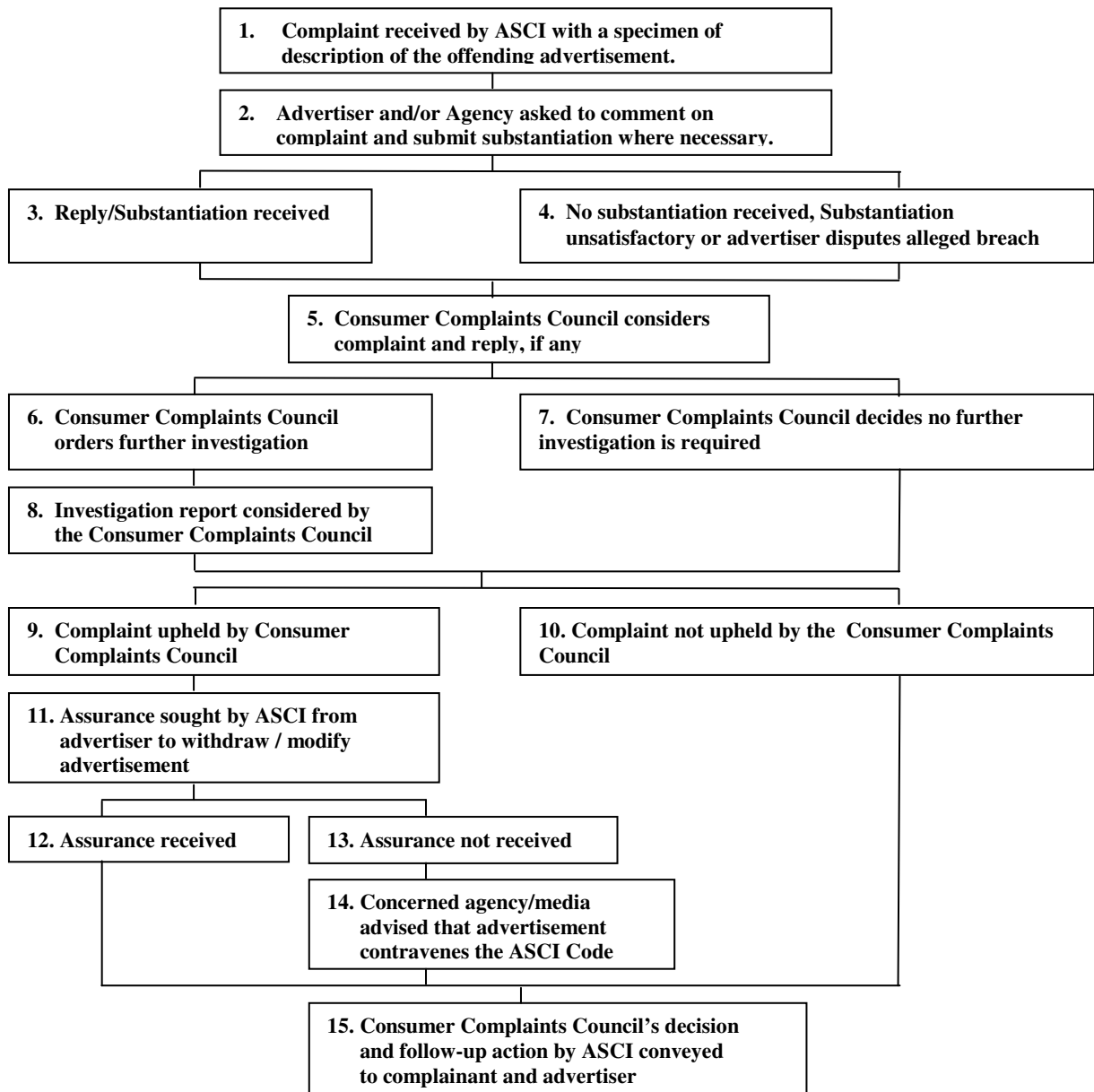
However, if the advertiser does not respond to the notification of ASCI about a complaint, ASCI and CCC process the complaint on an ex parte basis. The CCC still deliberates and the complaint is either upheld or not upheld. This decision is then communicated to the advertiser.

Members of the Board of Governors of ASCI and CCC also initiate some complaints suo moto in case advertisements which are found to be objectionable & there are no complaints from the general public.

A schematic diagram showing the complaint handling process at ASCI is presented in the figure 3.1

Figure 3.1

Processing a Complaint against an Advertisement



Complaints Handled by ASCI in the Past Five Years

The track record of **complaints received, upheld and not upheld** by ASCI in the last 5 years is as follows:

Table 3.1

Year	Complaints Received		Upheld number & %		Not Upheld number & %	
	Number	%	Number	%	Number	%
2006-07	140	100 %	78	56	62	44
2007-08	122	100	69	57	53	43
2008-09	137	100	66	48	68	49 (3 Non Issues)
2009-10	159	100	87	55	72	45
2010-11	187	100	104	56	81	43(2 Non Issues)

Whereas, the **compliance from advertisers** against the complaints upheld is as follows :

Table 3.2

Year	Complaints Upheld		compliance		Not complied	
	Number	%	Number	%	Number	%
2006-07	78	100	56	71	22	28
2007-08	69	100	52	75	17	24
2008-09	66	100	62	94	4	6
2009-10	87	100	71	82	16	18
2010-11	104	100	85	82	19	18

ASCI follows financial year from April – March. It can be seen from the above table that the number of complaints received has shown a steady rise. This is a result of public awareness campaigns carried out by ASCI from time to time.

In respect of the complaints upheld, the compliance percentage has also gone up in the past 3 years. **This indicates growing amount of effectiveness of ASCI and the respect given to its decisions by the advertisers and media fraternity.**

Since inception, in the last 25 years total success rate is as follows :

Number of complaints received	:	3435
Number of complaints upheld	:	1710
Number of complaints not upheld	:	1725
Compliance from complaints upheld	:	1367 80%

Compliance is estimated to be higher than the above reported 80% as many advertisers comply with the decision of ASCI but do not confirm in writing.

Analysis of complaints upheld by ASCI in the last three years as per Clauses of code :

Consumer Complaints Council (CCC) of ASCI has a standard procedure to handle complaints as elaborated earlier. The CCC deliberates over the complaint and the advertiser’s response. Based on these, the CCC either upholds the complaint or does not.

Any advertisement found to be in violation of any of the clauses of ASCI’s code is obviously upheld. There are four clauses of ASCI code which have been elaborated earlier .

Complaints upheld in the recent past have been categorized under the four clauses are as follows :

Table 3.3

Duration	Total upheld	Complaint upheld under Clause					
		I	II	III	IV	Auto	Food
April 2010-Oct 2010							
Number	33	24	1	6	2	-	-
Percentage	100	73	3	18	6	-	-
April 2009-March 2010							
Number	70	45	6	7	6	5	1
Percentage	100	64	9	10	9	7	1
April 2008-March 2009							
Number	62	36	7	15	4	-	-
Percentage	100	58	11	24	7	-	-

An analysis of complaints upheld by ASCI in the last three years shows that every year, over 50% complaints which were upheld have been for violation of clause I of the ASCI code. These points to the fact that mostly complaints are made by the public when an advertisements are not honest, not truthful or are misleading. Proportion of complaints which come under chapter I range from 58% to 73% in the past three years.

It can safely conclude from the foregoing that the public expects truthful and honest advertisements. They do not want to be misled by the advertisements. In case they have doubts about the authenticity of the claim, they are particular about lodging a complaint with ASCI.

The present study is concerned with the depiction of women or showing excess of glamour or sex in advertisements. The analysis of the complaints upheld shows that complaints in this category which fall under contravention of clause II of ASCI code have been in the range of 3-11 % out of the total complaints.

An analysis of complaints not upheld by ASCI shows the following pattern in respect of advertisements pertaining to the depiction of the women in the advertisements. More specifically, complaints about indecency are as follows :

Table 3.4

Duration	Total Complaints Not upheld	Complaints About indecent exposure of women
April 2010-Oct 2010		
Number	53	10
Percentage	100	20
April 2009-March 2010		
Number	50	9
Percentage	100	18
April 2008-March 2009		
Number	68	9
Percentage	100	15

Thus, the percentage of complaints about indecency in the advertisements varies from 15-20% only among all the complaints that were not upheld by ASCI.

Some Observations based on study of complaints

In the foregoing paragraphs complaints received by ASCI pertaining to the depiction of women in advertisements in vulgar or indecent manner have been studied.

ASCI has upheld or not upheld complaints based on their code for self regulation in advertising. Following inferences can be drawn after reviewing the upheld as well as not upheld complaints.

- Complaints are upheld in the following instances
 - a. When an advertisement is considered to be offensive to the generally accepted standards of public decency.
 - b. If an advertisement is indecent, vulgar, repulsive which is likely, in the light of generally prevailing standards of decency and propriety, to cause grave or widespread offence.

(As per clause II of ASCI's code for self regulation in advertising.

- Once a complaint is upheld advertisers in most cases either withdraw or modify the advertisement.
- Even in the instances when complaints were not upheld, some advertisers have either modified, withdrawn or discontinued advertisements, keeping in mind the feedback from the complaints.
- In some instances where complaints were not upheld, ASCI advised the advertisers to air the TV commercials when the children are not likely to view them, i.e., from 11 pm to 6 am.

9. Public Awareness in India and abroad towards lodging complaints to SROs (Self Regulation Organization)

It is observed that the number of complaints received by ASCI in respect of advertisements is on the rise in the past few years. However, the public awareness in India still is much less compared to the European countries and countries like Canada, New Zealand and Brazil.

The following table presents a comparison of the number of complaints received and handled by ASCI in India and SROs abroad. The data and observations are based on the information available from the European Advertising Standards Alliance (EASA).

Table 3.5

	2009	2010
	Complaints Received	Complaints Received
India	159	187
Europe		
United Kingdom	29020	25214
Germany	15884	13704
Netherlands	2876	5893
Ireland	1308	1731
Sweden	4256	1347
Non Europe		
Australia	3796	
Brazil	1708	
Canada	1228	
New Zealand	1339	
South Africa	2095	
Source - European Advertising Standards Alliance		

Main Observations about complaints received and processed by EASA (The European Advertising Standards Alliance)

Total number of complaints received in Europe in the last five years has been fairly steady as follows :

Table 3.6

Year	Number of complaints received
2005	55,305
2006	49,070
2007	49,921
2008	56,864
2009	56,821
2010	53,442

Thus, the number of complaints is around 50,000 per year whereas in India it is below 200 per year, though the population of India is much more than that of all European countries put together.

Variation in the number of complaints occurs when any controversial advertisement is released. When a self regulatory organization carries out an effective awareness campaign there is an increase in the number of complaints.

Out of the total number of complaints received in the year 2010 in Europe, 38% were complaints under the head “Allegedly misleading” whereas, 25% were for “Taste and Decency” reasons.

European Countries

- In the year 2010, 26 European Advertising Self-regulatory Organizations received a total of 53,442 complaints about the content of advertisements.
- UK (United Kingdom) and Germany account of 73% i.e, 38,918 complaints received in Europe.
- The primary reason for complaints was “Misleading advertisement”. There were about 21,000 complaints related to approximately 10,500 advertisements. Whereas, issues related to “Taste and Decency” generated 22,000 complaints but the number of advertisements in question were 3500.
- Advertisements appearing in Audiovisual media services were most complained about.
- In the United Kingdom and Germany there are two self regulatory organizations each which are as follows :
In UK, “Advertising Standards Authority” offers copy advice and resolves complaints on advertising content by consumers, competitors or other interested parties.
Whereas another organization known as “Clear Cast” examines preproduction scripts and pre-clears finished television advertisements prior to transmission.
- In Germany Dektscher Werberat (German Advertising Standards Council) deals with issues of social responsibility, taste and decency and Zentrel Zur Bekämpfung Unlauteren Wettbewerbs (Center for combating unfair competition) takes care of complaints regarding misleading advertisements and unfair competition.

Non European Countries (Members of EASA)

- Majority of the complaints received were on account “Taste and Decency”
- Next highest reason of complaints were due to misleading nature of the advertisements.
- However, in Australia, the self regulatory organization does not deal with the misleading advertisements.
- Advertisements that appeared on television were the most complained about.
- The food and beverage sector was the most complained about.

In the year 2010, 32% of the complaints were for advertisements which appeared in Audiovisual media services, 23% were against advertisements in the press/magazines 16% were for advertisements in the digital marketing communication.

Copy Advice

In Europe, in 2010, copy advice service was provided by 22 SROs (Self Regulatory Organizations) by offering consulting to some companies on a non binding basis. Copy advice requests received by SROs in Europe have grown from 55,000 in 2007 to 64,334 in the year 2010. France, Germany, Spain and UK are the major users of copy advice facility. The number of copy advice requests from these four countries constitute 98% of the total copy advice requests.

Whereas in India, ASCI offers copy advice only to their members which is free of charge. However, only 9 requests were received in the first year of launch of copy advice service in 2009. In the next year 10 requests were received for copy advice. Offer of free copy advice is an incentive which ASCI offers to attract new members. The number of requests for copy advice in India is negligible compared to similar practice in Europe.

Pre Clearance

In some countries, certain categories of advertising, e.g. television and radio advertising or advertisements for alcoholic drinks, essentially require preclearance. This type of pre clearance is handled by SROs. The number of TV advertisements reviewed and pre cleared in the UK and France in the year 2010 are over 60,000 and 21,600 respectively.

In India pre clearance from the Censor Board of India is required for the feature films. For the commercial advertisement films and radio advertisements the system of pre clearance is still not in force.

Sanctions

Complaints committee under each member SRO of EASA requires advertiser to immediately withdraw or amend the advertisement. Decisions of the complaints committee are published which turns out to be adverse publicity and embarrassment for the advertisers about whom complaints are upheld. If the advertiser still does not stop or amend the advertisement then the media is persuaded not to carry such advertisements for which complaints are upheld. If an advertiser repeatedly refuses to withdraw or amend objectionable advertisement then other sanctions are resorted to. These could impose compulsory pre clearance of future advertisements or expulsion from membership of SRO or other trade associations. If all such persuasive methods do not work then the complaints are referred to the statutory authorities who can initiate legal action.

ASCI does not have powers to impose any sanctions. Cable Television Act has made it mandatory that the code of ASCI should be followed by TV advertisements. In the instance of violation of ASCI's code by an advertisement on TV the Ministry of Information and Broadcasting takes further action. However , ASCI's code for advertisements appearing in the press or outdoor is not yet made mandatory by the Government . ASCI has been seeking support from the Government on these lines.

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CHAPTER - IV

RESEARCH DESIGN AND METHODOLOGY

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RESEARCH DESIGN AND METHODOLOGY

- 1. Data Collection**
- 2. Primary Data**
- 3. Sample Size**
- 4. Gender Distribution**
- 5. Age Group Distribution of the sample**
- 6. Profession and occupation of respondents**
- 7. Secondary Data**
- 8. Research and Statistical Tools**

CHAPTER – IV

RESEARCH DESIGN AND METHODOLOGY

This chapter explains the Research Design and Methodology adopted for the purpose of the present study.

1. Data Collection

The data of this study is collected through two main sources, viz , primary data and secondary data.

2. Primary Data

Primary data was collected from the respondents within Pune city, from the random sample from literate population.

Collection of primary data was accomplished through interviews by administering a questionnaire designed specifically for the purpose of this study having 55 different statements. Specific questions were included in the questionnaire connected with each hypothesis of the study. The questionnaire is placed as an appendix.

The questionnaire was designed to make use of Likert Scale , which is a psychometric scale commonly used in questionnaires and is a very widely used scale in surveys.

3. Sample Size

A **sample size of 500** was considered to be adequate. The respondents were selected on a random basis..

The study has included responses from 550 persons as against initially envisaged 500 respondents.

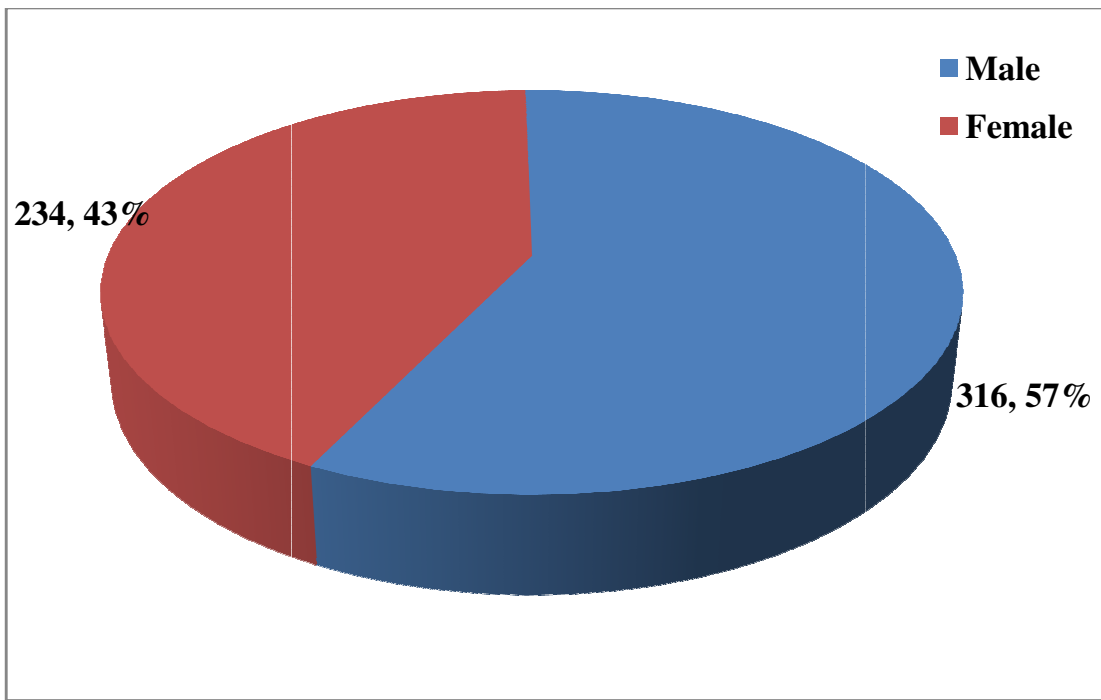
4. Gender Distribution of the Sample

The gender distribution in the total sample size of 550 is 316 males and 234 females which is 57 % and 43 % respectively.

Table 4.1

No.	Particulars	No. of Respondents	Percentage
1	Male	316	57%
2	Female	234	43%
Total		550	100%

Figure 4.1



The responses from males and females have also been analyzed separately as the study is pertaining to the curbing of unethical marketing communication with specific reference to the portrayal of women by the advertisers.

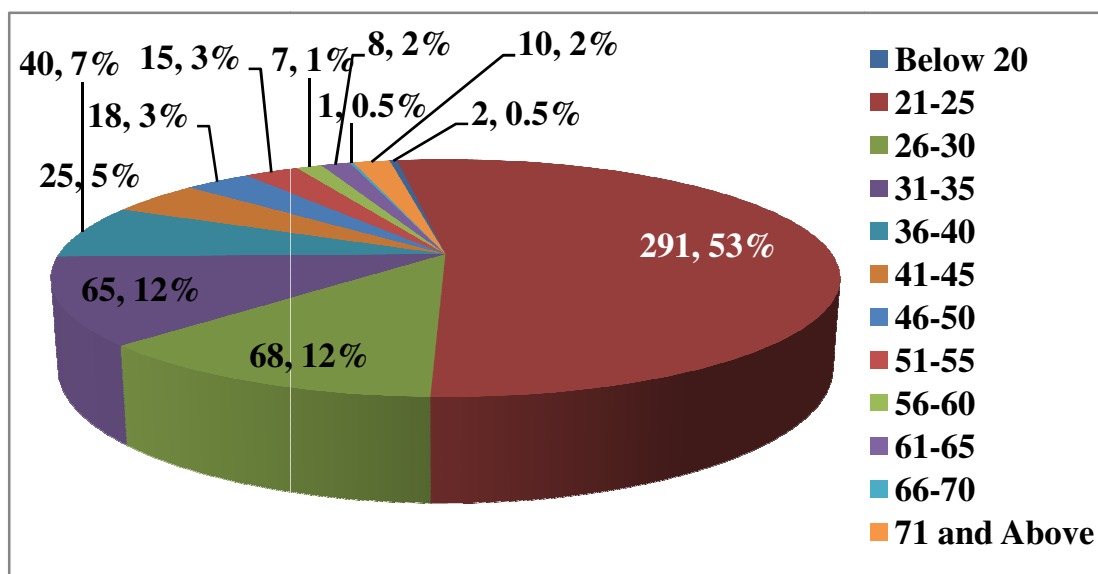
5. Age Group Distribution of the Sample

The respondents are in the **age group** from 20 to 71 and above. Care was taken to see that samples fall in various age brackets such as 20-25, 26-30 and so on upto 61-65, 66-70 and 71 and above. Respondents in colleges, offices, households were approached.

Table 4.2

No.	Particulars	No. of Respondents	Percentage
1	Below 20	02	0.5%
2	21-25	291	53%
3	26-30	68	12%
4	31-35	65	12%
5	36-40	40	07%
6	41-45	25	05%
7	46-50	18	03%
8	51-55	15	02%
9	56-60	07	01%
10	61-65	08	02%
11	66-70	01	0.5%
12	71 and Above	10	02%
Total		550	100%

Figure 4.2



6. Profession / occupation of the respondents

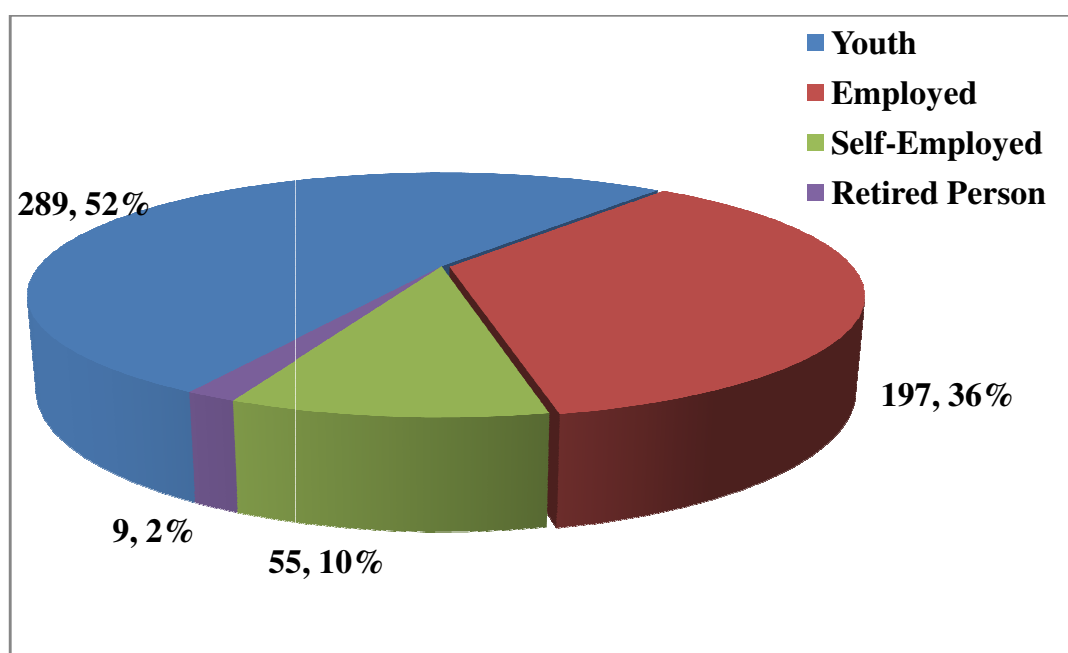
The respondents are from the four categories as follows :

- a. Youth
- b. Employed Persons
- c. Self Employed Persons
- d. Retired Persons

Table 4.3

No.	Particulars	No. of Respondents	Percentage
1	Youth	289	52%
2	Employed	197	36%
3	Self-Employed	55	10%
4	Retired Person	09	02%
Total		550	100%

Figure 4.3



7. Secondary Data

The desk research of published information on this topic of study in books, magazines, articles, internet, research papers has been extensively used to gather secondary data. Information relevant for the purpose of this study available with

Advertising Standards Association of India and European Advertising Standards Alliance was also accessed and utilized

8. Research and Statistical Tools

Responses in the questionnaire have been compiled and analyzed by using “**Likert scale**”.

The answer to each question has five possible responses such as :

- Strongly Agree
- Agree
- Undecided
- Disagree
- Strongly Disagree

Data showing percentages of respondents falling under each response as above has been studied.

The responses have been assigned weightages as +5 , +4 , 0 , -4 and -5 respectively. Thus a quantitative value is ascribed to qualitative data for the purpose of making statistical analysis.

With the help of software like Excel, calculation of percentages of responses and weighted mean score for each question is arrived at. The same software has also been used to prepare the relevant tables and figures - pie charts - to study and interpret the data .

Questions pertaining to each hypothesis were grouped together and weighted mean scores were studied for the relevant questions under each hypothesis.

Chi-Square Tests were also applied to groups of questions under each hypothesis.

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CHAPTER - V

ANALYSIS OF DATA AND INTERPRETATION

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ANALYSIS OF DATA AND INTERPRETATION

- 1. Responses to the Questionnaire by all Respondents**
- 2. Comparison of Responses to the Questionnaire by Gender and the Total Sample**
- 3. Validation of Hypotheses using Weighted Mean Scores**
- 4. Validation of Hypotheses using Chi Square Test**

CHAPTER – V

ANALYSIS OF DATA AND INTERPRETATION

This Chapter presents each question and responses to it from the sample. The number of respondents who strongly agree or agree or are undecided or disagree or strongly disagree are given in a tabular form along with the percentage of the total sample to each response.

Each table is followed by a figure as a pie chart and comments for the interpretation of response.

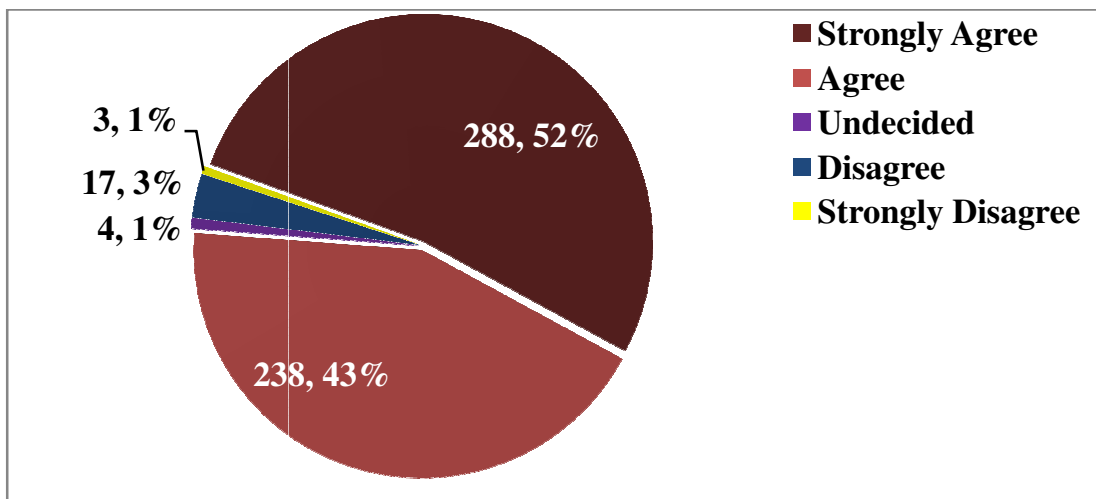
1. Responses to the Questionnaire by all Respondents

Question 1: Public has a frequent exposure to an over dose of advertisements in media such as newspapers, T.V, outdoor, magazines

TABLE – 5.1

No.	Particulars	No. of Respondents	Percentage
1	Strongly Agree	288	52%
2	Agree	238	43%
3	Undecided	04	01%
4	Disagree	17	03%
5	Strongly Disagree	03	01%
Total		550	100%

FIGURE 5.1



The constant exposure to the advertisements in the media such as newspapers, T.V, outdoor magazines is confirmed as an overdose of advertisements by 95% of the respondents. Out of the total sample as high as 280 respondents (52%) strongly agree with the statement of overdose of advertisements and 238 (43%) agree with the statement in the questionnaire.

The percentage of the respondents who disagree (3%) and also who strongly disagree (1%), both are insignificantly small.

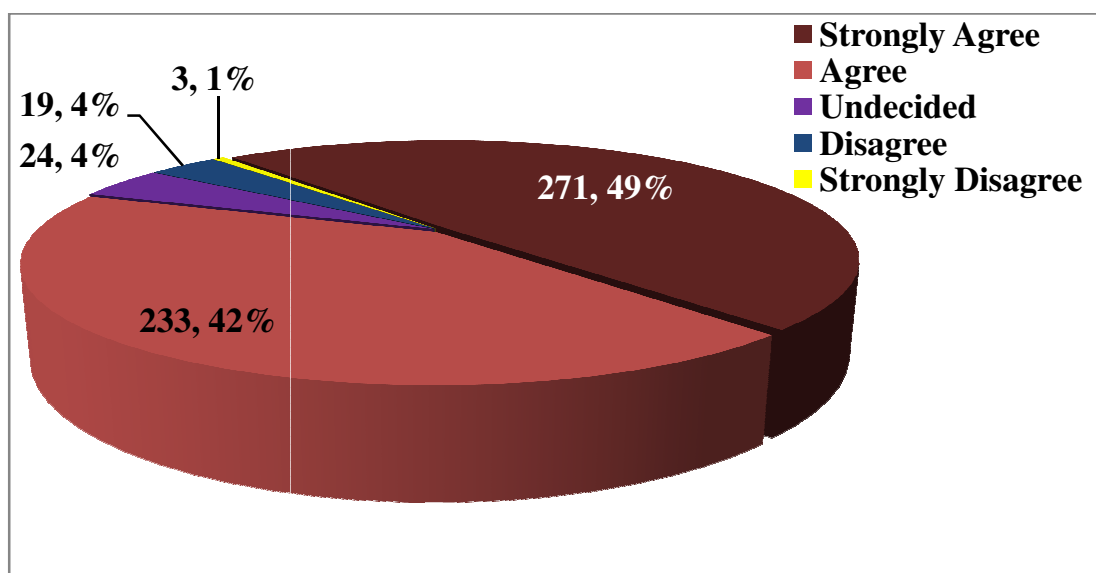
About 1% of the sample is undecided on the statement. Thus 99% percent of the respondents have an opinion on the statement. A vast majority of the respondent (95%) agrees and 4% disagree.

Question 2 : There is a need for regulation of the content and intent of advertisements

TABLE – 5.2

No.	Particulars	No. of Respondents	Percentage
1	Strongly Agree	271	49%
2	Agree	233	42%
3	Undecided	24	04%
4	Disagree	19	04%
5	Strongly Disagree	03	01%
Total		550	100%

FIGURE – 5.2



It is observed that the need for regulation of the content or intent of the advertisements is felt very strongly. In fact, as many as 49% strongly agree and additional 42% agree with the statement. These two groups make up 91% of the sample size.

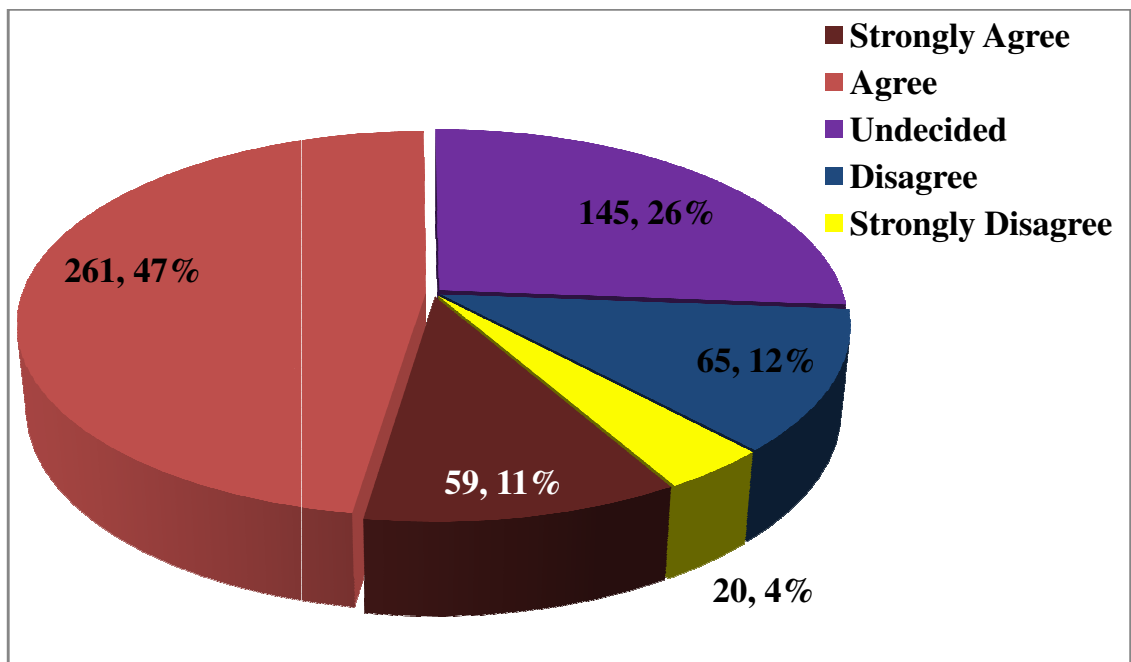
Those who are undecided are only 4 % of the sample. Another 4 % disagree and further just 1% strongly disagree.

Question 3 : ASCI (Advertising Standards Council of India) is widely known as a regulatory body among the general public

TABLE – 5.3

No.	Particulars	No. of Respondents	Percentage
1	Strongly Agree	59	11%
2	Agree	261	47%
3	Undecided	145	26%
4	Disagree	65	12%
5	Strongly Disagree	20	04%
Total		550	100%

FIGURE – 5.3



It is observed that 58% of the total sample population considers ASCI as a regulatory body. 11% of the sample strongly agrees and 47% of the sample agrees with the statement in the questionnaire.

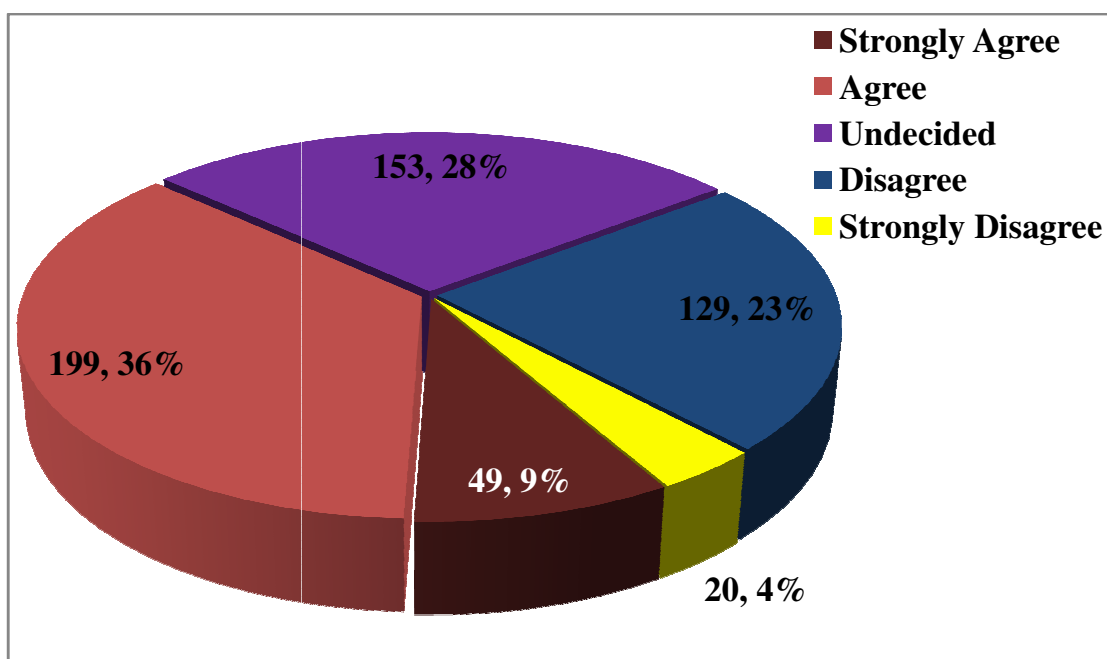
However, it should be a matter of concern to ASCI that 26% of the sample is undecided about their role as regulatory body. Further, 12% of the sample disagrees with the statement and 4% strongly disagree.

Question 4 : ASCI is effective in curbing unethical / indecent advertisements

TABLE – 5.4

No.	Particulars	No. of Respondents	Percentage
1	Strongly Agree	49	09%
2	Agree	199	36%
3	Undecided	153	28%
4	Disagree	129	23%
5	Strongly Disagree	20	04%
Total		550	100%

FIGURE – 5.4



In response to the previous question no. 3 above, 58% of the respondents agree (or strongly agree) that ASCI is a regulatory body. However, only 45% of the total sample feel that ASCI is effective in curbing unethical / indecent advertisements.

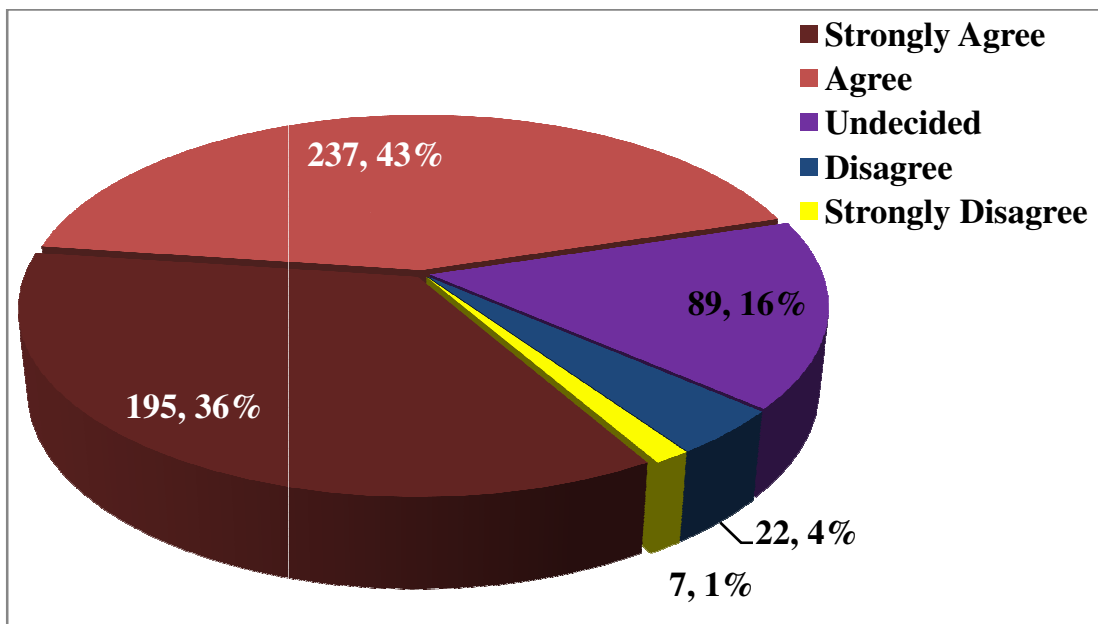
As many as 27% of the respondents (disagree-23% and strongly disagree 4%) do not consider ASCI as effective in curbing unethical / indecent advertisements. The percentage of those who are undecided about the effectiveness of ASCI is also significant at 28%.

Question 5 : ASCI should have more powers to curb unethical marketing communication.

TABLE – 5.5

No.	Particulars	No. of Respondents	Percentage
1	Strongly Agree	195	36%
2	Agree	237	43%
3	Undecided	89	16%
4	Disagree	22	04%
5	Strongly Disagree	07	01%
Total		550	100%

FIGURE – 5.5



The proportion of the sample which feels that ASCI should have more powers to curb unethical marketing communication is at 79% (36% strongly agree with the statement and 43% agree).

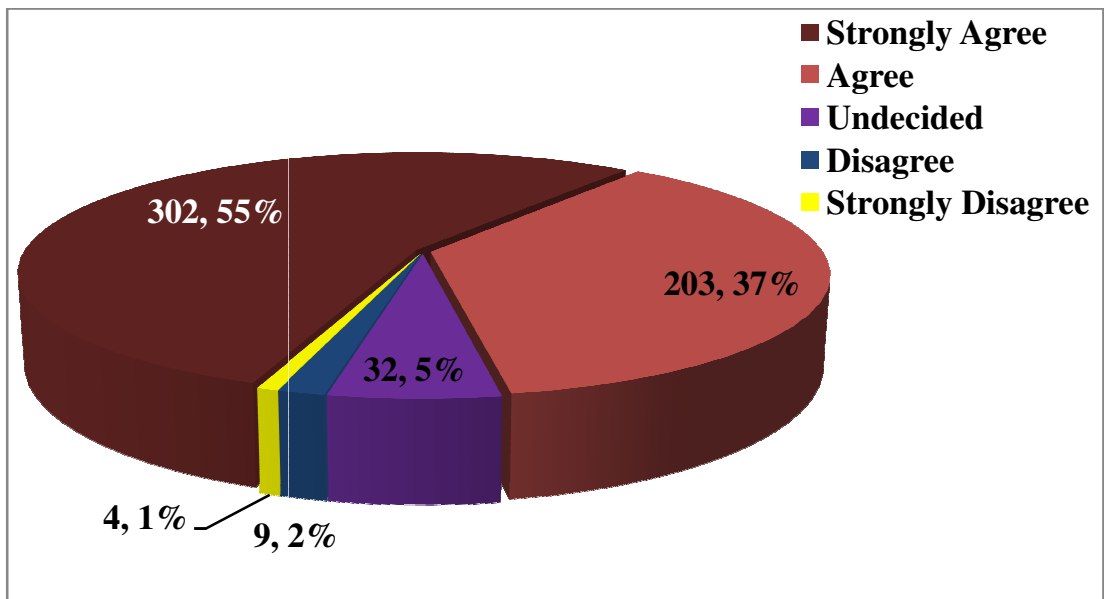
The undecided respondents over this statement is 16% , whereas, 5% are not in favor of giving more powers to ASCI to curb unethical marketing communication.

Question 6 : When advertisements are found to be misleading, false, indecent or vulgar, public should complain to appropriate bodies such as ASCI.

TABLE – 5.6

No.	Particulars	No. of Respondents	Percentage
1	Strongly Agree	302	55%
2	Agree	203	37%
3	Undecided	32	05%
4	Disagree	09	02%
5	Strongly Disagree	04	01%
Total		550	100%

FIGURE – 5.6



The number of respondents who strongly agree with the statement that when an advertisement is misleading public should complain to appropriate bodies like ASCI is huge at 302, which is 55% of the sample and those who agree with the statement is 37%. Thus a total of 92% of the respondents strongly agree or agree with the statement.

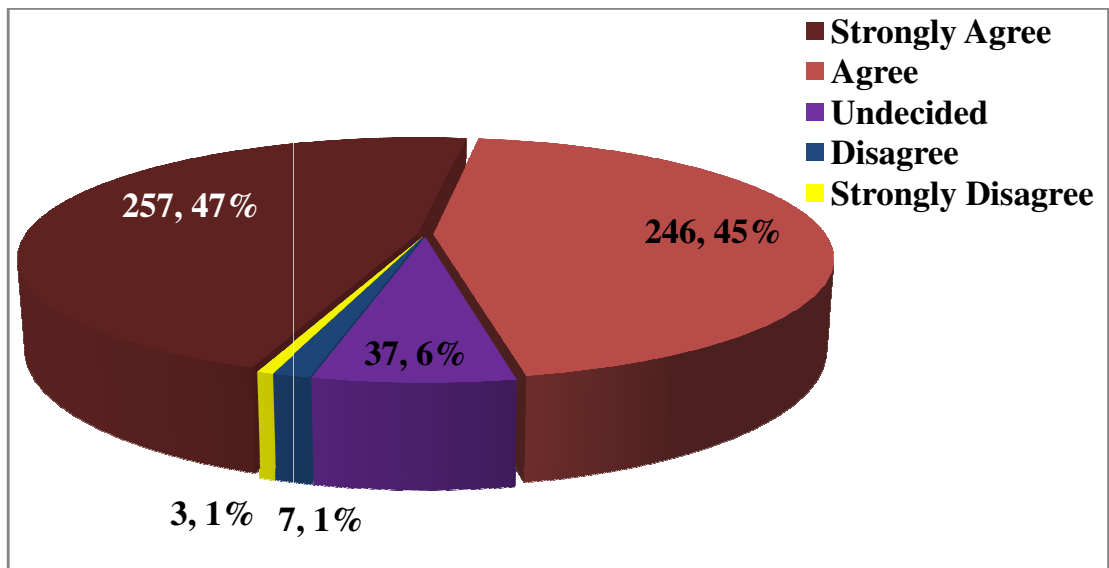
The proportion of those who are undecided about this statement is just 6%. Those who disagree and strongly disagree are just under 5%.

Question 7: ASCI should conduct public awareness campaign more frequently to educate the public on what to do when they find objectionable advertisements.

TABLE – 5.7

No.	Particulars	No. of Respondents	Percentage
1	Strongly Agree	257	47%
2	Agree	246	45%
3	Undecided	37	06%
4	Disagree	07	01%
5	Strongly Disagree	03	01%
Total		550	100%

FIGURE – 5.7



Response to the above-stated statement gives us an idea of what the people expect from ASCI. 47% of the respondents strongly agree with the statement that ASCI should conduct campaigns to educate the public on what they should do when they find objectionable advertisements. The number of respondents who agree with the statement is also almost equally high at 45%. Thus, a total of 92% of the respondents feel that ASCI should conduct public awareness campaigns more frequently.

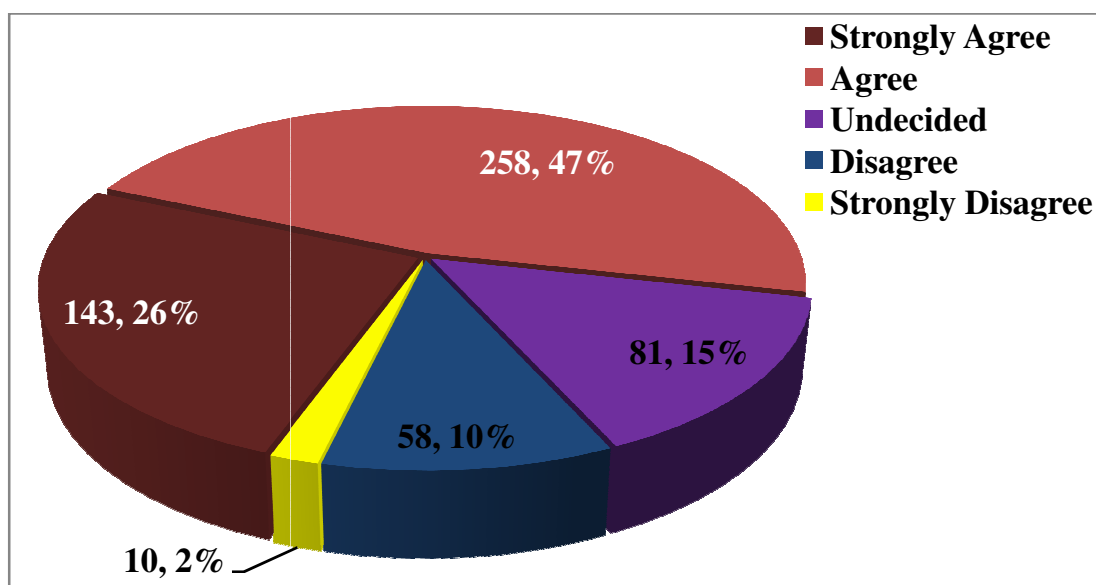
The total number of respondents who disagree and strongly disagree is a meager 2% whereas the undecided lot on this issue is also a small percentage at 7%.

Question 8 : ASCI’s campaign to educate the public to complain about unacceptable advertisements is good.

TABLE – 5.8

No.	Particulars	No. of Respondents	Percentage
1	Strongly Agree	143	26%
2	Agree	258	47%
3	Undecided	81	15%
4	Disagree	58	10%
5	Strongly Disagree	10	02%
Total		550	100%

FIGURE – 5.8



ASCI’s campaign to educate the public is found to be good by 73% of the respondents, i.e., 26% strongly agree with the statement and 47% agree with the statement.

Whereas, 10% of the respondents disagree and 2% of the respondents strongly disagree, making up 12% of the sample size.

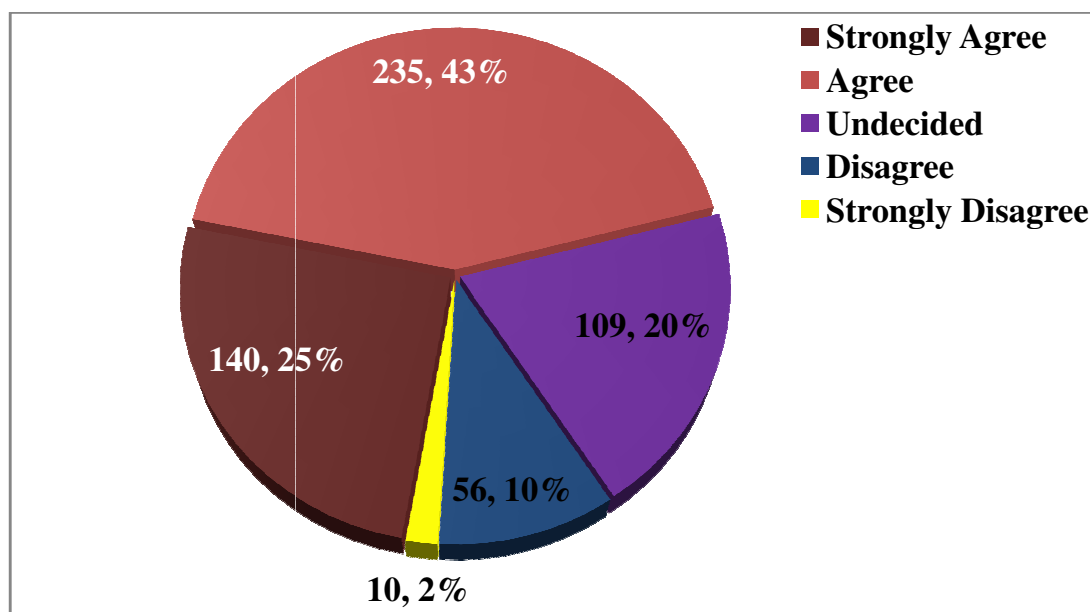
The percentage of those who are undecided about the statement is at 15%.

Question 9 : It is unfortunate to conclude that in India there is no effective regulatory body to curb unethical marketing communication practices

TABLE – 5.9

No.	Particulars	No. of Respondents	Percentage
1	Strongly Agree	140	25%
2	Agree	235	43%
3	Undecided	109	20%
4	Disagree	56	10%
5	Strongly Disagree	10	02%
Total		550	100%

FIGURE – 5.9



The percentage of respondents who feel that there is no effective regulatory body in India to curb unethical marketing communication is 68, made by 25% who strongly agree with the statement 43% who agree with the statement.

However, 12% of the respondents are in the group strongly disagree (2%) plus disagree (10%).

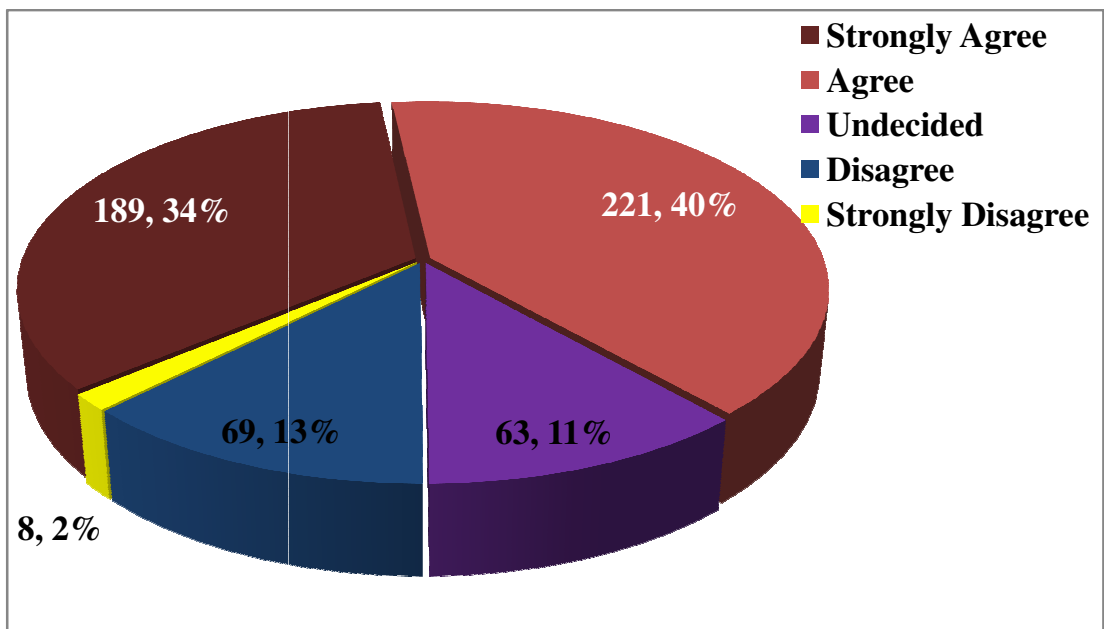
A sizable 20% of the sample size is undecided over the statement.

Question 10 : Do you consider some advertisements as degrading to women.

TABLE – 5.10

No.	Particulars	No. of Respondents	Percentage
1	Strongly Agree	189	34%
2	Agree	221	40%
3	Undecided	63	11%
4	Disagree	69	13%
5	Strongly Disagree	08	02%
Total		550	100%

FIGURE – 5.10



Some advertisements are considered as degrading to women by 74% of the respondents, which is made up by 34% who strongly agree with the statement and 40% who agree with the statement.

Next bigger group is of those who disagree with the statement, which is at 13% of the sample size and 2% of the sample strongly disagrees with the statement.

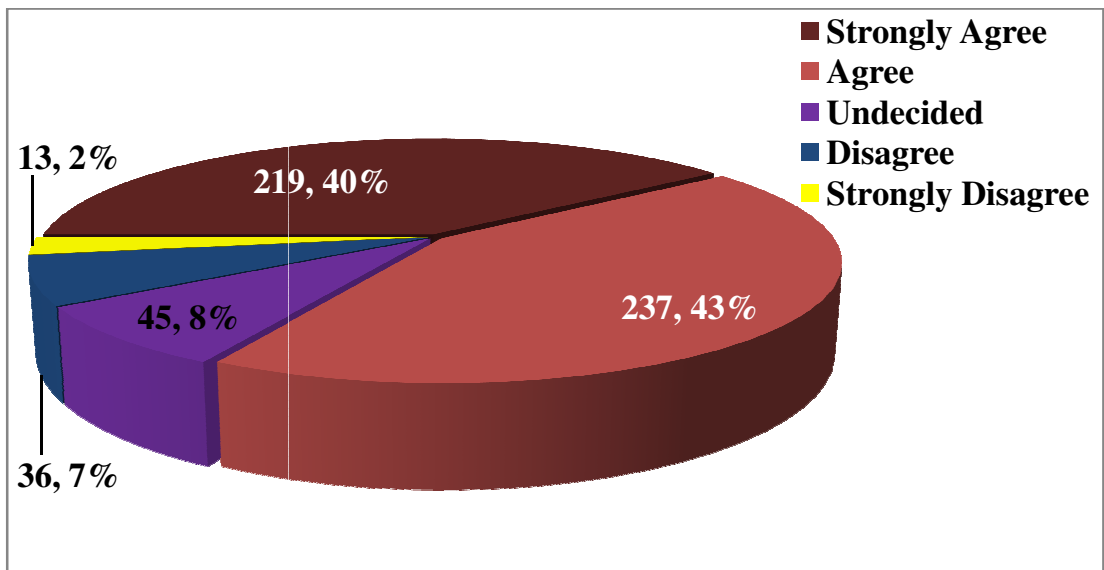
The ones who are undecided about the statement are 12% of the sample size.

Question 11 : It is unfortunate that even government does not initiate or is concerned with the banning of the usage of nudity/sex appeal of women in advertisements.

TABLE – 5.11

No.	Particulars	No. of Respondents	Percentage
1	Strongly Agree	219	40%
2	Agree	237	43%
3	Undecided	45	08%
4	Disagree	36	07%
5	Strongly Disagree	13	02%
Total		550	100%

FIGURE – 5.11



A vast majority of the sample expects the government to initiate action or show concern about banning the usage of nudity / sex appeal in the advertisements. Out of the selected sample, 40% strongly agree and 43% agree with the statement, i.e, a total of 83% would want government to show concern and take action over the sex/nudity in the advertisements.

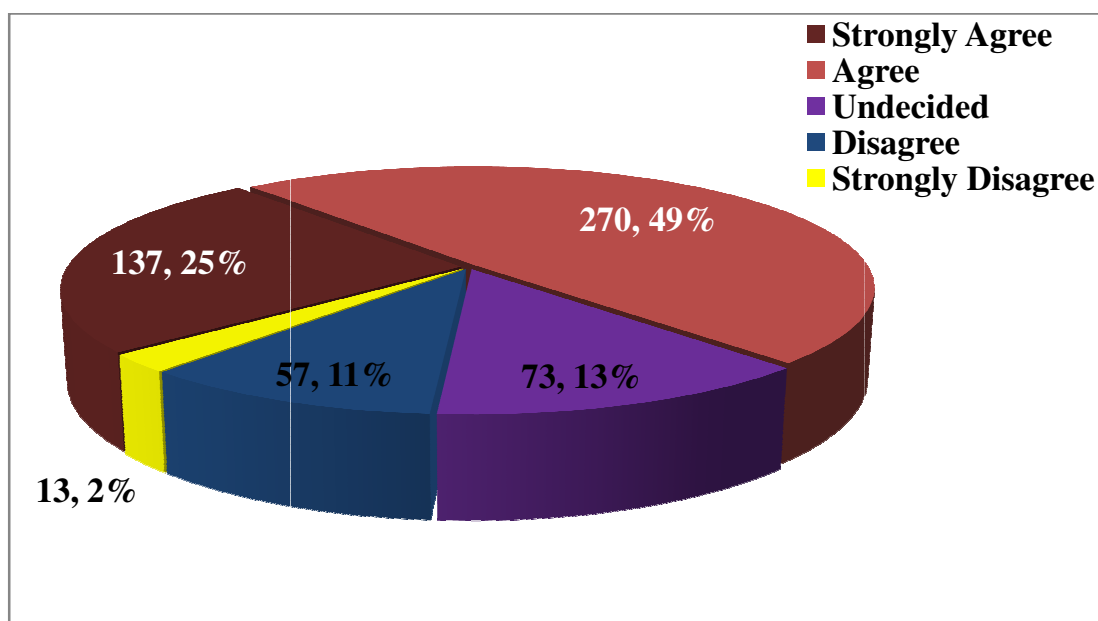
About 8 % are undecided over this 7 % respondents disagree and 2 % strongly disagree with the statement.

Question 12 : The so called civil society of all states also seems to be dumb, deaf and silent to the abuse of women in marketing communication.

TABLE – 5.12

No.	Particulars	No. of Respondents	Percentage
1	Strongly Agree	137	25%
2	Agree	270	49%
3	Undecided	73	13%
4	Disagree	57	11%
5	Strongly Disagree	13	02%
Total		550	100%

FIGURE – 5.12



A good number of 74% of the sample feels that the civil society of all states seems to be dumb, deaf and silent over the abuse of women in marketing communication. About 25% strongly agree with the statement and 49% agree with the statement.

The sample size which is undecided on this statement is 13%.

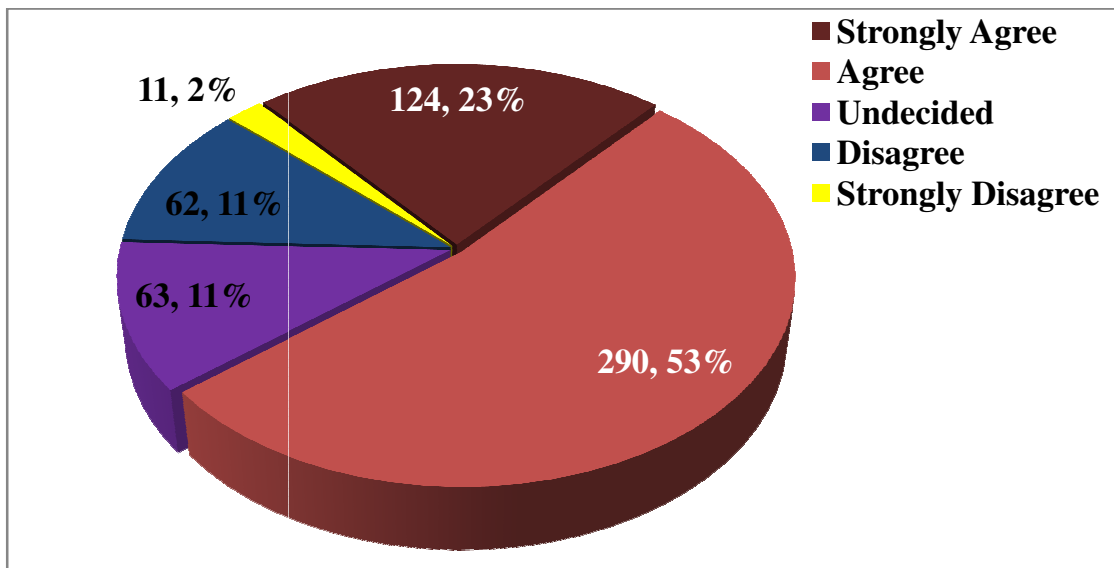
Whereas the rest of 101, 12% is made up by those who disagree (11%) and those who strongly disagree (2%).

Question 13 : Women activists and women based social organizations have not been successful in curbing misuse and abuse of women in advertising, especially in the electronic media such as TV.

TABLE – 5.13

No.	Particulars	No. of Respondents	Percentage
1	Strongly Agree	124	23%
2	Agree	290	53%
3	Undecided	63	11%
4	Disagree	62	11%
5	Strongly Disagree	11	02%
Total		550	100%

FIGURE – 5.13



Response to the statement indicates that 76% of the sample feels that women activists and social organizations for women’s issues have not been successful in curbing misuse and abuse of women depicted in advertising, especially in the electronic media such as Television. Those who strongly agree with the statement are at 23% and those who agree with the statement are at 53%.

There are 11% of the respondents from the sample who do not agree with the statement and additional 2% strongly disagree making up a total of 13%.

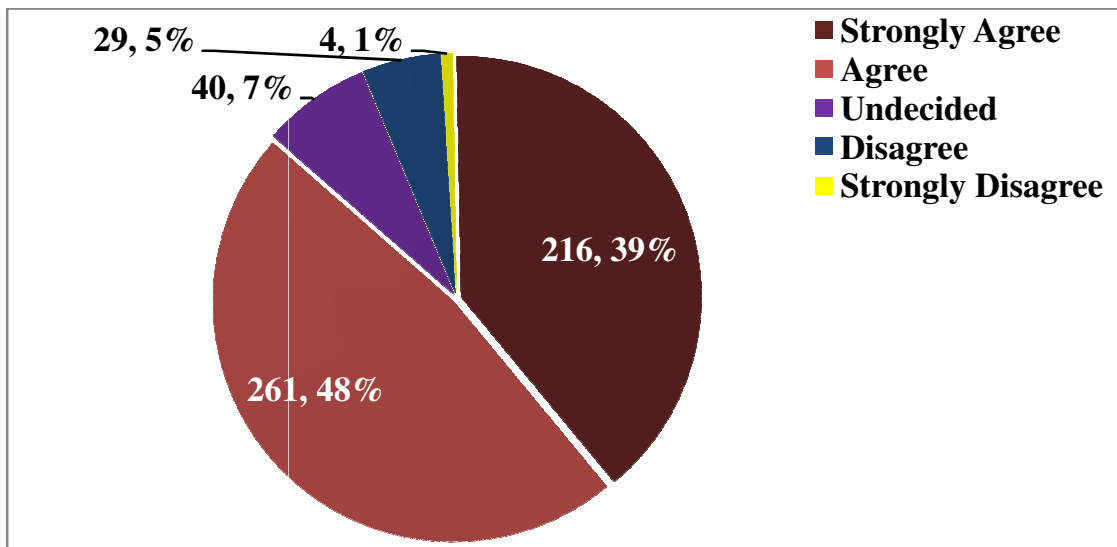
About 11% of the respondents are undecided over this statement.

Question 14: There is a dire need for legal enforcements especially against advertisers depicting women as sex objects while advertising their products/services.

TABLE – 5.14

No.	Particulars	No. of Respondents	Percentage
1	Strongly Agree	216	39%
2	Agree	261	48%
3	Undecided	40	07%
4	Disagree	29	05%
5	Strongly Disagree	04	01%
Total		550	100%

FIGURE – 5.14



There is a large group of 39% of the respondents who have strongly agreed with the statement that there is a dire need for legal enforcements against advertisers depicting women as sex objects. An additional 48% of the respondents agree with the statement. Thus the group in favour of legal enforcement is a total of 87% of the sample.

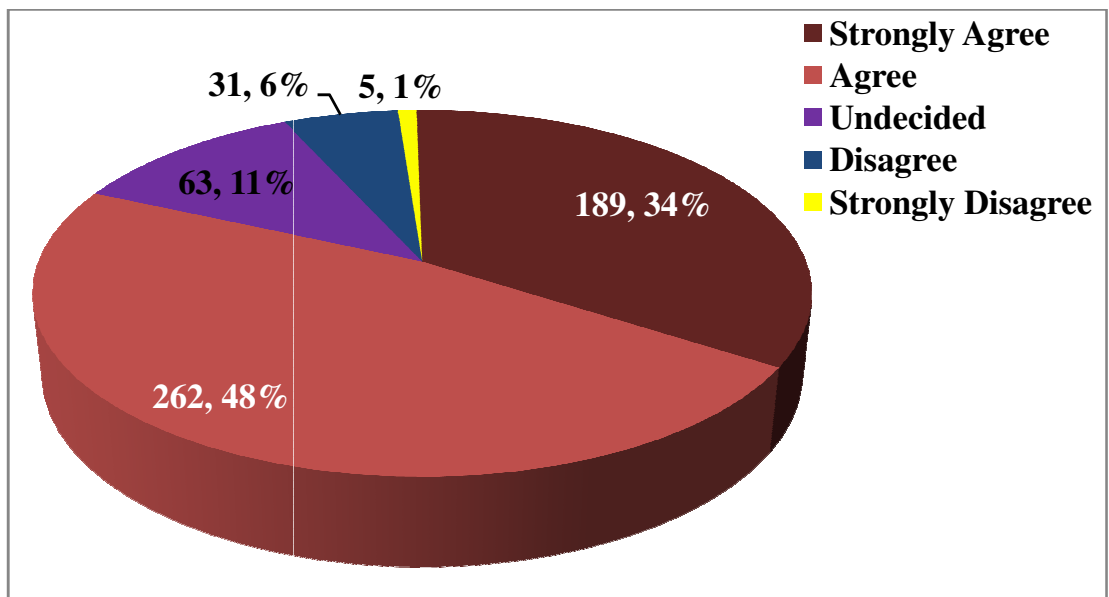
A group of 7% of the respondents are undecided and 6% make up the remaining, consisting of those who strongly disagree (1%) and the ones who agree (5%).

Question 15 : Public should be educated to reject a product/service if it is found to employ unethical marketing communication.

TABLE – 5.15

No.	Particulars	No. of Respondents	Percentage
1	Strongly Agree	189	34%
2	Agree	262	48%
3	Undecided	63	11%
4	Disagree	31	06%
5	Strongly Disagree	05	01%
Total		550	100%

FIGURE – 5.15



A 34% proportion of the sample has strongly agreed with the statement that public should be educated to reject a product/service if it is found to employ unethical marketing communication. The percentage of those who Agree with the statement is 48%. Thus, the two groups (Agree + Strongly Agree) make up 82% of sample.

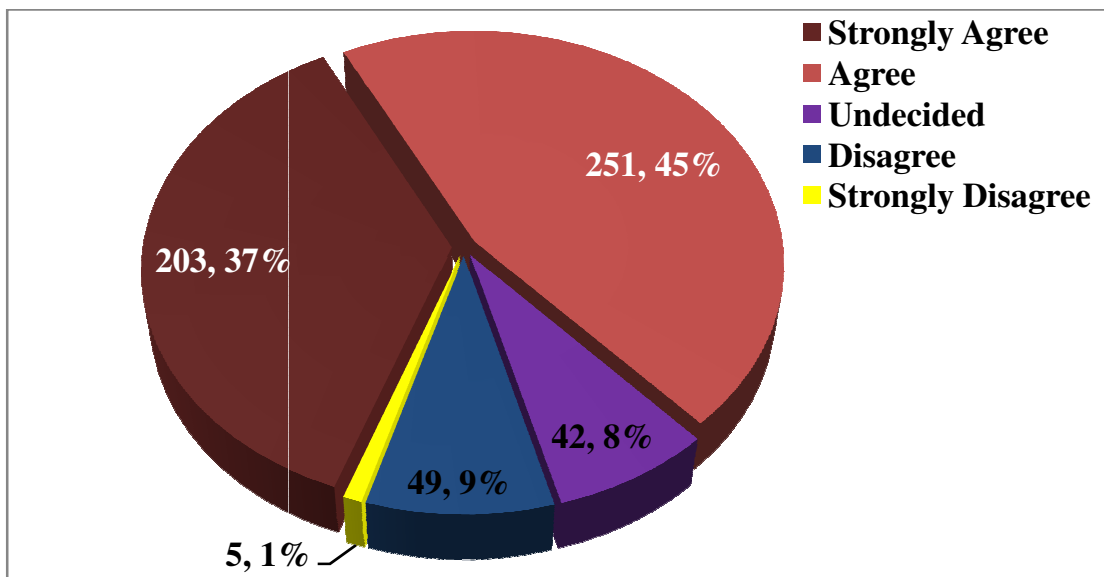
11% of the sample is undecided about this and just about 7% is made up by those who disagree (6%) and strongly disagree (1%).

Question 16 : Most advertisements over-emphasize physical beauty and sexuality of women in an exaggerated manner.

TABLE – 5.16

No.	Particulars	No. of Respondents	Percentage
1	Strongly Agree	203	37%
2	Agree	251	45%
3	Undecided	42	08%
4	Disagree	49	09%
5	Strongly Disagree	05	01%
Total		550	100%

FIGURE – 5.16



There are 37% respondents who strongly agree with the statement “most advertisements over emphasize physical beauty and sexuality of women in an exaggerated manner”, and additional 45% respondents agree with the statement. These two groups of respondents add up to 82%.

About 10% of the respondents make up the ones who disagree (9%) and strongly disagree (1%).

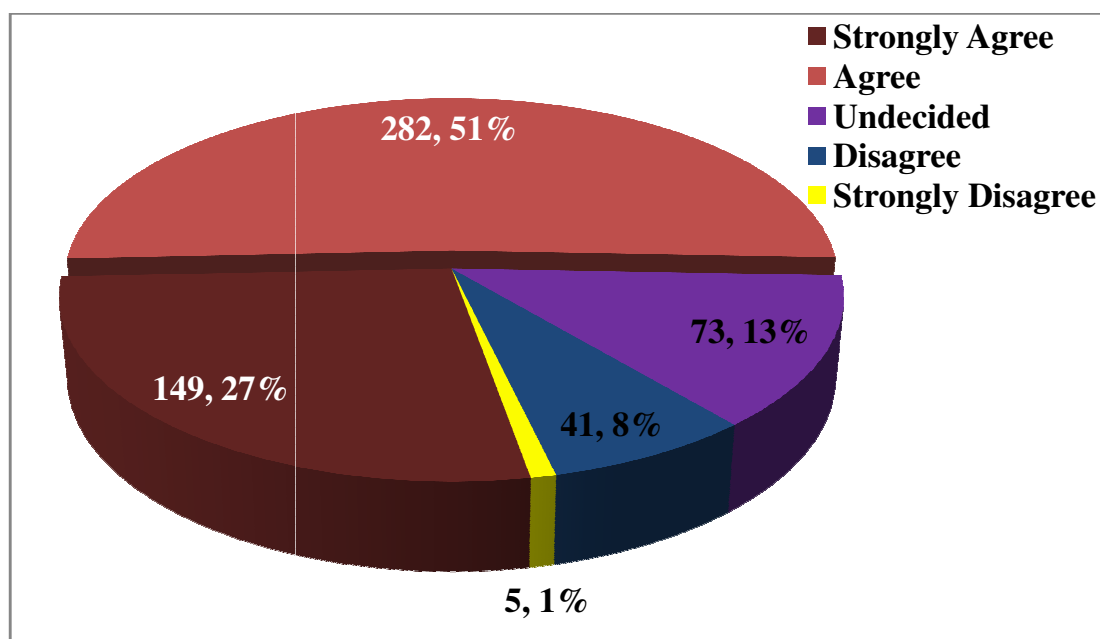
Just about 8% of the respondents are undecided.

Question 17 : Advertisements show women as ideal through thinness, youth and perfection.

TABLE – 5.17

No.	Particulars	No. of Respondents	Percentage
1	Strongly Agree	149	27%
2	Agree	282	51%
3	Undecided	73	13%
4	Disagree	41	08%
5	Strongly Disagree	05	01%
Total		550	100%

FIGURE – 5.17



From the respondents, 27% Strongly Agree with the statement “advertisements show women as ideal through thinness, youth and perfection. Another 51% group from the same sample size agrees with the statement. The total percentage of the two groups together is 78%.

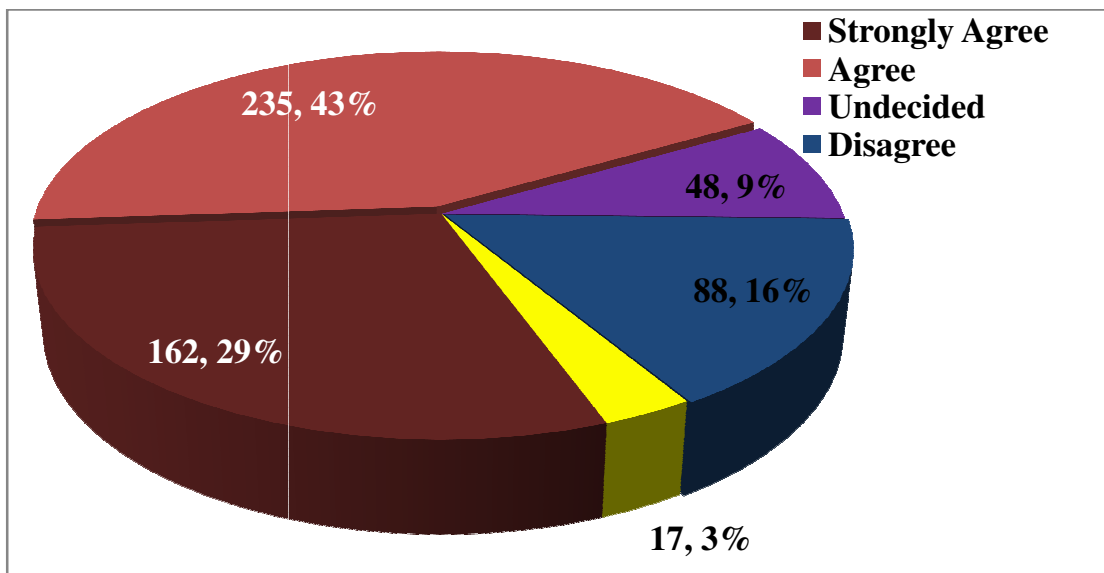
There are 13% of the respondents who are undecided and about 8% disagree and 1% strongly disagree.

Question 18 : Advertisements use women only as decorative objects or instruments for diverting the mindset of people

TABLE – 5.18

No.	Particulars	No. of Respondents	Percentage
1	Strongly Agree	162	29%
2	Agree	235	43%
3	Undecided	48	09%
4	Disagree	88	16%
5	Strongly Disagree	17	03%
Total		550	100%

FIGURE – 5.18



“Advertisements use women as decorative objects” is a statement strongly agreed with by 29% respondents and besides this group, 43% respondents agree with the statement, bringing the total percentage of the two groups as 72%.

There are 16% respondents who disagree and 3% strongly agree, total of these two groups is 19%.

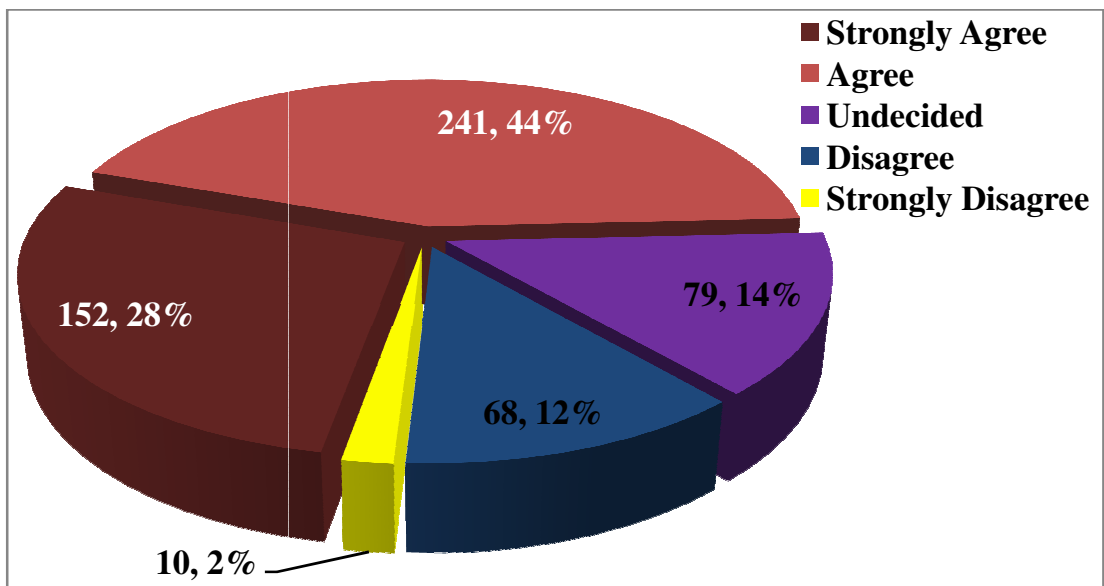
Remaining 9% of the respondents are undecided over this statement.

Question 19 : Advertisers make excess use of sex appeal in their advertisements with a lot of undue overtones.

TABLE – 5.19

No.	Particulars	No. of Respondents	Percentage
1	Strongly Agree	152	28%
2	Agree	241	44%
3	Undecided	79	14%
4	Disagree	68	12%
5	Strongly Disagree	10	02%
Total		550	100%

FIGURE – 5.19



As many as 28% of the respondents Strongly agree with the statement about the advertisers making excess use of sex appeal in their advertisements. In addition, 44% respondents agree with the statement. Thus the total in these two groups is 78 %.

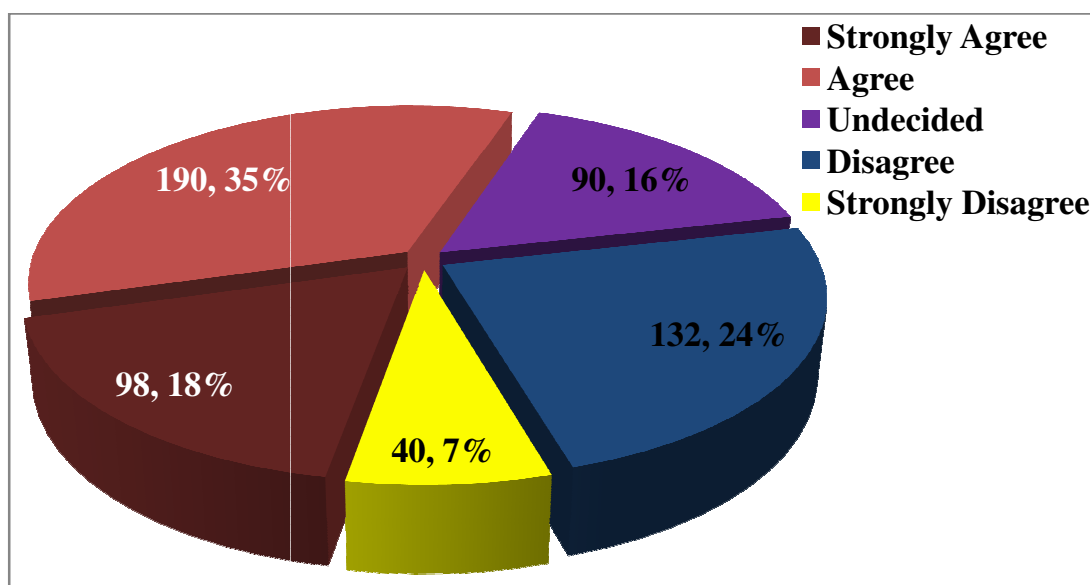
About 14% respondents are undecided and the total of those who disagree (12%) and strongly disagree (2%) is also about 14%.

Question 20 : Advertisements making heavy use of sex/nudity are generally appealing to all

TABLE – 5.20

No.	Particulars	No. of Respondents	Percentage
1	Strongly Agree	98	18%
2	Agree	190	35%
3	Undecided	90	16%
4	Disagree	132	24%
5	Strongly Disagree	40	07%
Total		550	100%

FIGURE – 5.20



Just a little over half the sample (53%) expresses strongly agree (18%) and agreement (35%) with the statement that “advertisements making heavy use of sex/nudity are generally appealing to all.

Whereas, 24 % disagree , 7 % strongly disagree.

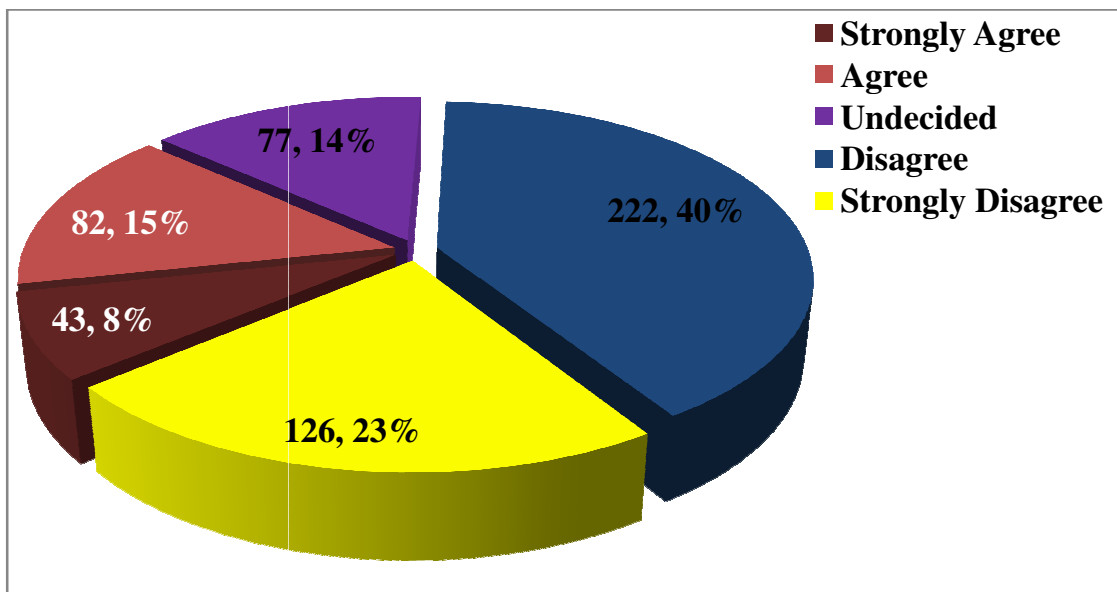
The ones who are undecided form 16 % proportion of the sample.

Question 21 : A product whose advertisement makes heavy use of sex/nudity is considered as a high quality product

TABLE – 5.21

No.	Particulars	No. of Respondents	Percentage
1	Strongly Agree	43	08%
2	Agree	82	15%
3	Undecided	77	14%
4	Disagree	222	40%
5	Strongly Disagree	126	23%
Total		550	100%

FIGURE – 5.21



“A product which makes heavy use of sex/nudity is considered as a high quality product”. Total 63% of the respondents disagree and out of those 40% disagree and 23% strongly disagree.

14% are undecided on this.

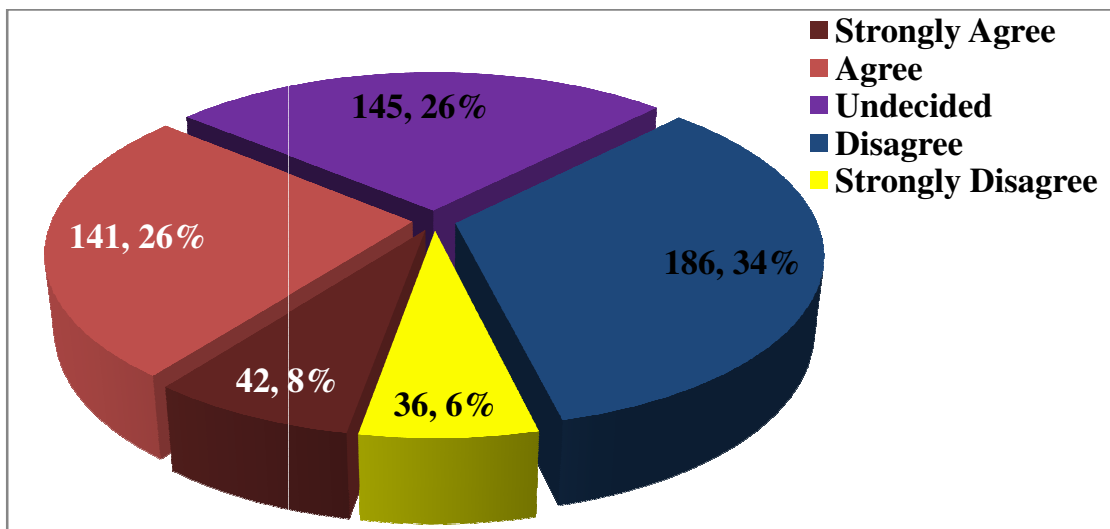
Surprisingly, 8 % of the respondents strongly agree and another 15 % agree, the two factions making up 23 % of the sample.

Question 22 : A company making heavy use of sex/nudity in the advertisement is considered as least reputable.

TABLE – 5.22

No.	Particulars	No. of Respondents	Percentage
1	Strongly Agree	42	08%
2	Agree	141	26%
3	Undecided	145	26%
4	Disagree	186	34%
5	Strongly Disagree	36	06%
Total		550	100%

FIGURE – 5.22



Interesting to note that total 40% of the respondents do not relate reputation of the company with the use of sex/nudity in the advertisements.

This is evident from the fact that 34% respondents disagree and 6% of the respondents strongly disagree with the statement in the questionnaire.

The percentage of those who strongly agree with the statement is just 8% and those who agree is 26%, the two groups making up 34% of the sample.

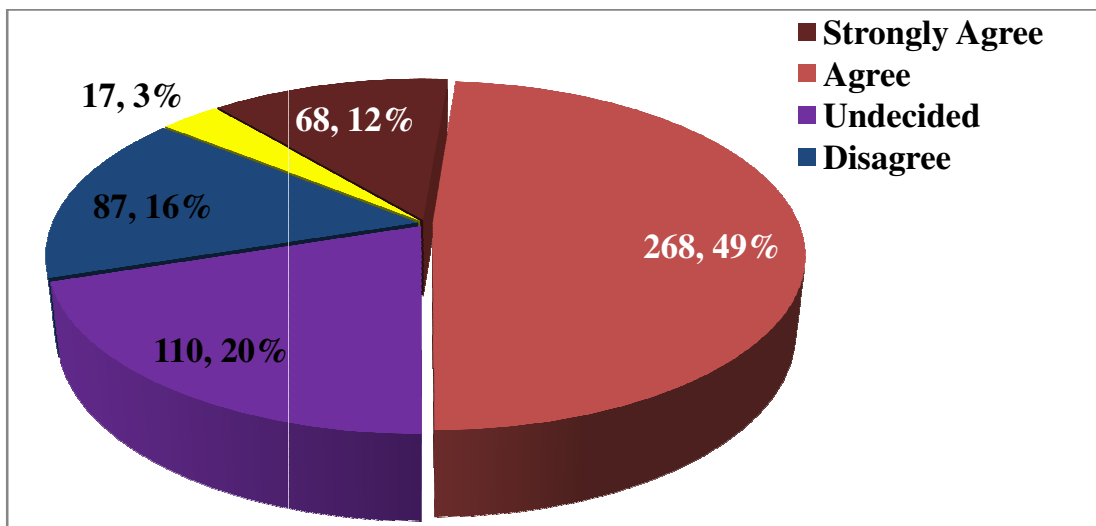
The group which is undecided over the statement is also fairly large at 26%.

Question 23 : An advertisement with modest use of sex appeal and suggestiveness is more appealing.

TABLE – 5.23

No.	Particulars	No. of Respondents	Percentage
1	Strongly Agree	68	12%
2	Agree	268	49%
3	Undecided	110	20%
4	Disagree	87	16%
5	Strongly Disagree	17	03%
Total		550	100%

FIGURE – 5.23



“An advertisement with modest use of sex appeal and suggestiveness is more appealing”. We have 12% respondents in strongly agree category and 49% in the agree category, total coming to 62%.

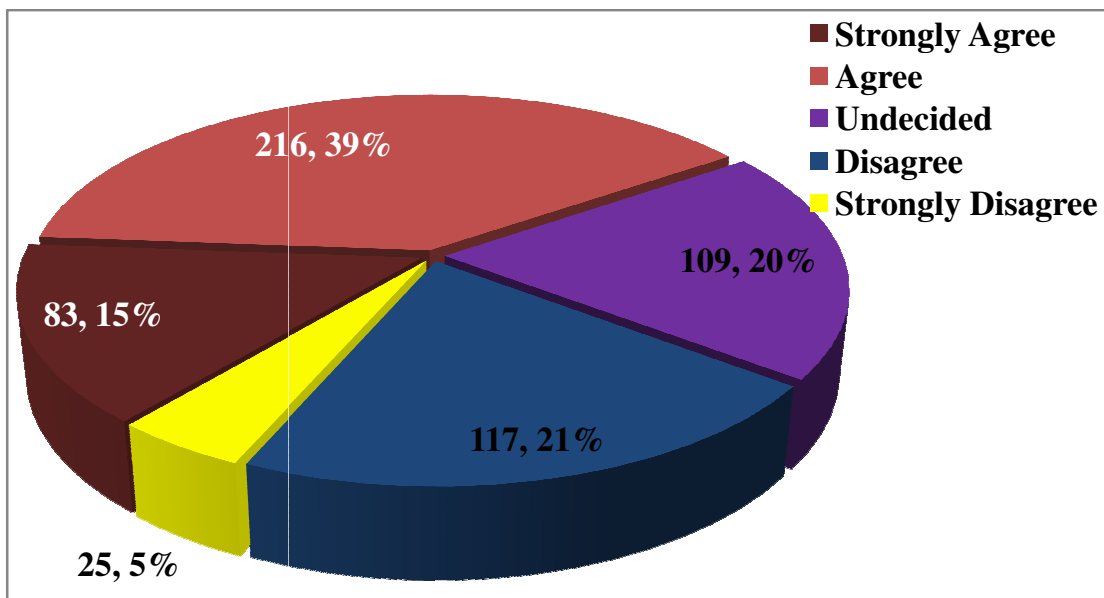
20% are undecided, whereas 16% disagree and 3% strongly agree. The two groups (disagree & strongly agree) add up to 19%.

Question 24 : Women like to see highly attractive models in advertisements.

TABLE – 5.24

No.	Particulars	No. of Respondents	Percentage
1	Strongly Agree	83	15%
2	Agree	216	39%
3	Undecided	109	20%
4	Disagree	117	21%
5	Strongly Disagree	25	05%
Total		550	100%

FIGURE – 5.24



There are 15% respondents strongly agree with the statement that “women like to see highly attractive models in advertisements” and another 39% agree with this. Thus, the two groups make up 54 % of the sample.

The ones in the category disagree (21%) and strongly disagree (5%) add up to 26%.

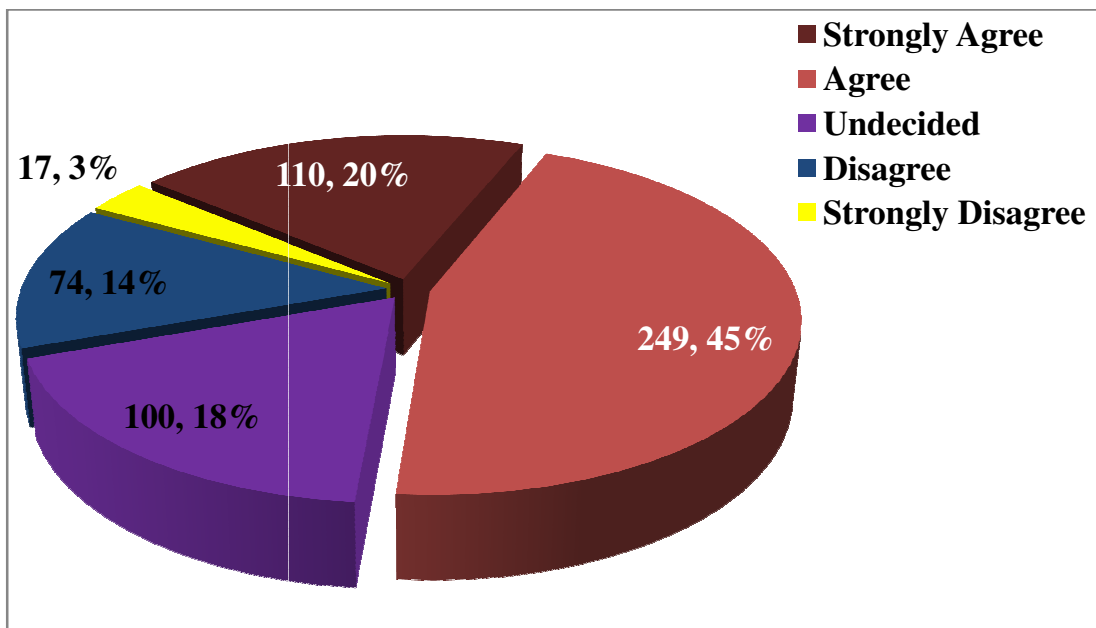
There are 20% of the respondents who are undecided.

**Question 25 : Women who see advertisements showing highly attractive models
begin to compare themselves with models**

TABLE – 5.25

No.	Particulars	No. of Respondents	Percentage
1	Strongly Agree	110	20%
2	Agree	249	45%
3	Undecided	100	18%
4	Disagree	74	14%
5	Strongly Disagree	17	03%
Total		550	100%

FIGURE – 5.25



A sizable proportion of 45% respondents agree with the statement and further 20% strongly agree. Thus the two groups for 65% of the sample.

As many as 18 % are undecided.

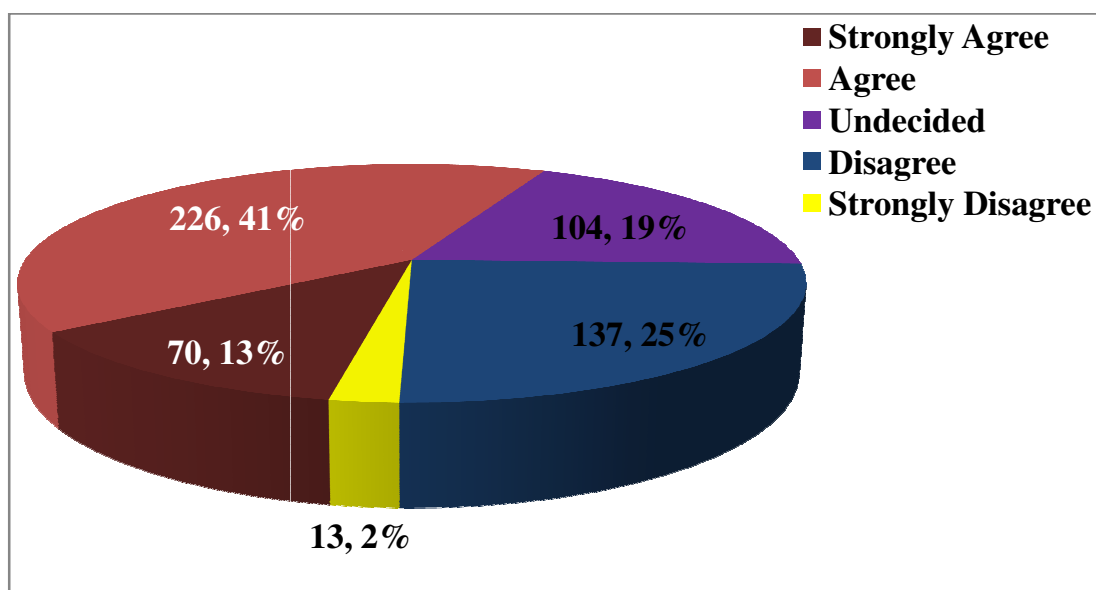
14 % disagree and 3% strongly disagree, thus, the total coming to 17%.

Question 26 : Comparison with highly attractive models gives negative feelings of inferiority to women consumers.

TABLE – 5.26

No.	Particulars	No. of Respondents	Percentage
1	Strongly Agree	70	13%
2	Agree	226	41%
3	Undecided	104	19%
4	Disagree	137	25%
5	Strongly Disagree	13	02%
Total		550	100%

FIGURE – 5.26



In the given sample, 13% strongly agree and 41% agree with the statement which add up to 54%. Whereas, 25% disagree and 2% strongly agree, thus the total in this group is 27%.

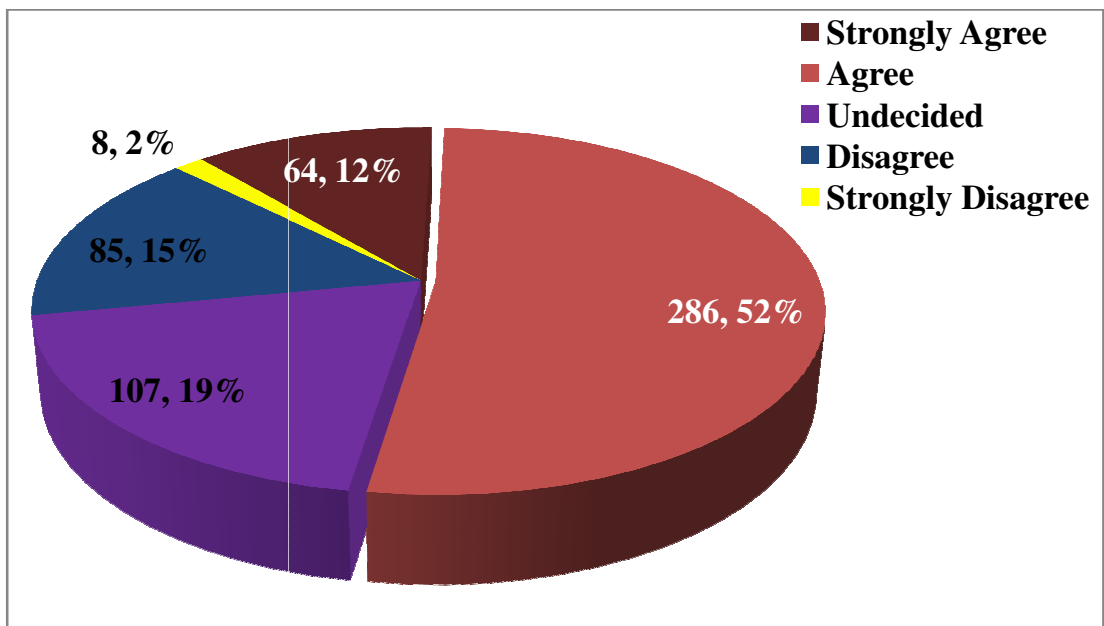
As many as 19% are undecided.

Question 27 : Most advertisements use unethical appeals in a very irrational approach.

TABLE – 5.27

No.	Particulars	No. of Respondents	Percentage
1	Strongly Agree	64	12%
2	Agree	286	52%
3	Undecided	107	19%
4	Disagree	85	15%
5	Strongly Disagree	08	02%
Total		550	100%

FIGURE – 5.27



The statement “Most advertisements use unethical appeals in a very irrational approach” finds 12% respondents in strongly agree section and 52% in agree section. Total 64 % .

A good number of about 19% respondents are undecided.

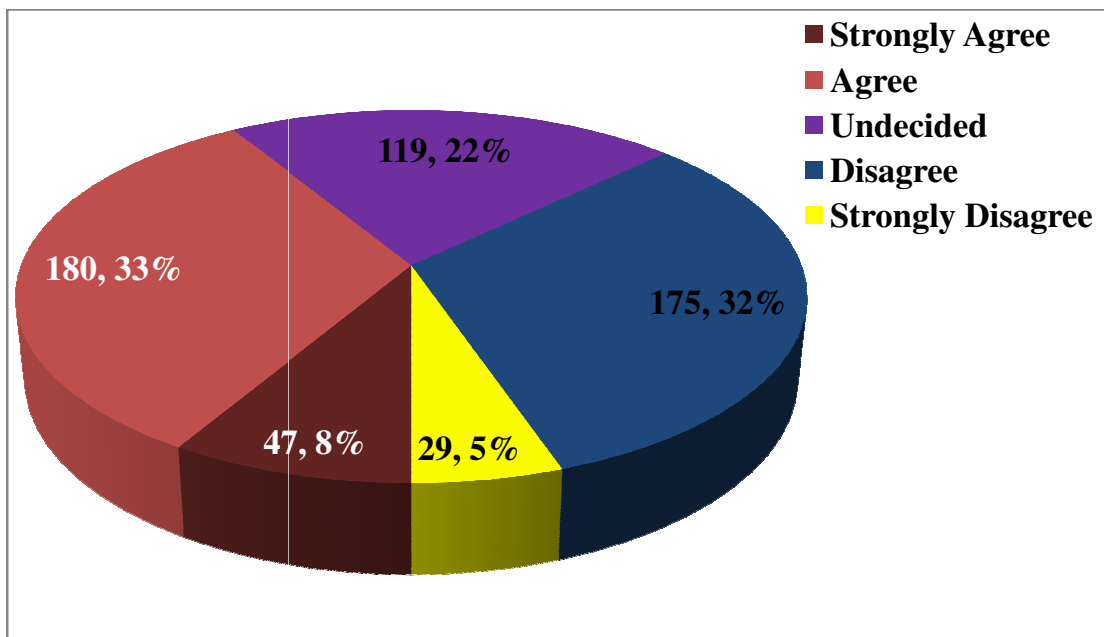
We have 15% in disagree section and just 2% in strongly disagree section, total of these two comes to 17%.

Question 28 : Most advertisements while depicting women in the role of a mother use misleading statements.

TABLE – 5.28

No.	Particulars	No. of Respondents	Percentage
1	Strongly Agree	47	08%
2	Agree	180	33%
3	Undecided	119	22%
4	Disagree	175	32%
5	Strongly Disagree	29	05%
Total		550	100%

FIGURE – 5.28



The given statement has 8% in Strongly agree category and 33% in agree category, total of these two is 41%.

Whereas, those who disagree (32%) and strongly disagree (5%) add up to 37% which is not too far from the Strongly agree and agree group.

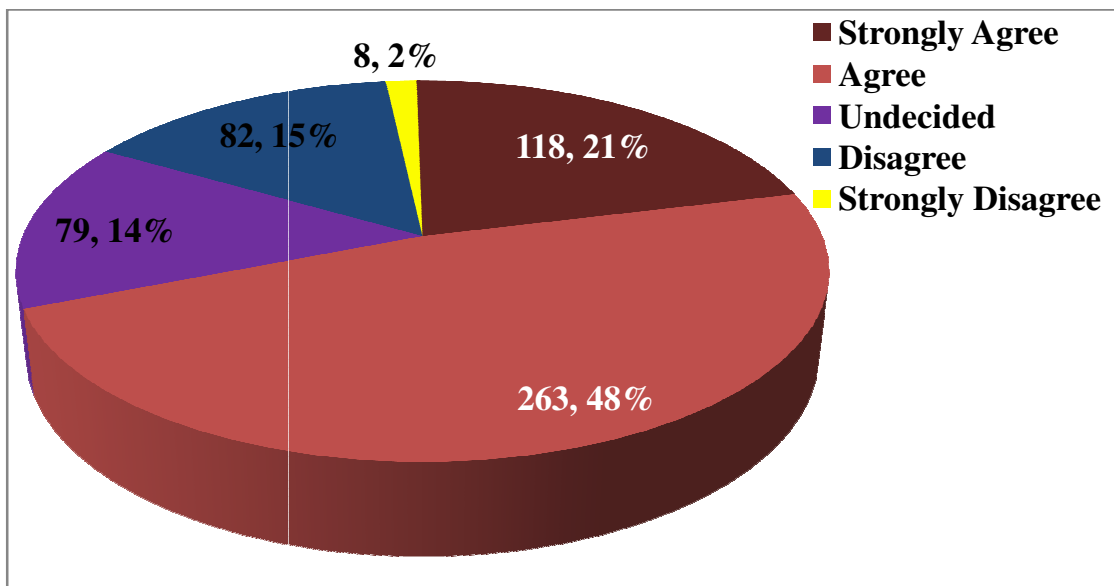
About 22 % are undecided.

Question 29 : The electronic media seems to exploit women and display vulgarity more often as compared to the print media.

TABLE – 5.29

No.	Particulars	No. of Respondents	Percentage
1	Strongly Agree	118	21%
2	Agree	263	48%
3	Undecided	79	14%
4	Disagree	82	15%
5	Strongly Disagree	08	02%
Total		550	100%

FIGURE – 5.29



In an attempt to compare electronic media with the print media, the respondents feel that electronic media exploits women more compared to print media.

This is clear from 21% respondents in strongly agree group and 48% in agree group, total of the two is 69 %.

About 15% disagree and just 2% strongly agree with the statement adding up to 17 %

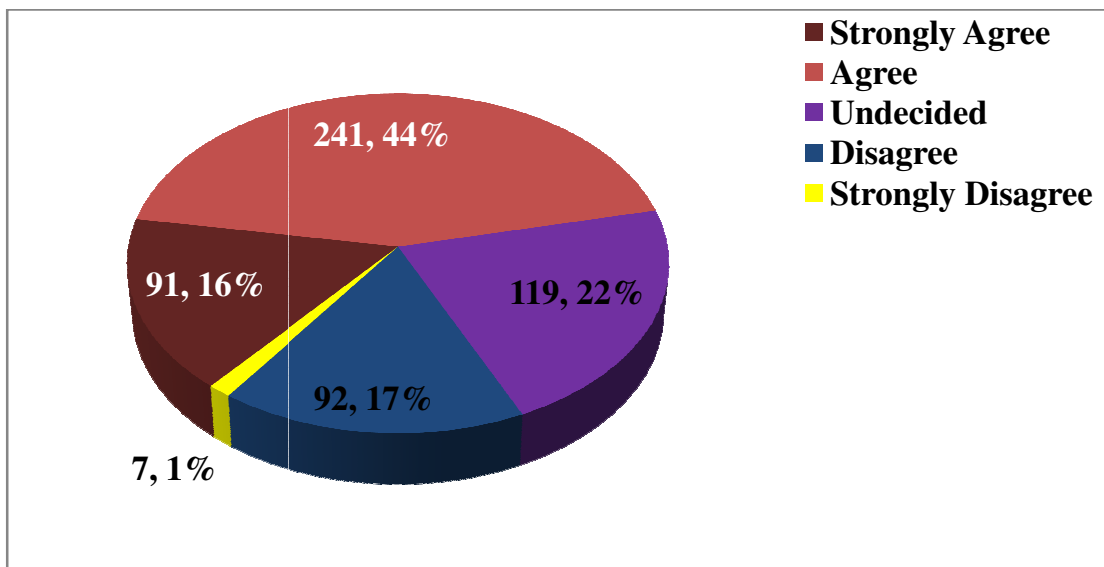
There are 14% of the respondents undecided.

Question 30 : The outdoor media seems to exploit women and display vulgarity more often as compared to the print media.

TABLE – 5.30

No.	Particulars	No. of Respondents	Percentage
1	Strongly Agree	91	16%
2	Agree	241	44%
3	Undecided	119	22%
4	Disagree	92	17%
5	Strongly Disagree	07	01%
Total		550	100%

FIGURE – 5.30



There are 16% in Agree category and 44% in the strongly agree category. The total of the two comes to 60%.

There are 22% respondents undecided.

The ones who disagree are 17% and strongly disagree 1%, totaling to 18%.

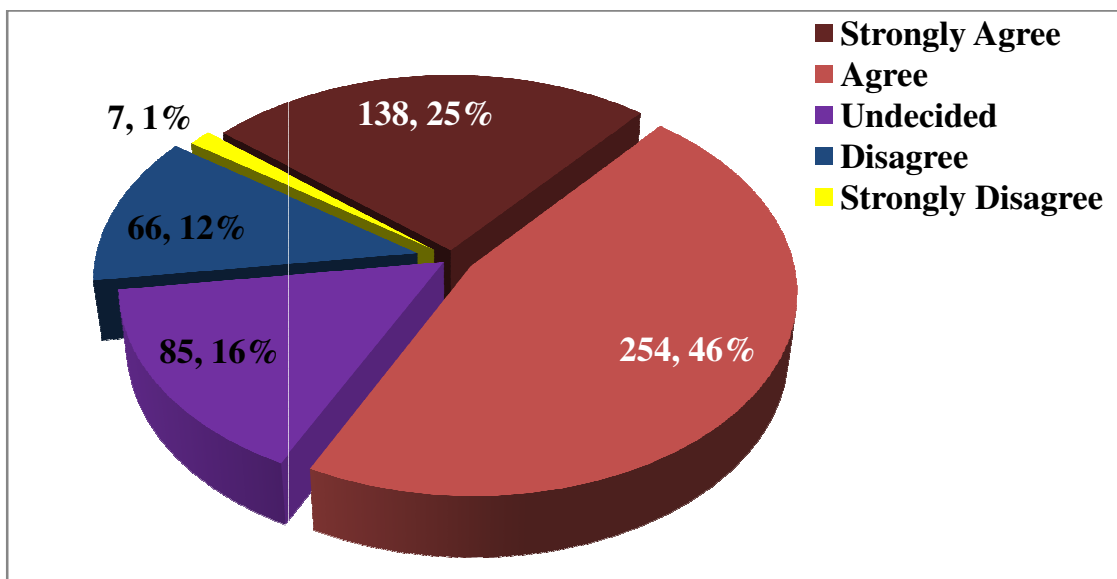
This comparison of outdoor media with print media seems to point to outdoor media as the one more exploitative, between the two.

Question 31 : Film advertising seems to exploit women and display vulgarity more often as compared to the print media.

TABLE – 5.31

No.	Particulars	No. of Respondents	Percentage
1	Strongly Agree	138	25%
2	Agree	254	46%
3	Undecided	85	16%
4	Disagree	66	12%
5	Strongly Disagree	07	01%
Total		550	100%

FIGURE – 5.31



Compared to the print media, film advertising seems to exploit women to a greater extent . The given statement in the questionnaire has 25% respondents in the strongly agree group. 46% in agree group, i.e, total 71%.

About 16% are undecided.

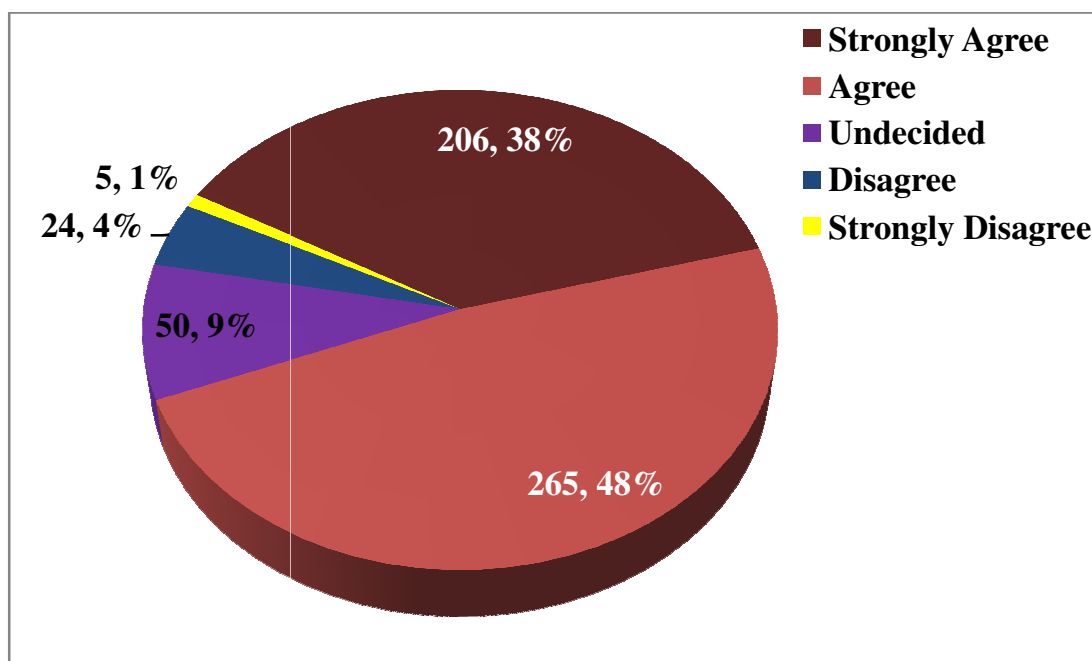
12% are in disagree and 1% in strongly disagree category, which add upto 13%.

Question 32 : Unethical marketing communication of products/services particularly with the abuse of women has been a very bad influence for children especially girls.

TABLE – 5.32

No.	Particulars	No. of Respondents	Percentage
1	Strongly Agree	206	38%
2	Agree	265	48%
3	Undecided	50	09%
4	Disagree	24	04%
5	Strongly Disagree	05	01%
Total		550	100%

FIGURE – 5.32



It is indicated that unethical marketing communication has a strong negative influence on Children, especially, girls . As many as 38% in strongly agree and 48% agree with the statement . These two groups comprise 86% of the sample.

Just about 9% are undecided.

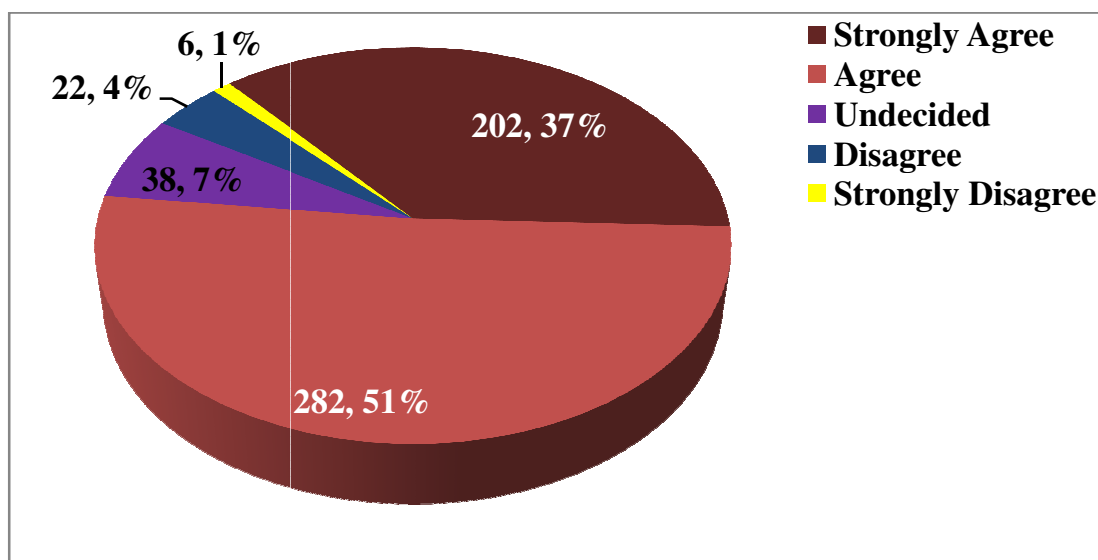
Only 4% Disagree and 1% agree.

Question 33 : Unethical marketing communication of products/services particularly with the abuse of women has been a very bad influence for teenagers.

TABLE – 5.33

No.	Particulars	No. of Respondents	Percentage
1	Strongly Agree	202	37%
2	Agree	282	51%
3	Undecided	38	07%
4	Disagree	22	04%
5	Strongly Disagree	06	01%
Total		550	100%

FIGURE – 5.33



A huge 88% of the sample feels that unethical marketing communication of products and services particularly with the abuse of women has a very bad influence on the teenagers. This 88% of the sample is made up of 37% who strongly agree and 51% who agree.

Only 7% of the sample is undecided.

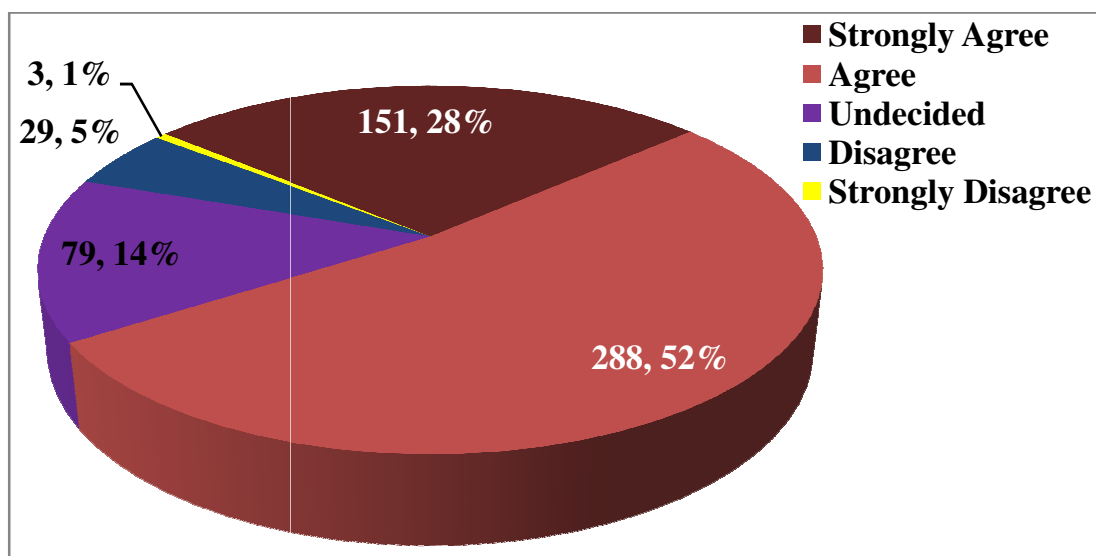
Just about 4% disagree and 1% strongly agree, which makes up 5% in these two groups of respondents.

Question 34 : Unethical marketing communication of products/services particularly with the abuse of women has been a very bad influence for adolescent.

TABLE – 5.34

No.	Particulars	No. of Respondents	Percentage
1	Strongly Agree	151	28%
2	Agree	288	52%
3	Undecided	79	14%
4	Disagree	29	05%
5	Strongly Disagree	03	01%
Total		550	100%

FIGURE – 5.34



About 80% of the sample feels that unethical marketing communication of products and services particularly with the abuse of women is a very bad influence on the adolescents. There are 28% respondents who strongly agree and 52% agree with the statement.

There are 14% respondents who are undecided on this issue.

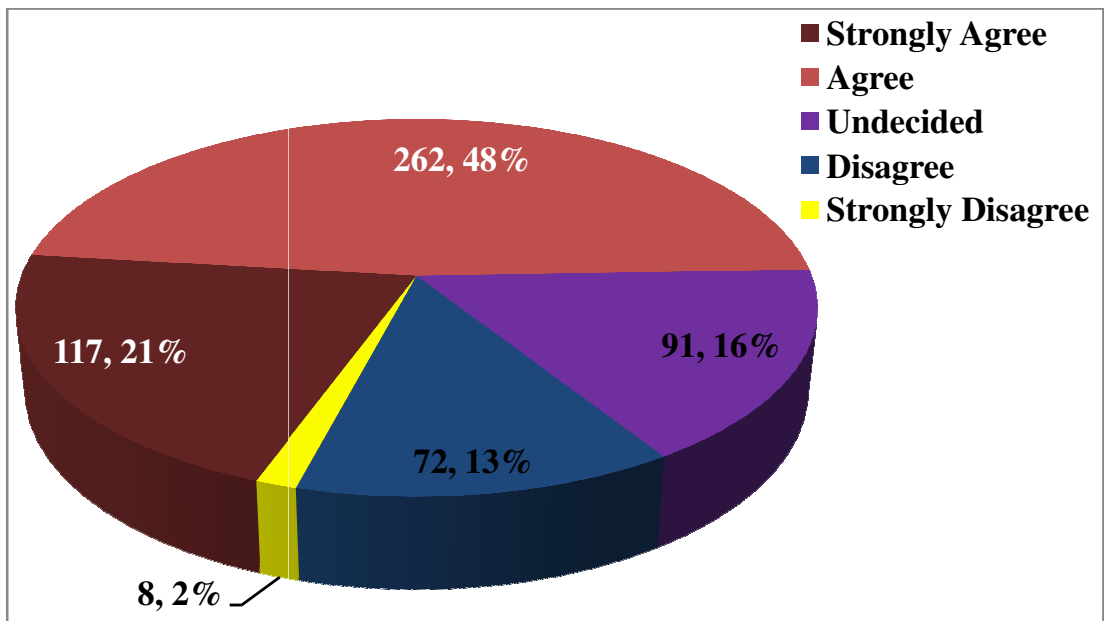
About 5% of the respondents disagree and below 1% of the respondents strongly disagree.

Question 35 : Unethical marketing communication of products/services particularly with the abuse of women has been a very bad influence for adult.

TABLE – 5.35

No.	Particulars	No. of Respondents	Percentage
1	Strongly Agree	117	21%
2	Agree	262	48%
3	Undecided	91	16%
4	Disagree	72	13%
5	Strongly Disagree	08	02%
Total		550	100%

FIGURE – 5.35



While trying to assess the influence of unethical marketing communication on the adults, 69% of the respondents feel that it is a very bad influence on the adults, which constitutes 21% who strongly agree and 48% agree.

A sizable 16% of the sample size is undecided.

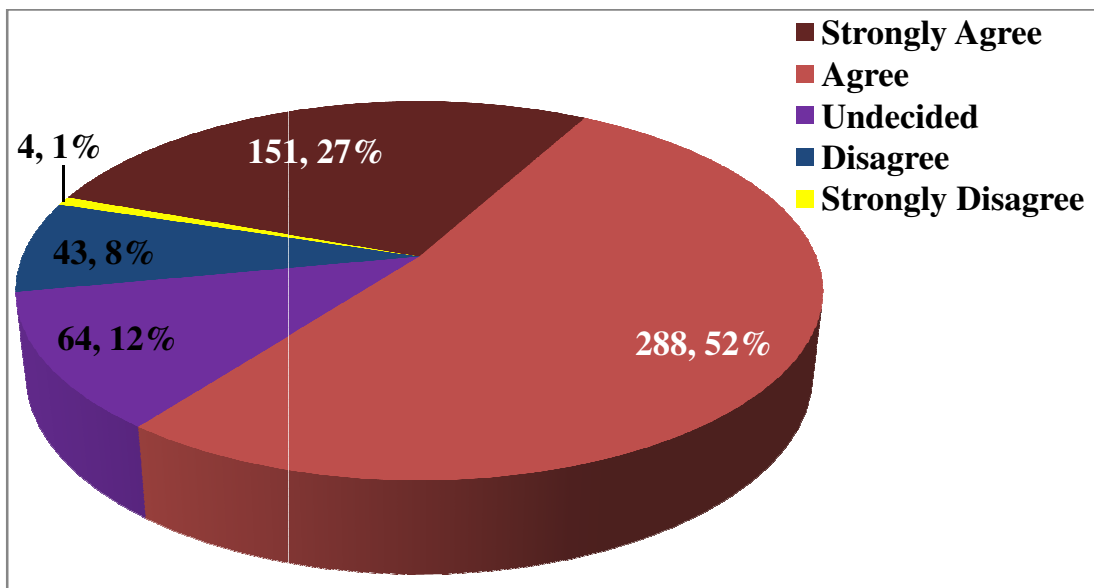
About 13% of the sample disagree and just over 2% of the respondents strongly disagree.

Question 36 : Unethical marketing communication has been responsible for creating ethos of vulgarity, lust and passion in the society.

TABLE – 5.36

No.	Particulars	No. of Respondents	Percentage
1	Strongly Agree	151	27%
2	Agree	288	52%
3	Undecided	64	12%
4	Disagree	43	08%
5	Strongly Disagree	04	01%
Total		550	100%

FIGURE – 5.36



The effect of unethical marketing communication is creating ethos of vulgarity, lust and passion is confirmed by 79% of the respondents. (27% agree and 52% strongly agree)

12% of the sample population is undecided.

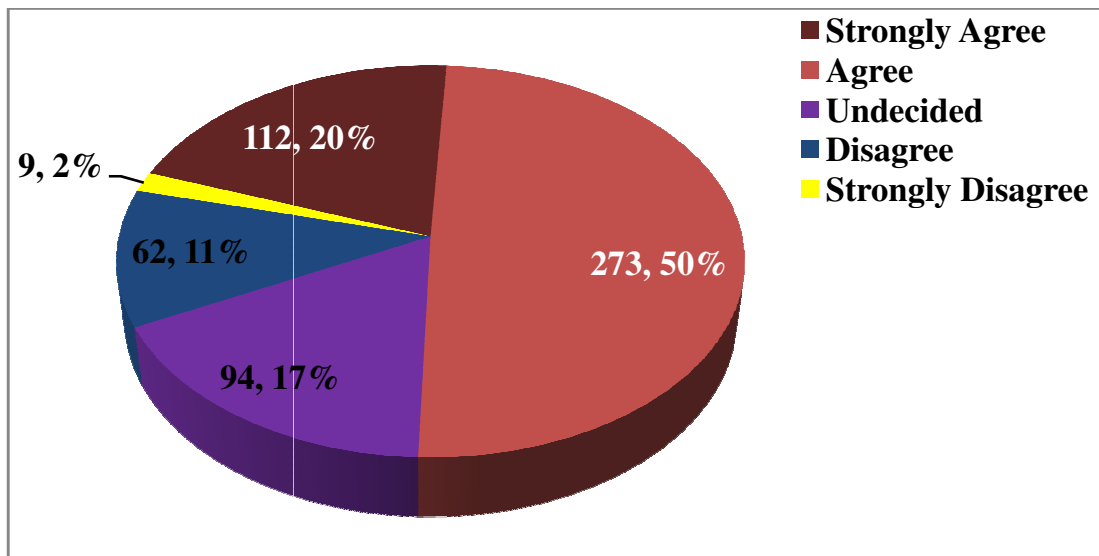
However, 8% of the respondents disagree and 1% strongly disagree.

Question 37 : There seems to no corporate social responsibility on the organizations especially when it comes to marketing of their products/services

TABLE – 5.37

No.	Particulars	No. of Respondents	Percentage
1	Strongly Agree	112	20%
2	Agree	273	50%
3	Undecided	94	17%
4	Disagree	62	11%
5	Strongly Disagree	09	02%
Total		550	100%

FIGURE – 5.37



As many as 70% of the respondents feel that organizations have ignored the aspect of their corporate social responsibility while marketing their products and services. (20% strongly agree and 50% agree with the given statement on this issue).

Out of the random sample, 17% are undecided about this.

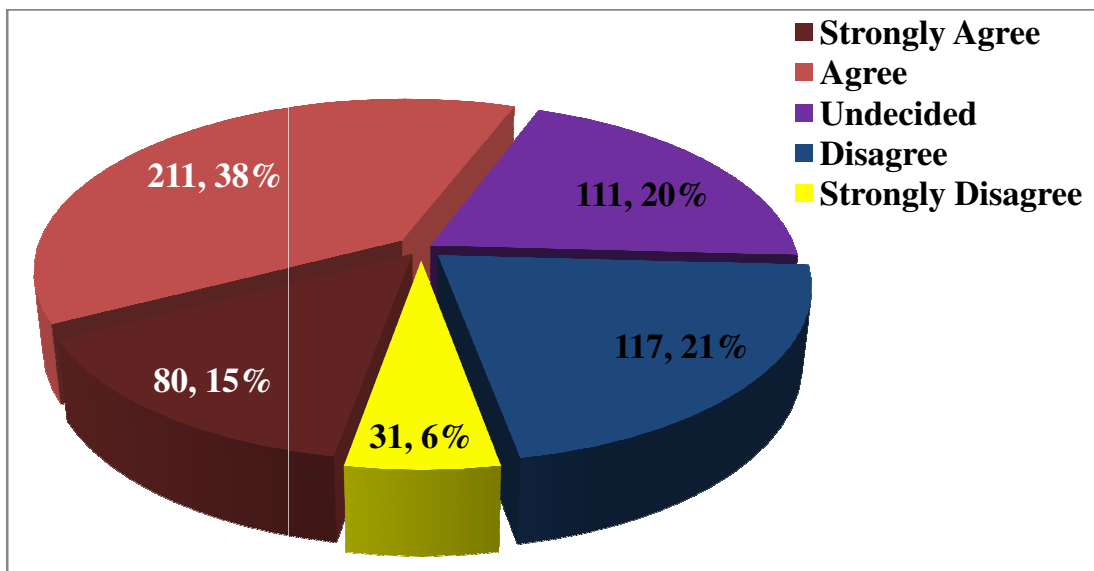
About 11% disagree and 2% strongly disagree.

Question 38 : Many leading brands of today have been successful due to excessive misuse of women in advertising.

TABLE – 5.38

No.	Particulars	No. of Respondents	Percentage
1	Strongly Agree	80	15%
2	Agree	211	38%
3	Undecided	111	20%
4	Disagree	117	21%
5	Strongly Disagree	31	06%
Total		550	100%

FIGURE –5.38



The statement “many leading brands of today have been successful due to excessive misuse of women in advertising” is agreeable to 38% of the population in the sample and an additional 15% strongly agree with the statement. Total of these two groups is 53%.

There are 21% of the respondents who disagree and 6% strongly disagree, thus total of these two groups is 27%.

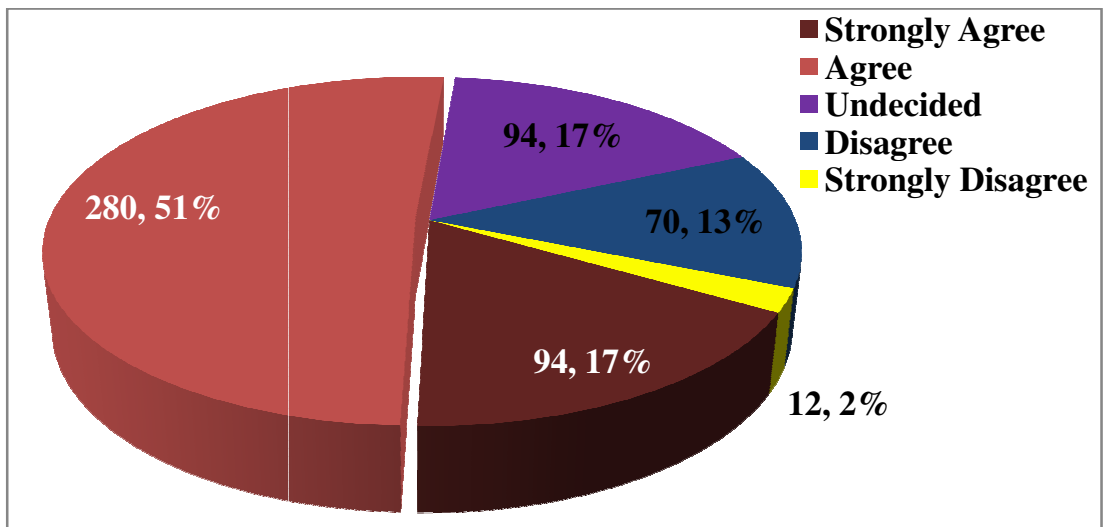
A sizable 20% of the sample is undecided.

Question 39 : Many products of good quality and even with low price have suffered due to their competitors investing large sums towards unethical marketing communication

TABLE – 5.39

No.	Particulars	No. of Respondents	Percentage
1	Strongly Agree	94	17%
2	Agree	280	51%
3	Undecided	94	17%
4	Disagree	70	13%
5	Strongly Disagree	12	02%
Total		550	100%

FIGURE– 5.39



We see 17% strongly agree and another 51% agreeing with the given statement that many products of good quality suffer due to competitors investing large sums of money towards unethical marketing communication. Thus unfair competition hurts genuine products.

17% of the respondents are undecided.

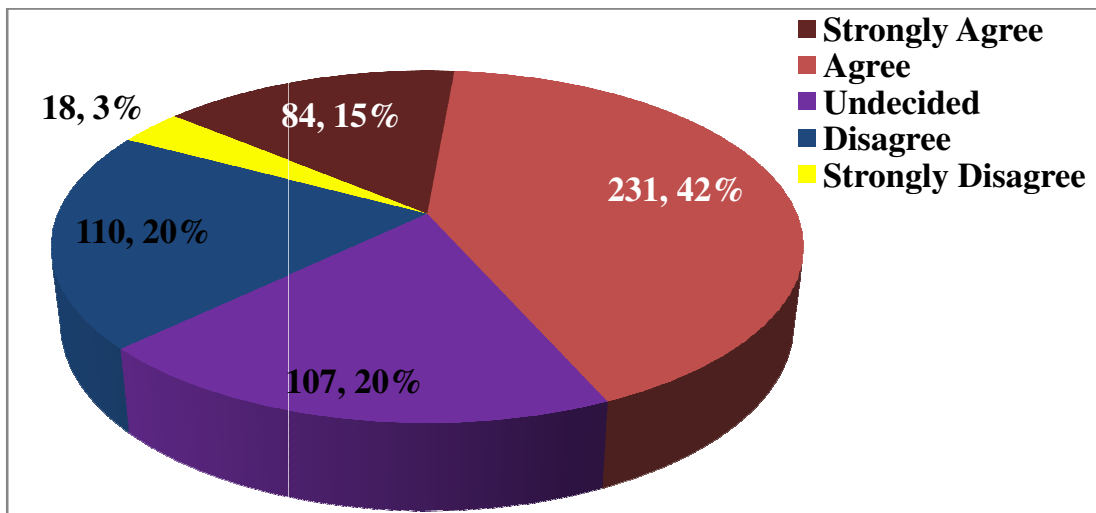
13% disagree and 2% Strongly disagree, total of these two types of respondents is 15%.

Question 40 : The responsibility of misuse and abuse of women unethically in advertising mainly rests with the leading advertising agencies and not the manufacturers

TABLE – 5.40

No.	Particulars	No. of Respondents	Percentage
1	Strongly Agree	84	15%
2	Agree	231	42%
3	Undecided	107	20%
4	Disagree	110	20%
5	Strongly Disagree	18	03%
Total		550	100%

FIGURE – 5.40



The statement intends to find out whether advertising agencies or manufacturers are responsible for misuse and abuse of women in advertising.

Those who strongly disagree with the statement are 15%.

Those who agree with the statement are 42%

Total in these two groups is 67%.

20% are undecided.

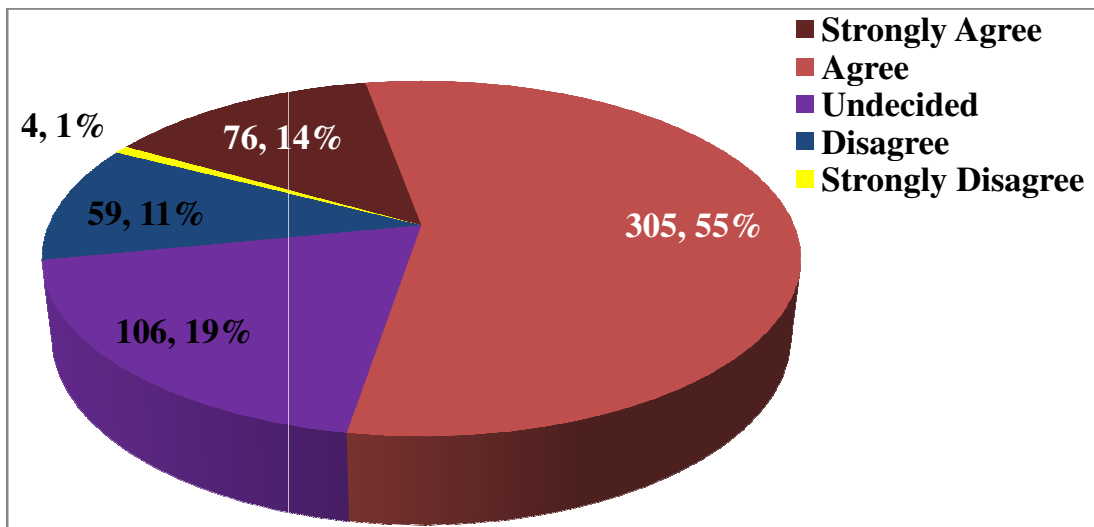
Another 20% disagree and balance 3% strongly disagree. Thus, there are 23% in disagree plus strongly disagree group.

Question 41 : In the name of creative or innovative advertising, use of vulgar and unethical advertising copy or theme is very predominant amongst advertisers.

TABLE – 5.41

No.	Particulars	No. of Respondents	Percentage
1	Strongly Agree	76	14%
2	Agree	305	55%
3	Undecided	106	19%
4	Disagree	59	11%
5	Strongly Disagree	04	01%
Total		550	100%

FIGURE – 5.41



So called creative and innovative advertising becomes vulgar and unethical according 14% respondents in the strongly agree category and additional 55% of the respondents are in the agree category. These two categories make up 69% of the sample.

About 19% are undecided on the statement.

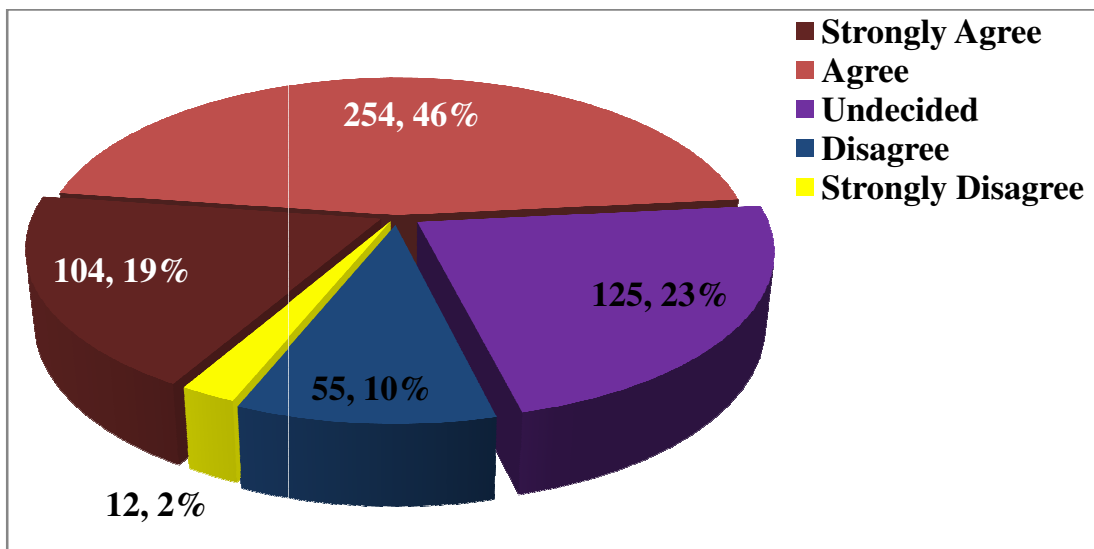
There are 11% in Disagree group and 1% in strongly disagree group totaling 12% here.

Question 42 : As compared to western countries the use of sex/nudity in advertisements in India is less.

TABLE – 5.42

No.	Particulars	No. of Respondents	Percentage
1	Strongly Agree	104	19%
2	Agree	254	46%
3	Undecided	125	23%
4	Disagree	55	10%
5	Strongly Disagree	12	02%
Total		550	100%

FIGURE – 5.42



Statement intends to find out how the sample compares sex/nudity in the advertisements in India as against the advertisements in the western countries.

There are 19% in the sample who strongly agree with the statement that sex/nudity in the advertisements in India is less compared to western countries. Additional 46% agree with the statement. i.e, Total in the group strongly agree plus agree is 65%.

A high 23% of the sample is undecided.

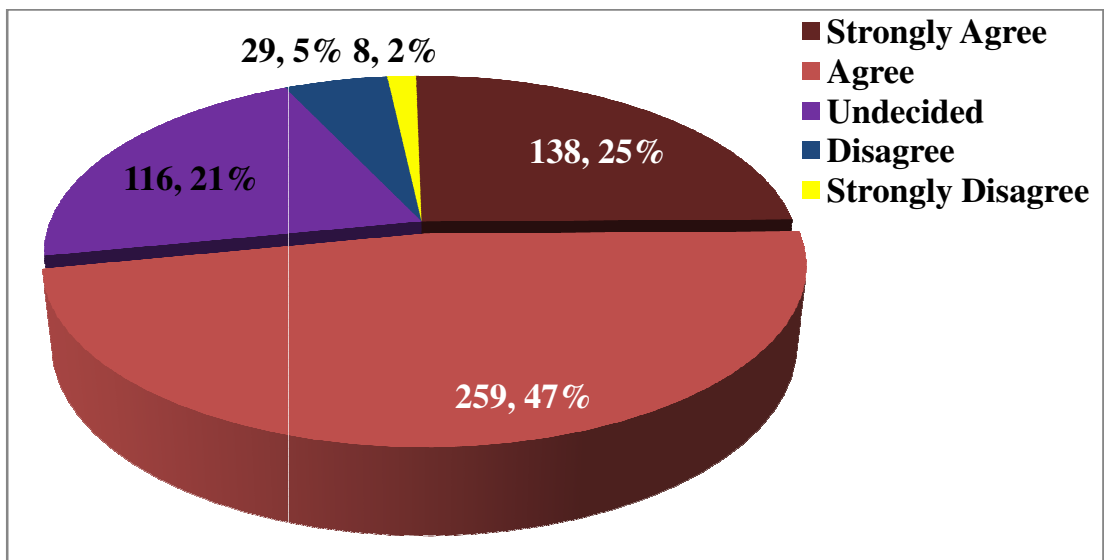
Whereas, only 10% Disagree and 2% strongly disagree.

Question 43 : Western countries are more tolerant towards sex/nudity in advertisements.

TABLE – 5.43

No.	Particulars	No. of Respondents	Percentage
1	Strongly Agree	138	25%
2	Agree	259	47%
3	Undecided	116	21%
4	Disagree	29	05%
5	Strongly Disagree	08	02%
Total		550	100%

FIGURE – 5.43



Samples response to a statement “western countries are more tolerant towards sex/nudity in advertisement” is as follows:

Strongly agree 25% and agree 47%, totaling 72%.

A good 21% of the sample is undecided.

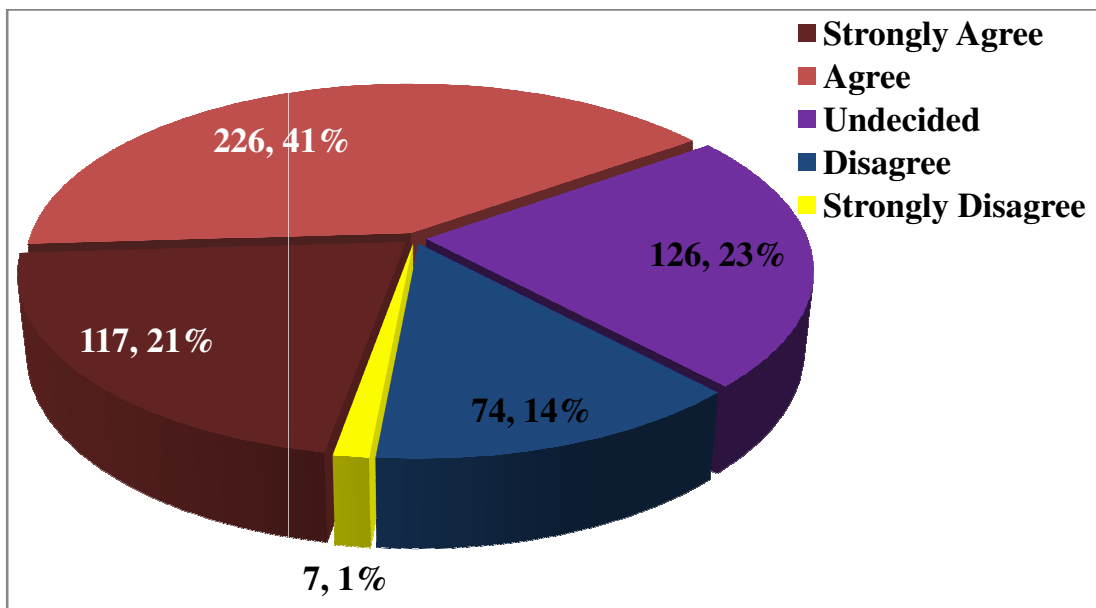
Only 5% Disagree and 2% strongly disagree, total in these last two groups is just 7%.

Question 44 : In western countries women are portrayed as sex objects in much greater proportion compared to advertising in India.

TABLE – 5.44

No.	Particulars	No. of Respondents	Percentage
1	Strongly Agree	117	21%
2	Agree	226	41%
3	Undecided	126	23%
4	Disagree	74	14%
5	Strongly Disagree	07	01%
Total		550	100%

FIGURE – 5.44



About 21% of the respondents strongly agree and 41% agree, thus making up 62% of respondents who feel that “in western countries women are portrayed as sex objects in much greater proportion compared to advertising in India.

There are 23% respondents Undecided about this.

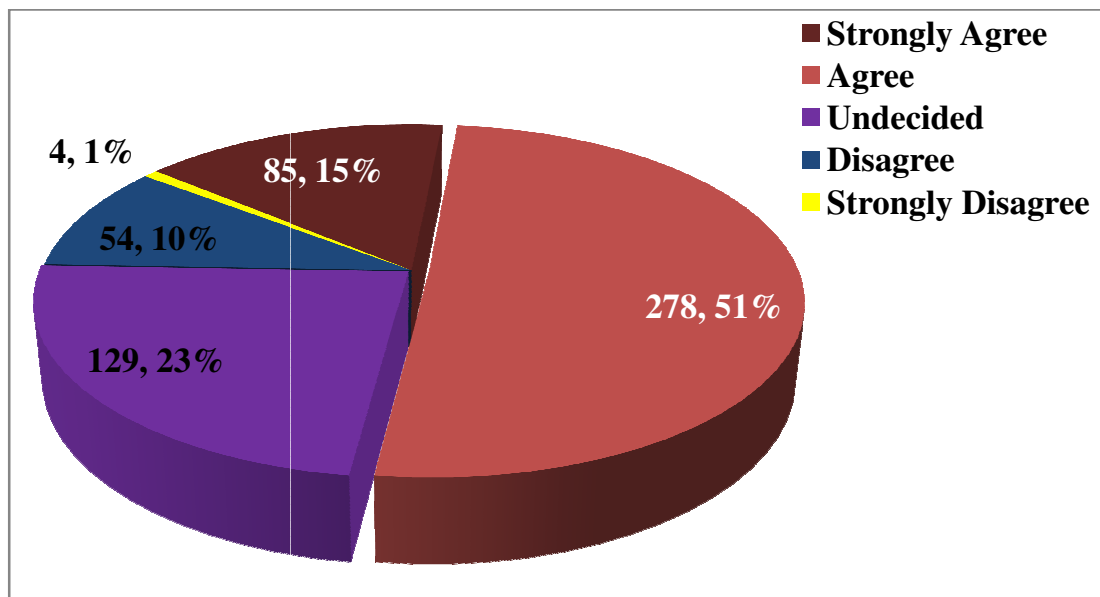
14% of the respondents Disagree and 1% strongly disagree, thus the disagree and strongly disagree group’s total is 15%.

Question 45 : Depiction of women as sex objects in advertisements is an influence of advertisements appearing in western countries.

TABLE – 5.45

No.	Particulars	No. of Respondents	Percentage
1	Strongly Agree	85	15%
2	Agree	278	51%
3	Undecided	129	23%
4	Disagree	54	10%
5	Strongly Disagree	04	01%
Total		550	100%

FIGURE – 5.45



A statement in the questionnaire as above has 15% of the respondents in strongly agree and 51% in the agree category, the two of which add up to 66%.

A sizeable proportion at 23% is undecided.

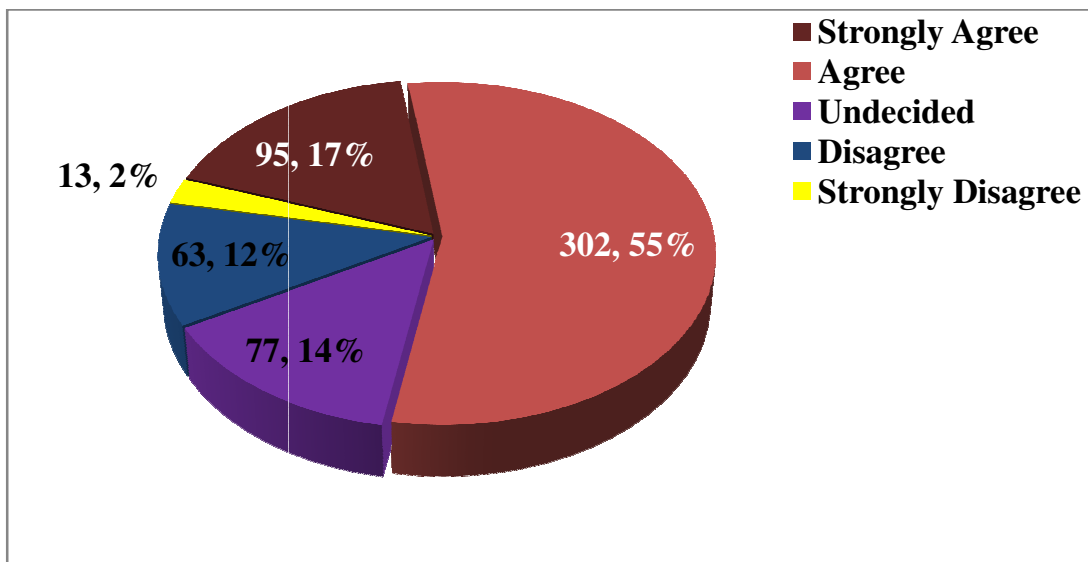
10% disagree and only 1% strongly disagree.

Question 46 : Unethical marketing communication in advertisements in India is not resisted and not protested by general public.

TABLE – 4.46

No.	Particulars	No. of Respondents	Percentage
1	Strongly Agree	95	17%
2	Agree	302	55%
3	Undecided	77	14%
4	Disagree	63	12%
5	Strongly Disagree	13	02%
Total		550	100%

FIGURE – 5.46



There are 17% of the respondents who strongly agree and 55% agree. The total in these two groups is 72%.

About 14% of the sample is undecided.

12% disagree and only 2% strongly disagree, the total in these two subgroups is 14%.

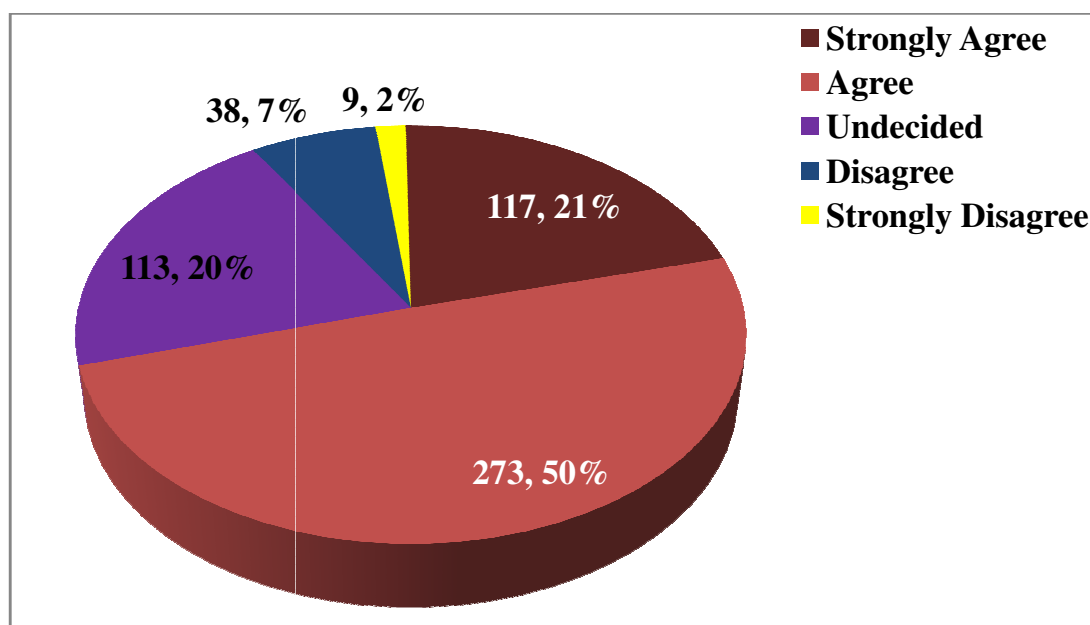
A high proportion of 72% of the respondents indicate that the general public does not react to unethical marketing communication. ASCI has been asking public to react, inform them when they spot unethical marketing communication.

Question 47: Cyber media and social media promote the portrayal of women as sex objects.

TABLE – 5.47

No.	Particulars	No. of Respondents	Percentage
1	Strongly Agree	117	21%
2	Agree	273	50%
3	Undecided	113	20%
4	Disagree	38	07%
5	Strongly Disagree	09	02%
Total		550	100%

FIGURE – 5.47



Statement “Cyber Media and Social Media “ promote the portrayal of women as sex objects has 21% respondents in strongly agree and 50% in agree category, total of these two is 71%.

There are 20% who are Undecided.

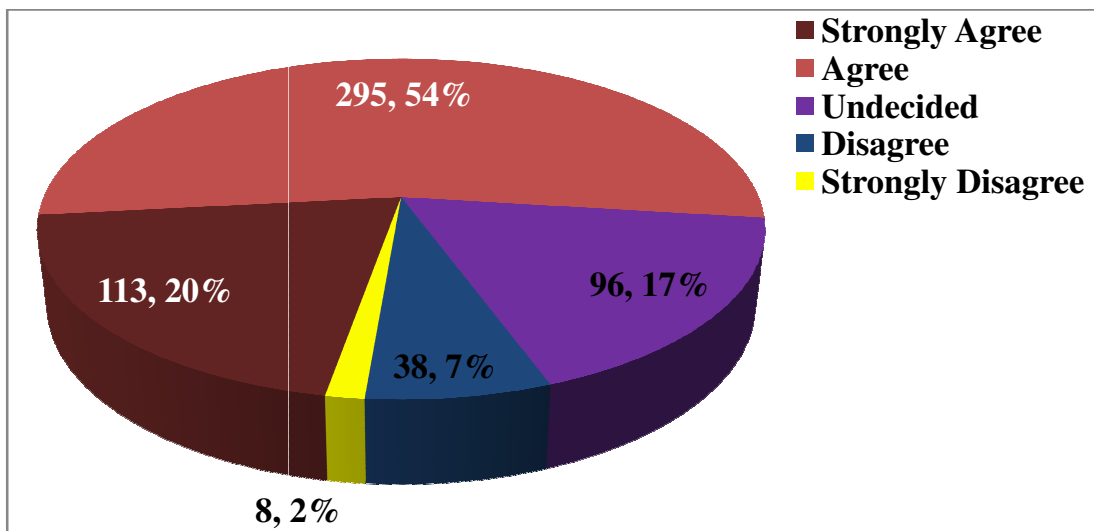
Only 7% disagree and 2% strongly disagree, total in these two last groups is just 9%.

Question 48 : Cyber media and social media provide ample scope for unethical marketing communication.

TABLE – 5.48

No.	Particulars	No. of Respondents	Percentage
1	Strongly Agree	113	20%
2	Agree	295	54%
3	Undecided	96	17%
4	Disagree	38	07%
5	Strongly Disagree	08	02%
Total		550	100%

FIGURE – 5.48



About 20% of the respondents strongly agree and another 54% of the respondents agree with the statement that Cyber media and social media provide ample scope for unethical marketing communication. A total of 74% in strongly agree plus agree group is certainly high.

Nearly 17% of the sample is undecided over this.

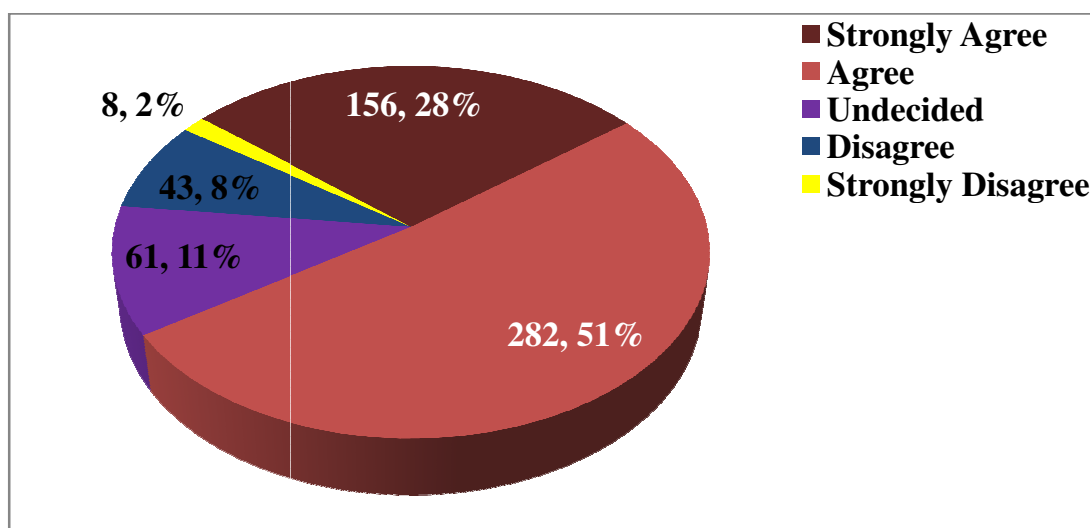
In the disagree (7%) and strongly disagree (2%) group, we have a total 9% only Use of cyber media, social media is increasing very rapidly and if it is felt by a large proportion of respondents that it provides scope for unethical marketing communication, it needs to be watched and regulated carefully.

Question 49 : Most advertisements engage beautiful women models inappropriately when it is actually not essential

TABLE – 5.49

No.	Particulars	No. of Respondents	Percentage
1	Strongly Agree	156	28%
2	Agree	282	51%
3	Undecided	61	11%
4	Disagree	43	08%
5	Strongly Disagree	08	02%
Total		550	100%

FIGURE – 5.49



We have 28% who strongly agree and 51% who are with the statement that most advertisements engage beautiful women models inappropriately when it is actually not needed. Total in agreement with the statement make up 79%.

There are 11% undecided.

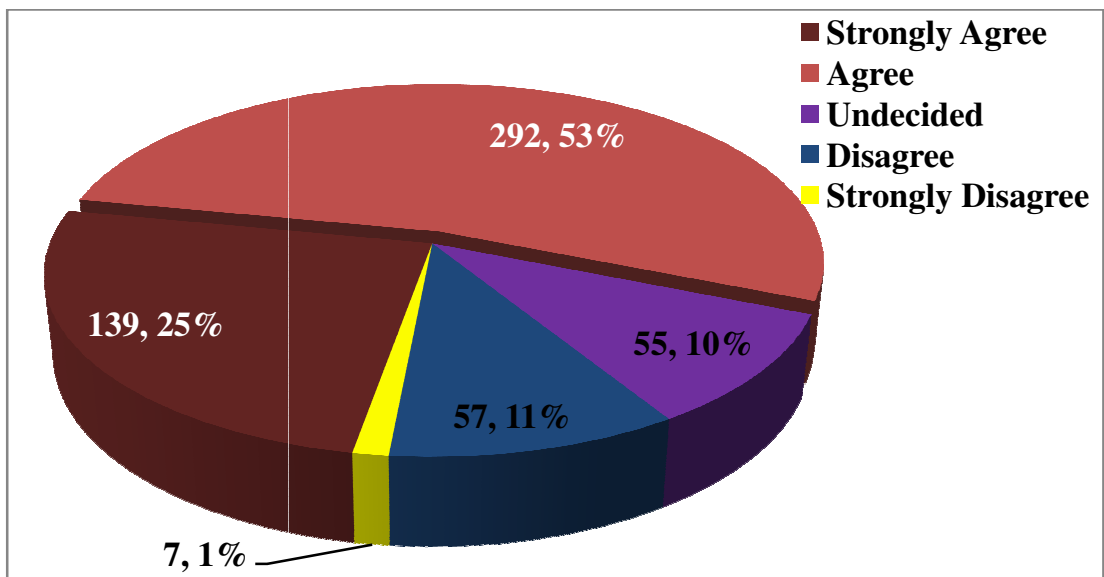
8% disagree and only 2% strongly disagree, making 10% in these two categories together.

Question 50 : Most advertisements usually concentrate on the women or models in the advertisement rather than products advertised.

TABLE – 5.50

No.	Particulars	No. of Respondents	Percentage
1	Strongly Agree	139	26%
2	Agree	292	53%
3	Undecided	55	10%
4	Disagree	57	10%
5	Strongly Disagree	07	01%
Total		550	100%

FIGURE – 5.50



A sizeable 78% of the sample feels that “most advertisements usually concentrate on the women or models in the advertisement rather than the products advertised”.

There are 26% who strongly agree and 53% who agree making up the 79% as stated above.

About 10% disagree and 1% strongly disagree, total of these two groups in 11%.

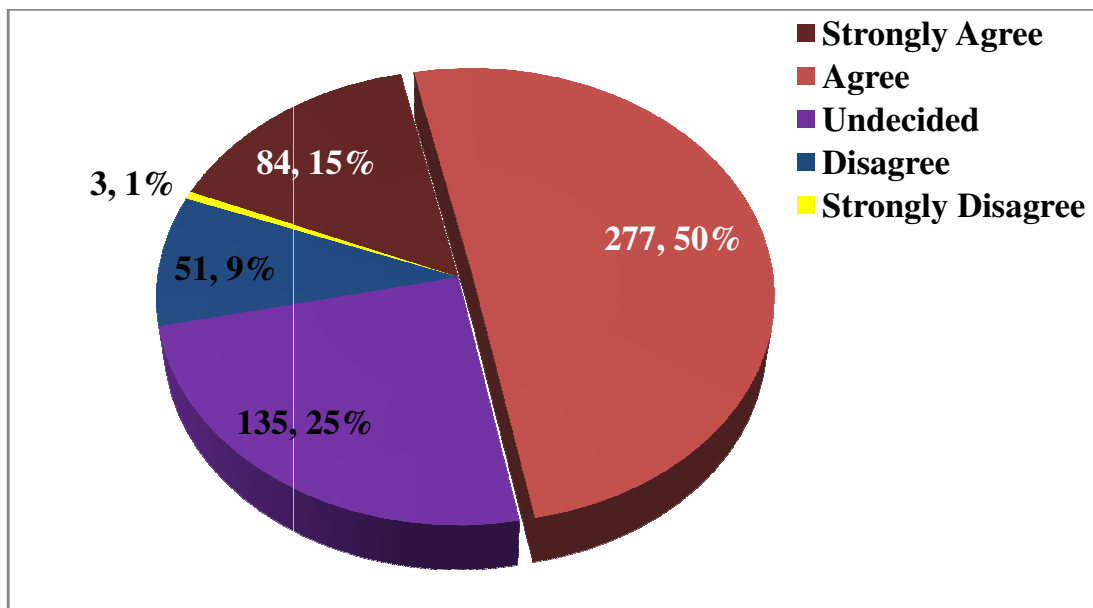
Only 10% of the sample is undecided.

Question 51 : Mostly advertisements specially related to consumer durables are deceptive in their layout.

TABLE – 5.51

No.	Particulars	No. of Respondents	Percentage
1	Strongly Agree	84	15%
2	Agree	277	50%
3	Undecided	135	25%
4	Disagree	51	09%
5	Strongly Disagree	03	01%
Total		550	100%

FIGURE – 5.51



There are 15% who strongly agree and 50% agree , making up 65% in favor of the statement “mostly advertisements specially related to consumer durables are deceptive in their layout.

A good 25% of the sample is Undecided.

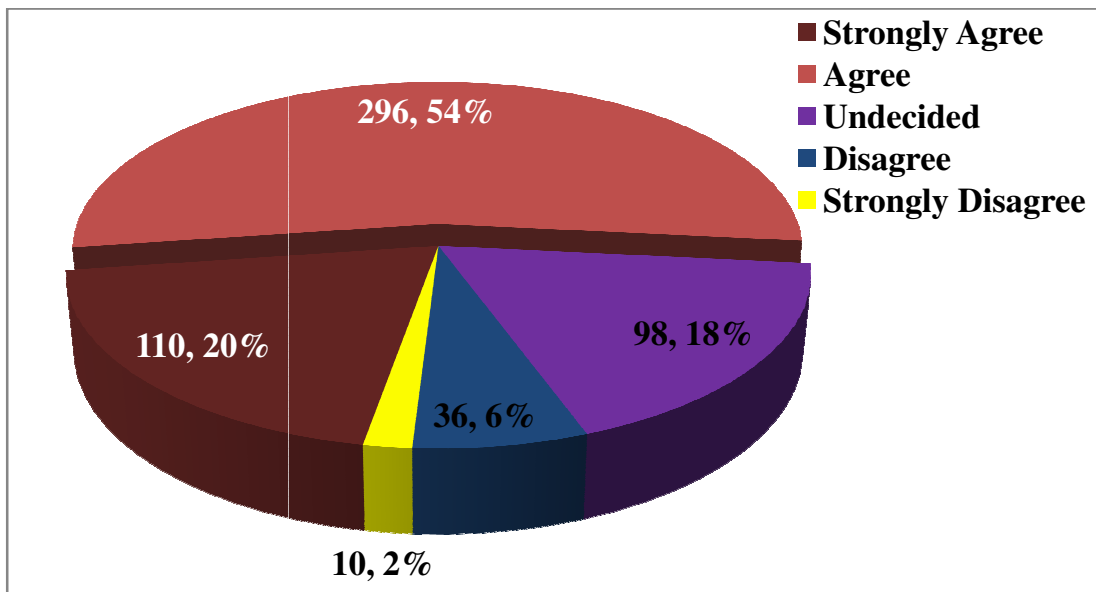
9% disagree and 1% strongly disagree with the statement (Total 10%).

Question 52 : Most advertisements especially related to consumer durables depict beautiful and glamorous women when they are not relevant to the product being advertised.

TABLE – 5.52

No.	Particulars	No. of Respondents	Percentage
1	Strongly Agree	110	20%
2	Agree	296	54%
3	Undecided	98	18%
4	Disagree	36	06%
5	Strongly Disagree	10	02%
Total		550	100%

FIGURE – 5.52



We see 20% strongly agree and 54% agree with the statement, adding to 74%.

About 18% are undecided.

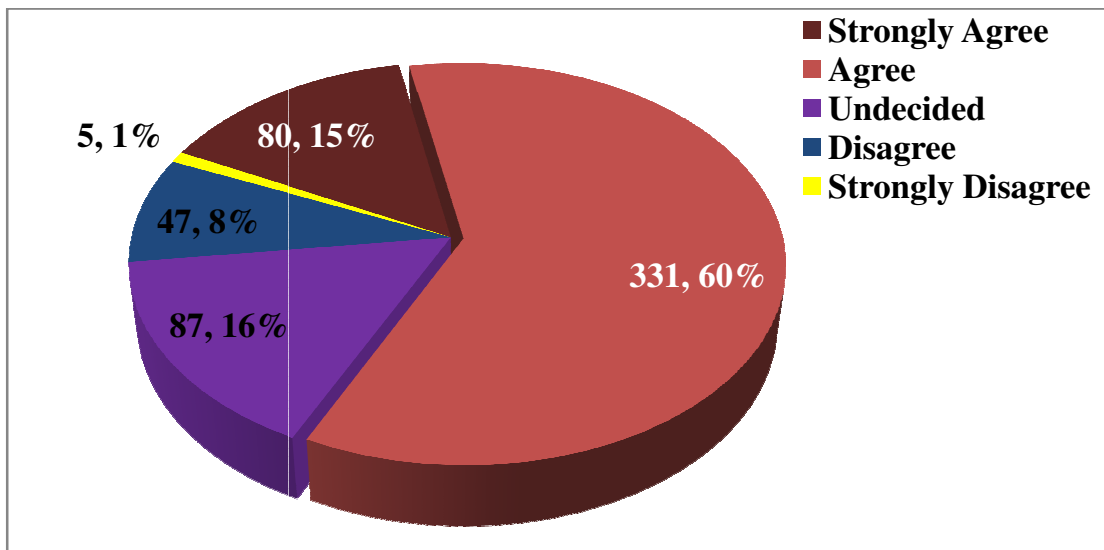
Only 6% disagree and 2% strongly disagree (Total 8%).

Question 53 : Some women are depicted in Advertisements only in traditional roles such as housewife, nurse, teacher secretary in most commercials.

TABLE – 5.53

No.	Particulars	No. of Respondents	Percentage
1	Strongly Agree	80	15%
2	Agree	331	60%
3	Undecided	87	16%
4	Disagree	47	08%
5	Strongly Disagree	05	01%
Total		550	100%

FIGURE – 5.53



Response to the statement in the strongly agree (15%) and 60% in agree category adds upto 75% who feel that some women are depicted in advertisements only in traditional roles such as housewives, nurses, teacher, secretary in most commercials.

There are 16% Undecided on this statement.

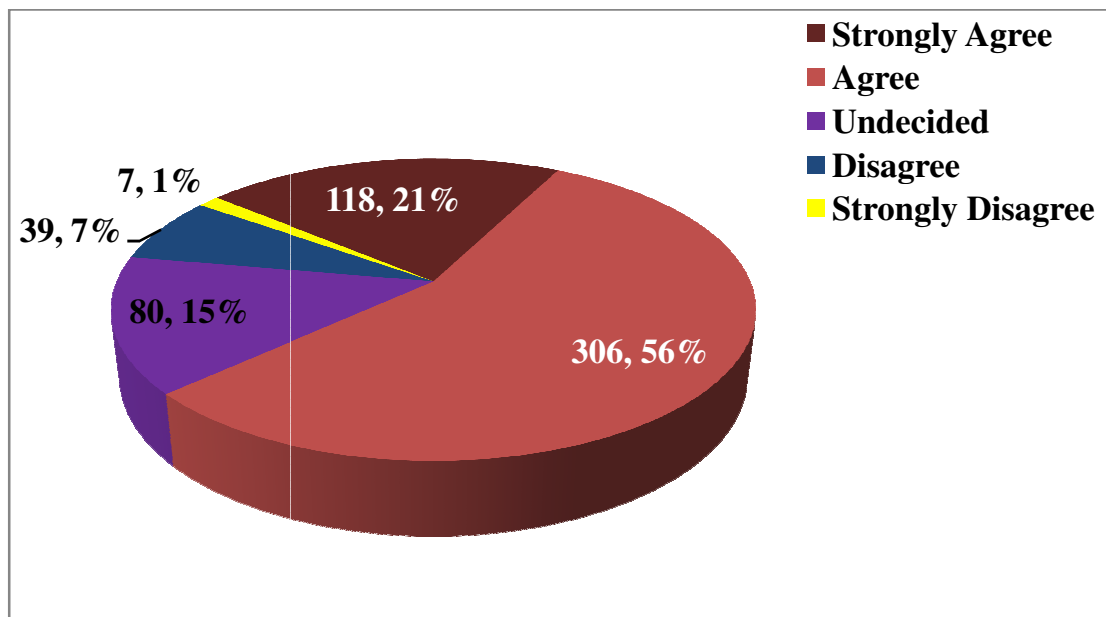
8% Disagree and 1% Strongly disagree, totaling 9%.

Question 54 : Some women are also shown in advertisements as successful top level executives or leaders

TABLE – 5.54

No.	Particulars	No. of Respondents	Percentage
1	Strongly Agree	118	21%
2	Agree	306	56%
3	Undecided	80	15%
4	Disagree	39	07%
5	Strongly Disagree	07	01%
Total		550	100%

FIGURE – 5.54



Out of the respondents, 21% strongly agree and 56% agree which comes to 77%.

15% are Undecided.

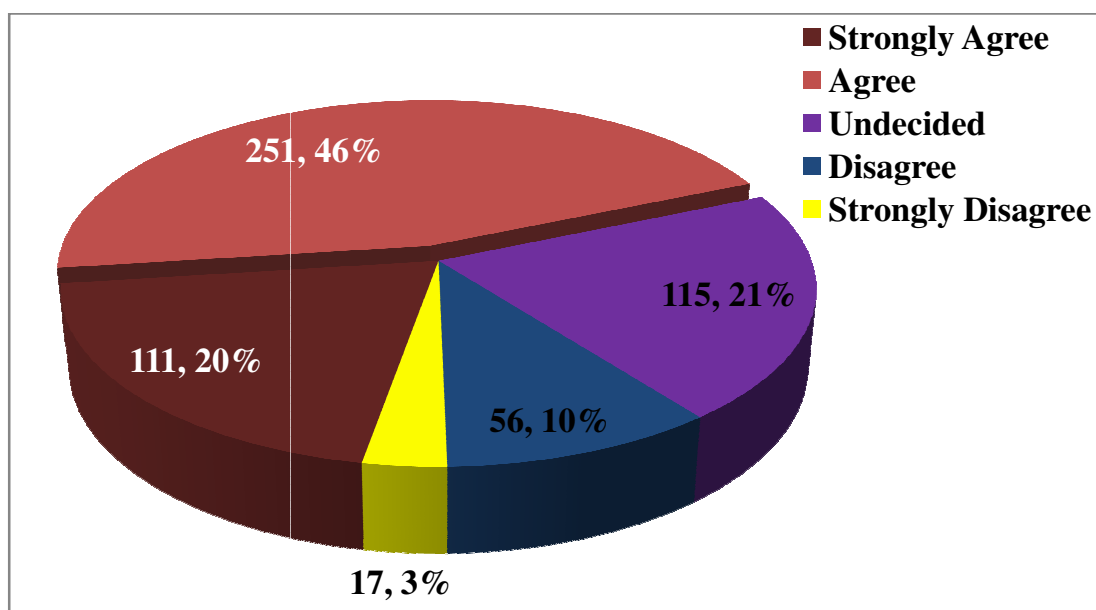
Only 7% disagree and 1% strongly disagree (Total 8%)

Question 55 : Depicting women as sex objects encourages a climate that tolerates violence against women

TABLE – 5.55

No.	Particulars	No. of Respondents	Percentage
1	Strongly Agree	111	20%
2	Agree	251	46%
3	Undecided	115	21%
4	Disagree	56	10%
5	Strongly Disagree	17	03%
Total		550	100%

FIGURE – 5.55



20% respondents Strongly agree and 46% agree with the statement that depicting women as sex objects fuels climate that tolerates violence against women (Total 66%)

However, 21% are undecided on this issue.

10% Disagree and only 3% Strongly Disagree (Total 13%).

2. Comparison of Responses to the Questionnaire by Gender and the Total Sample

The total sample size is 550. Out of these 550 respondents there are 316 (57%) men and 234 (43%) women. The study is pertaining to the portrayal of women by advertisers and hence it was considered essential to compare the responses of men with those of women.

There were 55 questions/statements in the questionnaire and each statement had five possible responses as given below along with the weightage assigned to each question.

Response	Weightage
Strongly agree	+5
Agree	+4
Undecided	0
Disagree	-4
Strongly Disagree	-5

Based on the number of male and female respondents, their responses and weighted mean scores for each statement for male responses and female responses are as given in the table below.

Weighted Mean Scores of Responses by Gender and Total Sample

No		Male	Female	Total Sample
1	Public has a frequent exposure to an overdose of advertisements in media such as newspapers, T.V, outdoor, magazines.	4.13	4.3	4.15
2	There is a need for regulation of the content and intent of advertisements.	3.73	4.34	3.92
3	ASCI (Advertising Standards Council of India) is widely known as a regulatory body among the general public	1.46	2.22	1.75
4	ASCI is effective in curbing unethical / indecent advertisements	0.93	0.56	0.77
5	ASCI should have more powers to curb unethical marketing communication.	3.31	3.23	3.31

No		Male	Female	Total Sample
6	When advertisements are found to be misleading, false, indecent or vulgar, it is necessary that public should complain to appropriate bodies such as ASCI.	3.96	4.34	4.1
7	ASCI should conduct public awareness campaign more frequently to educate the public on what to do when they find objectionable advertisements.	4.06	4.03	4.06
8	ASCI's campaign to educate the public to complain about unacceptable advertisements is good.	2.42	3	2.68
9	In India there is no effective regulatory body to curb unethical marketing communication practices.	2.13	2.96	2.47
10	Are there some advertisements which are degrading to women.	2.22	3.46	2.68
11	Even Government does not initiate or is concerned with the banning of the usage of nudity/sex appeal of women in advertisements.	2.94	3.87	3.34
12	The so called civil society of all states also seems to be dumb, deaf and silent to the abuse of women in marketing communication.	2.40	3.05	2.67
13	Women activists and women based social organizations have not been successful in curbing misuse and abuse of women in advertising, especially in the electronic media such as TV.	2.53	2.86	2.73
14	There is a dire need for legal enforcements especially against advertisers depicting women as sex objects while advertising their products/services.	3.33	4.0	3.62
15	Public should be educated to reject a product/service if it is found to employ unethical marketing communication.	3.16	3.62	3.33
16	Most advertisements over-emphasize physical beauty and sexuality of women in an exaggerated manner.	3.11	3.48	3.24

No		Male	Female	Total Sample
17	Advertisements show women as ideal through thinness, youth and perfection.	3.04	3.09	3.02
18	Advertisements use women only as decorative objects or instruments for diverting the mindset of people	2.25	2.57	2.38
19	Advertisers make excess use of sex appeal in their advertisements with a lot of undue overtones.	2.32	2.85	2.58
20	Advertisements making heavy use of sex/nudity are generally appealing to all	0.99	0.90	0.99
21	A product whose advertisement makes heavy use of sex/nudity is considered as a high quality product	1.63	1.90	-1.75
22	A company making heavy use of sex/nudity in the advertisement is considered as least reputable.	0.53	0.07	-0.22
23	An advertisement with modest use of sex appeal and suggestiveness is more appealing.	2.03	1.44	1.77
24	Women like to see highly attractive models in advertisements.	1.77	0.54	1.22
25	Women who see advertisements showing highly attractive models begin to compare themselves with models	2.47	1.65	2.09
26	Comparison with highly attractive models gives negative feelings of inferiority to women consumers.	1.51	0.70	1.19
27	Most advertisements use unethical appeals in a very irrational approach.	1.65	2.41	1.98
28	Most advertisements while depicting women in the role of a mother use misleading statements.	0.04	0.53	0.19
29	The electronic media seems to exploit women and display vulgarity more often as compared to the print media.	2.29	2.35	2.27
30	The outdoor media seems to exploit women and display vulgarity more often as compared to the print media.	1.70	2.05	1.83

No		Male	Female	Total Sample
31	Film advertising seems to exploit women and display vulgarity more often as compared to the print media.	2.53	2.60	2.56
32	Unethical marketing communication of products/services particularly with the abuse of women has been a very bad influence for children especially girls.	3.41	3.81	3.61
33	Unethical marketing communication of products/services particularly with the abuse of women has been a very bad influence for teenagers.	3.57	3.81	3.68
34	Unethical marketing communication of products/services particularly with the abuse of women has been a very bad influence for adolescents.	2.87	3.71	3.23
35	Unethical marketing communication of products/services particularly with the abuse of women has been a very bad influence for adults.	1.95	2.95	2.35
36	Unethical marketing communication has been responsible for creating ethos of vulgarity, lust and passion in the society.	2.72	3.66	3.06
37	There seems to no corporate social responsibility on the organizations especially when it comes to marketing of their products/services	2.31	2.69	2.46
38	Many leading brands of today have been successful due to excessive misuse of women in advertising.	1.08	1.20	1.13
39	Many products of good quality and even with low price have suffered due to their competitors investing large sums towards unethical marketing communication.	2.03	2.59	2.27
40	The responsibility of misuse and abuse of women unethically in advertising mainly rests with the leading advertising agencies and not the manufacturers	1.54	1.39	1.48

No		Male	Female	Total Sample
41	In the name of creative or innovative advertising, use of vulgar and unethical advertising copy or theme is very predominant amongst advertisers.	2.4	2.5	2.41
42	As compared to western countries the use of sex/nudity in advertisements in India is less.	2.3	2.26	2.29
43	Western countries are more tolerant towards sex/nudity in advertisements.	2.79	2.94	2.83
44	In western countries women are portrayed as sex objects in much greater proportion compared to advertising in India.	1.99	2.26	2.08
45	Depiction of women as sex objects in advertisements is an influence of advertisements appearing in western countries.	2.35	2.39	2.34
46	Unethical marketing communication in advertisements in India is not resisted and not protested by general public.	2.46	2.51	2.47
47	Cyber media and social media promote the portrayal of women as sex objects.	2.69	2.60	2.67
48	Cyber media and social media provide ample scope for unethical marketing communication.	2.68	3.02	2.78
49	Most advertisements engage beautiful women models inappropriately when it is actually not essential	2.76	3.53	3.02
50	Most advertisements usually concentrate on the women or models in the advertisement rather than products advertised.	2.78	3.08	2.97
51	Mostly advertisements specially related to consumer durables are deceptive in their layout.	2.23	2.58	2.34
52	Most advertisements especially related to consumer durables depict beautiful and glamorous women when they are not relevant to the product being advertised	2.58	3.1	2.82

No		Male	Female	Total Sample
53	Some women are depicted in Advertisements only in traditional roles such as a housewife, nurse, teacher secretary in most commercials.	2.68	2.84	2.78
54	Some women are also shown in advertisements as successful top level executives or leaders	2.81	3.14	2.96
55	Depicting women as sex objects encourages a climate that tolerates violence against women.	1.92	2.74	2.29

Out of 55 questions, there are 19 questions where responses by males and females have a sizeable variation. Though both the groups have agreed with the statements, in case of responses to the 19 questions which appear below the table, the responses of women were more strong or forceful. Interestingly these statements specifically relate to the portrayal of women in the advertisements, the sex and nudity in the advertisements, effect of beautiful and glamorous models appearing in the advertisements on the viewers and so on. For such responses on the whole, more female respondents are strongly in agreement with the given statement thus indicating that female respondents are more concerned about portrayal of women in indecent manner.

Responses by Gender

The questions to which responses by male and female respondents had sizeable variation are as follows :

Question No. 2. There is a need for regulation of the content and intent of advertisements.

Weighted mean score for male respondents : 3.73

Weighted mean score for female respondents : 4.34

In case of male respondents, 47.5% strongly agree and 40% agree with the statement. Whereas in case female respondents, the percentages of those who strongly agree and agree, both, are higher compared to the percentages of male respondents, at 52% and 45% respectively. Further, the percentages of male respondents who are

undecided or disagree or strongly disagree with the statement are all higher compared to female respondents.

As a result one can conclude that female respondents are more in favour of need for regulation of the content and intent of advertisement.

Question No. 4 : ASCI is effective in curbing unethical or indecent advertisements.

Weighted mean score for male respondents : 0.93

Weighted mean score for female respondents : 0.53

The low but positive weighted mean scores indicate that both men and women are tentative in agreeing with the statement.

Female respondents seem to be agreeing even to a lesser extent compared to male respondents. This is evident from the fact that only about 9% of both male and female respondents strongly agree with the statement. Whereas, 39% males agree and 32.5% female respondents agree with the statement. The percentages of undecided males and females are 26% and 31% respectively. Further, 22.5% males disagree and 25% females disagree with the statement, whereas the percentages of those who strongly disagree are about 3% in case of males and females.

Question No. 10: Do you consider some advertisements as degrading to women.

Weighted mean score of male respondents : 2.22

Weighted mean score of female respondents : 3.46

It is observed that 28% of male respondents and 44% of female respondents strongly agreed with the statement. The respondents who agree are 42% males and 38% females.

There are 17% males who disagree and 6% females disagree with the statement.

Hence it is observed that compared to men, women feel more strongly that some advertisements are degrading to women.

Question No. 11: It is unfortunate that even government does not initiate or is concerned with the banning of the usage of nudity/sex appeal of women in advertisements.

Weighted mean score of male respondents : 2.40

Weighted mean score of female respondents : 3.05

Here also women have expressed their agreement with the statement more firmly. This is observed from the fact that 35% men and 46% women strongly agree with the statement.

Question No. 23: An advertisement with modest use of sex appeal and suggestiveness is more appealing.

Weighted mean score of male respondents : 2.03

Weighted mean score of female respondents : 1.44

Percentages of males and females who strongly agree are 13 and 11 respectively. Whereas those who agree are 51% males and 45.5% females.

On the whole, the responses indicate that more men would like to see use of model sex appeal and suggestiveness in advertisements.

Question No. 24 : Women like to see highly attractive models in advertisements.

Weighted mean score of male respondents : 1.77

Weighted mean score of female respondents : 0.54

Although both weighted mean scores are positive, meaning agreement with the statement, the number of women strongly agreeing with the statement are 10% compared to 19% men.

The percentages of men and women who disagree with the statement are 15 and 30% respectively. The percentages of men and women who strongly disagree are 3 and 7% respectively.

Question No. 25: Women who see advertisement showing highly attractive models begin to compare themselves with models.

Weighted mean score of male respondents: 2.47

Weighted mean score of female respondents : 1.65

Percentage of male respondents who strongly agree is 24.5 as against lesser percentage 14% female respondents who strongly agree with the given question.

However the percentage of female respondents who agree are at 49 % , which is higher than the percentage of male respondents who agree which is 42.5% .

11% male respondents and 17 % female respondents disagree. The female respondents who strongly disagree are 6 % compared to 3 % male respondents who strongly disagree.

Question No. 26 : Comparison with highly attractive models gives negative feelings of inferiority to women consumers.

Weighted Mean Serve of male respondents: 1.51

Weighted Mean Serve of female respondents: 0.70

The percentages of male respondents who strongly agree and agree with the statement are at 14 % and 11 % respectively. Both of which are higher than the percentage of female respondents who strongly agree & agree at 11% and 39 % respectively.

Whereas percentage of male respondents who strongly disagree and disagree are 11% and 21 % respectively . Both of which are lower compared to female respondents' percentage at 4 % who strongly disagree and 30 % who disagree.

Question No. 27 : Most advertisement use unethical appeals in a very irrational approach.

Weighted Mean Serve of Male respondents: 1.65

Weighted Mean Serve of Female respondents: 2.41

Percentage of male and female respondents who strongly agree are almost similar as 12% and 11.5 % respectively. But percentage of male respondents who agree is 47 % which is lower compared to the percentage of female respondents who agree at 58.5 %.

There are 18.5 % male respondents who disagree and 5 % strongly disagree. Both the percentages are lower compared to 11 % females who disagree and 1 % who strongly disagree respectively.

The percentage of female respondents and higher weighted mean score indicate that female respondents are more emphatic in agreeing with the question at serial number 27.

Question No. 28 : Most advertisement while depicting women in the role of a mother use misleading statements.

Weighted Mean Score of male respondents : - 0.04

Weighted Mean Score of Female respondents : + 0.53

Percentage of male and female respondents who strongly agree with the given statement are about the same at 8 % and 9 % respectively . The respondents who agree are 31 % males and 35% females.

There are 34 % male respondents who disagree with the statement and 7 % strongly disagree. The comparative percentage for female respondents are as 29 % and 3 % i.e. disagree and strongly disagree respectively.

The above percentage and weighted Mean Scores indicate that male respondents do not agree with the statement and a simple majority of the women respondents agree with the statement.

Question No. 34 : Unethical Marketing Communication of products / services particularly with the abuse of women has been a very bad influence for adolescents.

Weighted Mean Score of male respondents : 2.87

Weighted Mean Score of female respondents : 3.71

Percentage of male respondents who strongly agree and agree are 23 % and 51 % respectively . Both of which are lower compared to 33 % female respondents who strongly agree and 54 % who agree, respectively.

Percentage of male respondents who disagree and strongly disagree are 7 % and 1 % respectively. Whereas percentage of female respondents who disagree and strongly disagree are 3 % and 0.5 % respectively, both of which are lower compared to the male respondents .

The above is a clear indication that women are more emphatic about the feeling that portrayal of abuse of woman is a bad influence for adolescents.

Question No. 35 : Unethical marketing communication of products / services particularly with the abuse of women has been a very bad influence for adults.

Weighted Mean Score of male respondents : 1.95

Weighted Mean Score of female respondents: 2.95

The percentage of respondents who strongly agree are about the same in male and female at 21 and 21.5 % respectively . There are 43 % male respondents and 54 % female respondents who agree with the statement.

Male respondents who disagree with the statement are 18 % and 2 % strongly disagree. Comparative percentages for female respondents who disagree and strongly disagree respectively are lower as 7 % and 0.5 % .

Question No. 36 : Unethical marketing communication has been responsible for creating ethos of vulgarity, lust and passion in the society.

Weighted Mean Score of male respondents: 2.72

Weighted Mean Score of Female respondents: 3.66

Percentage of male respondents who strongly agree and agree are respectively at 24 and 51 % comparative percentage for female respondents are 32 % and 54 % respectively.

The percentages of male respondents who disagree and strongly disagree are respectively at 11.5 % and 1 % whereas 3 % female respondents disagree with the statement.

The percentage responses and weighted mean Scores indicate that women tend to agree more forcefully with the statement that unethical marketing communication has been responsible for creating ethos of vulgarity , lust and passion in the society.

Question No. 49 : Most advertisements engage beautiful women models inappropriately when it is actually not essential.

weighted Mean Score of male respondents : 2.76

weighted Mean Score of female respondents : 3.53

Percentages of male respondents who strongly agree and agree are not 27 % and 48 % respectively whereas comparative percentages for females are higher at 31 % and 55 % respectively. i.e. who strongly agree and agree.

There are 11% male respondents who disagree and 1.5 % who strongly disagree. The percentages of females who disagree and strongly disagree are 4 % and 1 % respectively.

There is an indication in the above stated percentages and weighted mean scores that women are more convinced that most advertisements engage beautiful women models inappropriately when it is actually not essential.

Question No. 55 : Depicting women as sex objects encourages a climate that tolerates violence against woman.

Weighted Mean Score of male respondents: 1.92

Weighted Mean Score of Female respondents: 2.74

Percentages of male respondents who strongly agree and agree with the statement are as 19.5 and 40 respectively. Whereas percentages of female respondents who strongly agree and agree are higher at 21 and 53 respectively.

There are 11% male respondents who disagree with the statement and 4 % strongly disagree while comparative percentages of female respectively are lower at 9 % and 2 % respectively for the females respondents who disagree and strongly disagree.

From the above there is an indication that women are more emphatic about the Statement that depicting women as sex objects encourages a climate that tolerates violence against women.

3. Validation of Hypotheses using Weighted Mean Scores

i. Hypothesis

There is significant difference at the 0.05 level towards the existence of and awareness about ASCI and its role by the general public.

In the research questionnaires, questions at serial number 3,6,7 and 8 deal with Hypothesis number H₁.

The said four questions are stated below and the weighted mean scores of the responses are also given in the table below the questions.

Q3. ASCI (Advertising Standards Council of India) is widely known as a regulatory body among the general public

Q6. When advertisements are found to be misleading, false, indecent or vulgar, it is necessary that public should complain to appropriate bodies such as ASCI.

Q7. ASCI should conduct public awareness campaign more frequently to educate the public on what to do when they find objectionable advertisements.

Q8. ASCI's campaign to educate the public to complain about unacceptable advertisements is good.

Question No.	Respondents	Weighted Mean Score
3	550	1.75
6	550	4.1
7	550	4.06
8	550	2.68

Conclusion :

All the positive Weighted Mean Scores indicate that there is a significant amount of awareness towards the existence of and awareness about ASCI and its role by the general public.

ii. Hypothesis

There is a significant difference at the 0.05 level in curbing unethical marketing practices by ASCI (Advertising Standards Council of India).

In the research questionnaire following seventeen questions are pertaining to Hypothesis number 2 . The relevant questions and a table showing weighted mean scores of the responses to each question is given below.

- Q4. ASCI is effective in curbing unethical / indecent advertisements.
- Q5. ASCI should have more powers to curb unethical marketing communication.
- Q9. In India there is no effective regulatory body to curb unethical marketing communication practices.
- Q12. The so called civil society of all states also seems to be dumb, deaf and silent to the abuse of women in marketing communication.
- Q13. Women activists and women based social organizations have not been successful in curbing misuse and abuse of women in advertising, especially in the electronic media such as TV.
- Q15. Public should be educated to reject a product/service if it is found to employ unethical marketing communication.
- Q27. Most advertisements use unethical appeals in a very irrational approach.
- Q32. Unethical marketing communication of products/services particularly with the abuse of women has been a very bad influence for children especially girls.
- Q33. Unethical marketing communication of products/services particularly with the abuse of women has been a very bad influence for teenagers.
- Q34. Unethical marketing communication of products/services particularly with the abuse of women has been a very bad influence for adolescents.
- Q35. Unethical marketing communication of products/services particularly with the abuse of women has been a very bad influence for adults.
- Q36. Unethical marketing communication has been responsible for creating ethos of vulgarity, lust and passion in the society.
- Q39. Many products of good quality and even with low price have suffered due to their competitors investing large sums towards unethical marketing communication.
- Q40. The responsibility of misuse and abuse of women unethically in advertising mainly rests with the leading advertising agencies and not the manufacturers.

- Q41. In the name of creative or innovative advertising, use of vulgar and unethical advertising copy or theme is very predominant amongst advertisers.
- Q46. Unethical marketing communication in advertisements in India is not resisted and not protested by general public.
- Q48. Cyber media and social media provide ample scope for unethical marketing communication.

Question No.	Respondents	Weighted Mean Score
4	550	0.77
5	550	3.31
9	550	2.47
12	550	2.67
13	550	2.73
15	550	3.33
27	550	1.98
32	550	3.61
33	550	3.68
34	550	3.23
35	550	2.35
36	550	3.06
39	550	2.27
40	550	1.48
41	550	2.41
46	550	2.47
48	550	2.78

Conclusion:

All the positive Weighted Mean Scores indicate ASCI has been effective in curbing unethical marketing practices.

iii. Hypothesis

There is a significant difference at the 0.05 level towards the opinion that women are portrayed as sex objects in most advertisements.

From the research questionnaire following questions deal with Hypothesis number 3. The relevant questions are stated below. Following the questions is a table showing weighted mean scores of the responses to each question.

- Q10. Are there some advertisements which are degrading to women.
- Q11. Even Government does not initiate or is concerned with the banning of the usage of nudity/sex appeal of women in advertisements.
- Q14. There is a dire need for legal enforcements especially against advertisers depicting women as sex objects while advertising their products/services.
- Q16. Most advertisements over-emphasize physical beauty and sexuality of women in an exaggerated manner.
- Q17. Advertisements show women as ideal through thinness, youth and perfection.
- Q19. Advertisers make excess use of sex appeal in their advertisements with a lot of undue overtones.
- Q20. Advertisements making heavy use of sex/nudity are generally appealing to all
- Q21. A product whose advertisement makes heavy use of sex/nudity is considered as a high quality product
- Q22. A company making heavy use of sex/nudity in the advertisement is considered as least reputable.
- Q23. An advertisement with modest use of sex appeal and suggestiveness is more appealing.
- Q24. Women like to see highly attractive models in advertisements.
- Q25. Women who see advertisements showing highly attractive models begin to compare themselves with models
- Q26. Comparison with highly attractive models gives negative feelings of inferiority to women consumers.
- Q29. The electronic media seems to exploit women and display vulgarity more often as compared to the print media.
- Q30. The outdoor media seems to exploit women and display vulgarity more often as compared to the print media.

- Q31. Film advertising seems to exploit women and display vulgarity more often as compared to the print media.
- Q38. Many leading brands of today have been successful due to excessive misuse of women in advertising.
- Q44. In western countries women are portrayed as sex objects in much greater proportion compared to advertising in India.
- Q45. Depiction of women as sex objects in advertisements is an influence of advertisements appearing in western countries.
- Q47. Cyber media and social media promote the portrayal of women as sex objects.
- Q55. Depicting women as sex objects encourages a climate that tolerates violence against women.

Question No.	Respondents	Weighted Mean Score
10	550	2.68
11	550	3.34
14	550	3.62
16	550	3.24
17	550	3.02
19	550	2.58
20	550	0.99
21	550	-1.75
22	550	-0.22
23	550	1.77
24	550	1.22
25	550	2.09
26	550	1.19
29	550	2.27
30	550	1.83
31	550	2.56
38	550	1.13
44	550	2.08
45	550	2.34
47	550	2.67
55	550	2.29

Conclusion:

Weighted Mean Scores of all questions except question number 21 and 22 have positive scores. The negative scores of question number 21 and 22 also confirm that excess use of sex and nudity is not appreciated by the public.

Thus the scores indicate that general public has a belief that women are portrayed as sex objects in most advertisements.

iv. Hypothesis

There is a significant difference at the 0.05 level towards the degree of depiction of beautiful and glamorous women not compatible to the relevance of the product/service advertised.

In the research questionnaire, there are six questions, i.e, at serial number 18, 37, 49, 50, 51 & 52 which deal with Hypothesis number 4. The said questions and a table showing weighted mean scores of responses to each question is given below.

Q18. Advertisements use women only as decorative objects or instruments for diverting the mindset of people

Q37. There seems to no corporate social responsibility on the organizations especially when it comes to marketing of their products/services

Q49. Most advertisements engage beautiful women models inappropriately when it is actually not essential

Q50. Most advertisements usually concentrate on the women or models in the advertisement rather than products advertised.

Q51. Mostly advertisements specially related to consumer durables are deceptive in their layout.

Q52. Most advertisements especially related to consumer durables depict beautiful and glamorous women when they are not relevant to the product being advertised.

Question No.	Respondents	Weighted Mean Score
18	550	2.38
37	550	2.46
49	550	3.02
50	550	2.97
51	550	2.34
52	550	2.82

Conclusion:

The Weighted Mean Scores above are all positive, indicating agreement of the respondents to the statement that depiction of beautiful and glamorous women is not compatible to the relevance of the product or service advertised.

4. Validation of Hypotheses using Chi Square Test

i. Hypothesis

H_0 : There is no significant difference at the 0.05 level towards the existence of an awareness about ASCI and its role by the general public.

H_1 : There is a significant difference at the 0.05 level towards the existence of an awareness about ASCI and its role by the general public.

Sr. No.	Particulars	No. of Respondents(O)	Expected Frequency (E)	$(O-E)^2 \div E$
1	Strongly Agree	761	440	1316.18
2	Agree	968	440	2129.6
3	Undecided	295	440	197.78
4	Disagree	139	440	43.91
5	Strongly Disagree	37	440	3.11
		2200	2200	3690.58

$$\chi^2 \text{ computed} = 3690.58$$

$$\chi^2_{0.05,4} = 9.488 \text{ [degree of freedom (d.f.) =4] - Table value}$$

Computed value > Table value

Conclusion :

We reject H_0 that there is no significant difference at the 0.05 level towards the existence of an awareness about ASCI and its role by the general public.

We accept H_1 that there is significant difference at 0.05 level towards the existence of an awareness about ASCI and its role by the general public.

ii. Hypothesis

H_0 : There is no significant difference at the 0.05 level in curbing unethical marketing practices by ASCI (Advertising Standards Council of India).

H_1 : There is a significant difference at the 0.05 level in curbing unethical marketing practices by ASCI (Advertising Standards Council of India).

No.	Particulars	No. of Respondents(O)	Expected Frequency (E)	$\frac{(O-E)^2}{E}$
1	Strongly Agree	2187	1870	2557.74
2	Agree	4577	1870	11202.64
3	Undecided	1459	1870	1138.33
4	Disagree	972	1870	505.23
5	Strongly Disagree	155	1870	12.85
		9350	9350	15416.79

χ^2 computed = 15416.79

$\chi^2_{0.05,4} = 9.488$ [degree of freedom (d.f.) =4] – Table value

Calculated value > table value

Conclusion :

We reject H_0 that there is no significant difference at the 0.05 level in curbing unethical marketing practices by ASCI (Advertising Standards Council of India).

We accept H_1 that there is significant difference at the 0.05 level in curbing unethical marketing practices by ASCI (Advertising Standards Council of India).

iii. Hypothesis

H_0 : There is no significant difference at the 0.05 level towards the opinion that women are portrayed as sex objects in most advertisements

H_1 : There is a significant difference at the 0.05 level towards the opinion that women are portrayed as sex objects in most advertisements

No.	Particulars	No. of Respondents(O)	Expected Frequency (E)	$\frac{(O-E)^2}{E}$
1	Strongly Agree	2499	2310	2703.46
2	Agree	4862	2310	10233.35
3	Undecided	1954	2310	1652.86
4	Disagree	1826	2310	1443.41
5	Strongly Disagree	409	2310	72.42
		11550	11550	16105.50

χ^2 computed = 16105.50

$\chi^2_{0.05,4} = 9.488$ [degree of freedom (d.f.) =4] – Table value

calculated value > table value

Conclusion :

We reject H_0 that there is no significant difference at the 0.05 level towards the opinion that women are portrayed as sex objects in most advertisements

We accept H_1 that there is significant difference at the 0.05 level towards the opinion that women are portrayed as sex objects in most advertisements

iv. Hypothesis

H_0 : There is no significant difference at the 0.05 level towards the degree of depiction of beautiful and glamorous women not compatible to the relevance of the product/service advertised.

H_1 : There is a significant difference at the 0.05 level towards the degree of depiction of beautiful and glamorous women not compatible to the relevance of the product/service advertised.

Sr. No.	Particulars	No. of Respondents(O)	Expected Frequency (E)	$(O-E)^2 \div E$
1	Strongly Agree	763	660	882.07
2	Agree	1655	660	4150.04
3	Undecided	491	660	365.27
4	Disagree	337	660	172.07
5	Strongly Disagree	54	660	4.42
		3300	3300	5573.87

χ^2 computed = 5573.87

$\chi^2_{0.05,4} = 9.488$ [degree of freedom (d.f.) =4] – Table value

calculated value > table value

Conclusion :

We reject H_0 that there is no significant difference at the 0.05 level towards the degree of depiction of beautiful and glamorous women not compatible to the relevance of the product/service advertised.

We accept H_1 that there is significant difference at the 0.05 level towards the degree of depiction of beautiful and glamorous women not compatible to the relevance of the product/service advertised.

□□□

CHAPTER - VI
FINDINGS, CONCLUSIONS AND
RECOMMENDATIONS

CHAPTER – VI
FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

- 1. Findings**
- 2. Conclusions**
- 3. Recommendations**
- 4. Recommendations for further study**

CHAPTER – VI

FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

This chapter presents the findings of the study, conclusions and recommendations.

1. Findings

1.1 Exposure to Advertisements

There is generally a frequent exposure to an overdose of advertisements in media such as newspaper, television, outdoor, magazines. Almost the entire sample, i.e 95% of the respondents are in agreement with the statement.

1.2 Need for Regulation

Questions 2,3,4 and 5 of the questionnaire used for the study deal with the issue of need for regulation of the advertisements, what is contained in them and even the intention of the advertiser. Total 91% of the sample feels that there is a need for regulation of the advertisements.

ASCI promotes self regulation in advertisements and thus has a regulatory role. From the sample, it is found that 58% of the respondents feel that ASCI is widely known as the regulatory body among the general public. ASCI obviously is well known among the advertising fraternity consisting of the Advertisers, Advertising Agency, Media and the Allied Professions.

It is observed that 45% of the sample felt that ASCI is effective in curbing unethical /indecent advertisements. Whereas 27 % of the sample do not consider ASCI to be effective in curbing unethical/indecent advertisements. This figure of 27% is made up of two groups, viz, disagree (23%) strongly disagree (4%). It is also observed that as many as 28 % of the respondents are undecided over the effectiveness of ASCI in curbing thru ethical marketing communication.

Although ASCI is considered effective by 45% respondents in curbing unethical marketing communication, 79% of the respondents have said that ASCI should have more powers to curb unethical marketing communication. This only goes to show that people have more expectation from ASCI and they are of the opinion that ASCI should have more powers.

1.3 Expectation from the general public. (Questions 6,7,8,9 and 46)

When people find an advertisement objectionable, indecent or dishonest, ASCI would very much like to hear from the people if they are dissatisfied with a particular advertisement. However, ASCI does not get complaints in proportion to the number of advertisements about which the general public is not happy. As many as 92% of the respondents agree with the statement that when an advertisement is misleading, indecent, public should complain to appropriate bodies like ASCI. In fact ASCI has even introduced a toll free number on which anyone can lodge a complaint by phone, complaints by letter, e-mail or by simply contacting them through their website are also accepted.

ASCI has been conducting public awareness campaign from time to time. 92% of the respondents agree with the statements that ASCI should conduct public awareness campaign more frequently.

Though 92% of the respondents have said that ASCI should increase the frequency of their public awareness campaigns, only 72% of the total respondents feel that the existing campaign is good. Obviously, ASCI should take note of this and increase the quality and also frequency of their awareness campaigns.

As many as 68% respondents feel that there is no effective regulatory body to curb unethical marketing communication in India. This again should be a valuable feedback to ASCI. i.e. They have to assert more as a regulatory body or as a body promoting self regulation in advertising. It is essential for ASCI to play a greater and more effective role in promoting self regulation. At the same time they have to make the general public fully aware of their existence, role and also have to improve their effectiveness in curbing unethical marketing communication.

Question number 46 states that “Unethical marketing communication in advertisements in India is not resisted and not protested by general public”. It is noted that 72% of the respondents are in agreement with this statement.

ASCI has been saying so, again and again and wants people to act by way of lodging a complaint with them when an advertisement is found to be objectionable.

1.4 Women in Advertisements

Questions from serial number 10 to 20 are pertaining to the portrayal of women in advertisements. A lot has been said and talked about this topic over a number of years.

Almost 75% of the sample agreed with the statement that some advertisements are degrading to women because of the way women are portrayed in them. Under the term degrading a vast number of advertisements and incidences should be counted. The advertisement may have shown scantily clothed women or would have used over exposed or highly glamorous or unattainably thin models.

Whenever there is sex or nudity in the advertisements the respondents have shown expectation that the government should be concerned with it. In fact the respondents feel that the government should initiate steps to ban sex/nudity in the advertisements.

Almost 75% of the respondents from the sample have agreed with the statements that the civil society in all the states in India ignores the abuse of women in the marketing communication. The civil society inaction and silence are indifference is considered as being deaf and dumb towards such an abuse in the marketing communication prevailing in the advertisements. Not only the civil society is silent and inactive, the respondents are of the opinion that even the women activists and social organizations formed in the interest of women related issues also are not successful in curbing misuse and abuse of women in advertising. The respondents feel that this is more particularly so in case of electronic media such as television.

Considering the opinion or feeling that the government is not concerned and the women activists are also not successful in curbing depiction of women as sex objects in the advertisements, the respondents agree with the statement that there is a dire need for legal enforcements especially against advertisers showing women only as sex objects in the advertisements. A strong majority of 87% of the respondents support legal enforcement against advertisers in such cases.

It is observed through a response earlier that the respondents would want the members of public not to remain silent if an advertisement is found to be objectionable. Going further, respondents have shown agreement with the

statement that the public should be educated to reject a product or service if it is found to employ unethical marketing communication. Thus the expectation of the sample is that the public should be active in bringing unfair advertisements to the attention of ASCI. For this to happen, the respondents would want ASCI to conduct more public awareness campaigns. It is also expected that the public should be educated to reject products or services which are advertised by means of unethical marketing communication.

In response to specific questions or statements on the image of women in the advertisements, upto 80% respondents to the questions about the physical beauty or sex appeal of the women in advertisements have felt that there is a heavy use of sexuality of women in the advertisements . It is felt that advertisers make an excess use of sex appeal. The overtones of the sex, nudity and glamour are considered to be undue or uncalled for and hence inappropriate. Use of women shown in the advertisements is considered to divert the mindset of the people. The women or models appearing in advertisements are given a status of 'ideal' because of their youth, glamour, beauty and sex appeal.

Having found that many advertisements use a heavy proportion of sex and nudity, the next statement was aimed at finding the extent of appeal these advertisements have to the public. The given statement "Advertisements making heavy use of sex and nudity are generally appealing to all" found that 53% respondents were in agreement. Out of the remaining 47% , those who disagreed (24%) and strongly disagreed (7%) added up to 31 % . 16% were undecided.

Next, it was an attempt to find out what the respondents felt about the quality of the product and the reputation of the company which employs heavy use of sex and nudity in their advertisements. As far as quality of the product is considered, it was found that the quality perception suffered when there was heavy use of sex and nudity. However, sex and nudity in the advertisements was not detrimental to the reputation of the company according to the group which had 40% respondents in it. There is a sizable 26% of the respondents groups which is undecided over this statement. Only 34% of the sample felt that a company would be least reputable if it is found to use heavy use of sex and nudity in their advertisements.

As against heavy use of sex and nudity, reaction to the modest use of the same was gauged from the respondents. 62% of the respondents felt that modest use of sex appeal and suggestiveness is more appealing.

1.5 Women's Reaction to glamour in Advertisements.

Do women like to see highly attractive models in the advertisements? The sample seemed to indicate an affirmative response. There are 54% of the respondents who agree with the statement that women like to see highly attractive models in the advertisements. However, the ones who disagree (21%) and strongly disagree (5%) form 26 % of the respondents. The undecided ones are 20 %.

There was an attempt to assess the feelings of women when they see highly attractive models in the advertisements. As many as 65% of the respondents felt that women who see these models begin to compare themselves with the models. This implies that the women aspire to be glamorous and attractive like the models appearing in the advertisements. Whether this kind of comparison or aspiration develops any feeling of inferiority among the women was the next question. In their response about 54% respondents felt that the women develop some kind of negative feeling or inferiority if they begin to compare themselves with the highly attractive models. On the other side, the group consisting of those who did not believe in development of such negative feeling had about 27% and undecided ones were 19% .

1.6 Rationality and Appeals

Advertisements with unethical appeals were considered as having irrational approach by 64% of the respondents.

1.7 Statements in the Role of a mother

“Most advertisements while depicting women in the role of a mother use misleading statements.” Over this question, a sizable number of 22% of the respondents were undecided.. But those who have an opinion are nearly equally divided i.e. 41% agree with the statement and 37% disagree.

1.8 How different media depict women

A comparison of print media against the electronic media, outdoor advertisements and entertainment films was attempted through the next three questions, i.e. question numbers 29, 30 and 31.

Exploitation of women by depicting them in an indecent and vulgar manner is more predominant, according to the respondents, in electronic media. 69% respondents consider electronic media as more responsible for such display in comparison to print media. Similar comparison between print and outdoor points to the fact that outdoor media is more to be blamed as per 60% of the respondents. Whereas, 71% of the respondents consider that films exploit women more in the advertisements as compared to the print media.

A broad comparison of portrayal of women by different media shows the order in which the media is responsible for indecent depiction as Television Commercial films / electronic media , outdoor and print

Cyber Media and Social Media

There is growing use of cyber media and social media and networking and communication through facebook, linkedin, twitter and so on. This media is growing popular day by day. Thousands of users, especially the young ones are making increasing use of this media. This media also promotes use of women as sex objects according to 71% of the respondents.

74% of the respondents agree with the statement that cyber media and social media provide ample scope for unethical marketing communication.

Regulators will have to be far more watchful and vigilant to prevent unethical marketing communication through cyber media and social media, considering the growing use and popularity of this medium especially among the young generation which is quite computer savvy. This media reaches millions of viewers and readers in a matter of seconds all over the world.

1.9 Impact of unethical marketing communication on the different sections or age groups.

Influence on the different age groups in the society is assessed through the responses to the next four questions which are at serial numbers 32, 33, 34 and 35.

All age groups i.e. children, teenagers, adolescents and adults are found to have a bad influence from the unethical marketing communication about products and services, particularly the communication which contains abuse of women and indecent display of women.

Children and teenagers who are more impressionable and are likely to be more affected by such indecent exposure in the unethical marketing communication. 86% respondents agree with the statement that communication of this nature badly influences the children. About 86% of the respondents consider that such communication is a bad influence on teenagers.

In case of adolescents and adults, the impact of bad influence seems to be less as 80% of and 68% of respondents respectively have indicated that unethical marketing communication with improper depiction of women has bad influence on these two age groups.

Respondents seem to have considered adolescents and adults more matured and hence are likely to be less influenced by inappropriate portrayal of women in advertisements. The negative influence is very much there on these two age groups also, but a less number of respondents feel about such influence compared to the influence on children and teenagers.

1.10 Impact of unethical communication on the attitude and behavior of the society.

Statements at serial numbers 35 and 55 are aimed at finding out how society's behavior is impacted by the portrayal of sex and nudity in the advertisements. 79% of the respondents feel that unethical marketing communication has been responsible for creating ethos of vulgarity, lust and passion in the society. In fact, 52% of the respondents strongly agree with this statement and 27% agree with the statement.

A statement which says depicting women as sex objects encourages climate that tolerates violence against women has total 60% of the respondents in agreement with it.

There are reports in media about an increasing amount of eve teasing, molestation, harassment and even cases of rape and violence against women. The respondents seem to indicate that the society is getting influenced by the portrayal of women in a vulgar manner in the advertisements. Such unethical

practice is promoting lust and passion and also tolerates violence against women.

1.11 Corporate Social Responsibility while advertising

As many as 70% of the respondents agree with the statement that “there seems to be no corporate social responsibility when it comes to marketing their products /services.

The respondents expect the advertisers to be more socially responsible while advertising their products. This would imply that the advertisers have to keep in mind the adverse effects that their advertisements may cause. Their social responsibility lies in making claims which are truthful and honest, substantiated, factual. They must be fair to their competitors and under all circumstance the depiction of women in the advertisements should be proper. Thus they must avoid unethical communication in any manner.

1.12 Competition and Success

The sample seems to be in agreement with the statement that “ many leading brands of today have been successful due to excessive misuse of women in advertising. There are 53% of the respondents who agree with the statement. Balance 47% is made up by those who disagree 21%, strongly disagree 6% and 20% who are undecided . 51% of the respondents feel that excessive misuse of women in advertising could also be a factor in the success of many leading brands.

Next statement deals with genuine products facing problem from the competitors who resort to unethical marketing communication. Investing large seems of money in unethical marketing communication as a means of competing with products of good quality certainly gives an advantage to the former. Products of good quality, if they cannot afford large sums of money or if they do not want to spend large sums of money, suffer due to unethical marketing communication’s heavy impact even though the product of good quality may be of low price. This is confirmed by 68% of the respondents.

1.13 Who is responsible for unethical Marketing communication?

About 67% of the respondents hold advertising agencies responsible for misuse and abuse of woman in unethical advertising. This group of respondents considers advertising agencies responsible for unethical marketing communication in advertisements and not the manufacturers.

In response to the next statement at serial number 51, again, the advertising agencies are held responsible for use of vulgar and unethical copy or theme in the name of creative or innovative advertising. There are 69% of the respondents who have expressed the above feeling.

1.14 The Western influence :

Statements at serial numbers 42 to 45 aim to assess the influence of the advertisements on what is happening in India. About 65% of the respondents feel that the use of sex and nudity in the advertisements in India is less compared to what is seen in the western countries.

How do the viewers and readers tolerate sex and nudity in India vis-à-vis in the western countries is the focus of the next statement. A strong majority, 72%, of the respondents feel that the west is certainly more tolerant to the depiction of sex and nudity in the advertisements as compared to the general public in India.

The proportion of sex and nudity in the west is much greater compared to what is there in India, according to 62%, of the respondents.

The higher proportion of sex and nudity in the advertisements in the west and their tolerance to the same has had an influence on the advertisements in India also. 66% of the respondents have agreed with the statement that depiction of women as sex objects in India is an influence of advertisements appearing in western countries.

1.15 Appropriateness or Justification of Women models :

The three questions at serial numbers 50, 51 and 52 aimed at finding out what the sample feels about the appropriateness of the models, particularly women, used in the advertisements.

A big proportion, 78%, of sample population feels that most advertisements usually concentrate on the women or models in the advertisements rather than the products advertised.

On similar lines, 74% of the respondents say that most advertisements, especially related to consumer durables depict beautiful and glamorous women when they are not relevant to the products being advertised. As a result of use of glamorous models when the advertisement and the product really does not warrant it, according to 65% respondents, the advertisement's layout becomes deceptive.

Thus the respondents have given a clear indication that advertisers make use of glamorous models when the product being advertised has no relevance to the depiction of the model. This is a message to the advertisers that the use of beautiful or glamorous model should be justified or appropriate to the product for which the advertisement is designed.

1.16 Role of Women – Traditional or Modern

- A.** Women appear in advertisements in different roles. Some advertisement show women in traditional roles such as mother, housewife, secretary, nurse, teacher or in general in mundane roles.
- B.** Whereas some women are also shown in advertisements as successful top level executives, leaders in accomplished roles. The number of respondents who agree with the portrayal of women as stated in para A and also in para B is about the same i.e. 74% and 77% respectively. This leads to the belief that the way women are shown in advertisements is as required by the advertisement and as per the message to be communicated. Whether traditional or modern, the appearance and role is dictated by the requirements and there is no specific till or overemphasis or mundane or modern role.

These responses obviously applicable when the women/models are shown in an acceptable and decent manner. There are responses in the earlier paragraphs about the depiction which is indecent, vulgar and has overtone of sex and nudity.

1.17 Responses by Man and Women

Data collected from the interviews with the help of questionnaire has been analyzed for the entire sample as well as the responses of men have been compared with the responses of women. There are 19 questions where there is a noticeable variation in the responses of men with those of women. On the whole, it is observed that women have expressed their dissatisfaction about the indecency in the portrayal of women more strongly. Women felt more concerned with the facts that women are portrayed as sex objects in the advertisements and they are shown in the ads when there is no relevance of the depiction with the product or service being advertised.

2. Conclusions

- 2.1** The awareness about the existence and the role of ASCI among the general public is good.
- 2.2** ASCI is considered as a body effective in curbing the unethical marketing communication specifically pertaining to the indecent portrayal of women in advertisements.
- 2.3** The general public is not alert and proactive in lodging complaints when they come across indecent or dishonest advertisements
- 2.4** The respondents have indicated that there is a need for controlling the unethical marketing communication in India and the Government is not doing enough. The public expects strong legal enforcements.
- 2.5** It also has been indicated by the respondents that ASCI should have more powers to curb unethical marketing communication.
- 2.6** ASCI is required to conduct more campaigns to educate the public and make them more aware of what they are expected to do when they see advertisements which are incorrect, misleading or indecent.
- 2.7** The responses indicate that women are portrayed in glamorous roles as sex objects in most advertisements. Some advertisements are degrading to women
- 2.8** Portrayal of highly attractive models in the advertisements has an impact on the women viewers, they begin to compare themselves with the models and this gives them a feeling of inferiority.
- 2.9** The depiction of beautiful and glamorous women in most advertisements is not compatible to the relevance of the product/service advertised.

- 2.10** All the age groups like children, teenagers, adolescents and adults have a bad influence on them through the indecent portrayal of women in the advertisements.
- 2.11** The unethical marketing communication by the advertisers is considered as an irrational approach by the public.
- 2.12** Companies employing sex and nudity heavily in their advertisements and their products have an adverse effect on their reputation as perceived by the public.
- 2.13** Public accepts modest use of sex appeal and suggestiveness in the advertisements.
- 2.14** The civil society, various NGOs and women's organisations are not much concerned about advertisements which are not appealing and do not take adequate actions in stopping them or in lodging complaints with bodies like ASCI.
- 2.15** Portrayal of women in an indecent manner in the advertisements is on account of the influence of the western countries on the advertisers, media and agencies.
- 2.16** The western countries are more tolerant compared to India towards sex and nudity in the advertisements. The sex and nudity in the advertisements in the west is more compared to what is prevalent in India.
- 2.17** Indecent portrayal of women in advertisements creates ethos of lust and passion in the society and encourages a climate of violence against women
- 2.18** When responses of men are compared with those of women, it is found that women are more emphatic about their opinion that there is sex and nudity in the advertisements, it is a bad influence on the society and it should be curbed.
- 2.19** The advertisers, the advertising agencies and media at times is not mindful of their corporate social responsibility while advertising their products and services. The responsibility of avoiding vulgarity in the advertisements lies with all concerned, i.e the advertising agencies, media as well as advertisers. Indecency and vulgarity finds its place in the advertisements in the name of creative or innovative advertising.
- 2.20** There are positive signs about the change in the approach of advertisers. Recently a campaign named 'Real Beauty' by Dove soap showed 'real' women in advertisements rather than showing super thin models .

3. Recommendations

Based on the study undertaken, the findings and conclusions given above, the following recommendations have been presented.

3.1 ASCI (Advertising Standards Council of India) has been in existence for over 25 years. They have to establish themselves more firmly in the minds of general public as the appropriate and effective body to approach in case one finds an advertisement to be dishonest, indecent or in general objectionable on account of any reason.

Hence, it is recommended that ASCI should undertake more campaigns to enlighten the public on their role and effectiveness. The campaigns should have more frequency and impact.

3.2 ASCI's role in curbing unethical marketing practices should be even more vigilant, predominant, proactive and effective.

For this to happen, ASCI should get more support or backing from the Government, i.e more specifically from the Ministry of Information and Broadcasting. The cable television act has provided the required support to ASCI by mandating that the television commercials should follow ASCI's code for self regulation.

Similar support from the Ministry of Information and Broadcasting of the Government of India in respect of advertisements appearing in press, magazines, outdoor, cyber media, private channels, blogs, internet will certainly strengthen the arms of ASCI. Thus adhering to the ASCI's code should be made mandatory by the Government for all forms and media of advertising.

3.3 When complaints are upheld and not complied with by the advertisers, ASCI should strongly take up such complaints with the Government. In turn, Government should take further action and make strict legal enforcements against such erring advertisers. There should be more interaction and close coordination between ASCI and the Ministry of Information and Broadcasting.

3.4 Copy advice facility offered by ASCI should be more widely known and should be utilized by the advertisers and agencies. This will take care of a number of complaints even before they arise.

3.5 Portrayal of women as sex objects in advertisements should certainly be limited, if it is not possible to avoid it completely. Advertisers, media and advertising agencies, i.e, all concerned with advertising are urged to exercise caution and

restraint in depicting women as sex objects. Showing women as glamour dolls or in indecent or skimpily clothed manner should be avoided.

- 3.6** Depiction of women, when a product or advertisement does not warrant it, should be avoided by all concerned like the advertisers, advertising agencies and the media.. The depiction should be relevant to the products, message, layout, i.e, in general to the advertisement.
- 3.7** The advertisers, advertising agencies and the media should consider it as their corporate social responsibility to be truthful & honest in advertising , they should avoid indecency and vulgarity in the advertisements and should follow norms of fair competition. The models posing for advertisements should also be sensitive to what the public would consider indecent and avoid such portrayal.
- 3.8** While portraying women in advertisements, the advertisers, agencies and media should not be influenced by the trends in such advertisements in the west which are undesirable in India.
- 3.9** In fact, there is a trend now in the west to portray average looking women and housewives. In the advertisements in place of unrealistically thin and beautiful models. Such a practice is worth adopting.
- 3.10** Keeping consistency with the equality which women are gaining with men, the advertisements also should show women as successful achievers, in positions of influence and decision making and not in traditional, mundane roles.
- 3.11** Public should be more alert, vocal and action oriented in lodging complaints when an advertisement violates norms of ethical marketing communication.
- 3.12** The Civil Society, NGOs, women's organisations should be more concerned and active in curbing unethical marketing communication.
- 3.13** Government should make pre clearance of advertisements in some categories , if not all mandatory. For handling pre clearance a huge setup in terms of manpower, equipment and infrastructure is required. Pre clearance should be either handled by the Government or should be entrusted to body like ASCI.
- 3.14** Topics like Ethics in Marketing Communication , Self Regulation in Advertising should have more content and weightage in the syllabus of Business Management Schools, Universities and colleges offering courses in Mass Communication , Marketing , advertising and Law .

4. Recommendations for further study

4.1 The study undertaken has dealt with the portrayal of women by advertisers. There is scope for further studies related to ethics and truthfulness in

- i.** Products like health drinks , vitamins which develop height or mental abilities faster
- ii.** Political advertising
- iii.** Social marketing playing on the sentiments of people
- iv.** Advertising of spiritual products
- v.** Advertising in the Education sector

A number of advertisements in the four above stated areas have been found to be dishonest, full of tall claims

4.2 Role of NGOs, Civil Society, Women's organization

4.3 Need for broadening the role of ASCI and more close coordination with the Ministry of Information and Broadcasting of the Government of India. Presently the said Ministry has a Cable Television Act which makes it mandatory for the advertisers to adhere to the code of ASCI. Similar acts requiring advertisers to conform to the Code of ASCI in case of print, outdoor and cyber media, blogs, private TV channels and networks are called for.

4.4 Legislations, Acts required from the government to curb unethical marketing communication in respect of dishonesty, false claims, and unsubstantiated claims by advertisers.

4.5 Assessment of infrastructure needed in terms of locations, facilities, equipment and trained manpower needed for implementation of pre clearance of advertisements. All advertisers will require pre clearance expeditiously, which in turn will require infrastructure as stated above.

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APPENDICES

- **LETTER FROM DR. LAWRENCE**
- **QUESTIONNAIRE**
- **LETTER FROM ASCI**
- **BIBLIOGRAPHY**
- **WEBLIOGRAPHY**

QUESTIONNAIRE

Part I

Details of Respondent

Name : _____

Gender : Male Female

Age Group : Below 20 20-25 26-30
 31-35 36-40 41-45
 46-50 51-55 56-60
 61-65 66-70 71 & above

Profession / Occupation:

Post Graduate Student Employed

Self Employed Retired Person

Part II

Each question or statement has five possible responses which are as follows:

- SA** : Strongly Agree
- A** : Agree
- UD** : Undecided
- DA** : Disagree
- SDA** : Strongly Disagree

You are requested to please put a tick mark (✓) under the appropriate column.

No		SA	A	UD	DA	SDA
1	Public has a frequent exposure to an overdose of advertisements in media such as newspapers, T.V, outdoor, magazines.					
2	There is a need for regulation of the content and intent of advertisements.					
3	ASCI (Advertising Standards Council of India) is widely known as a regulatory body among the general public					
4	ASCI is effective in curbing unethical / indecent advertisements					

No		SA	A	UD	DA	SDA
5	ASCI should have more powers to curb unethical marketing communication.					
6	When advertisements are found to be misleading, false, indecent or vulgar, it is necessary that public should complain to appropriate bodies such as ASCI.					
7	ASCI should conduct public awareness campaign more frequently to educate the public on what to do when they find objectionable advertisements.					
8	ASCI's campaign to educate the public to complain about unacceptable advertisements is good.					
9	In India there is no effective regulatory body to curb unethical marketing communication practices.					
10	Are there some advertisements which are degrading to women.					
11	Even Government does not initiate or is concerned with the banning of the usage of nudity/sex appeal of women in advertisements.					
12	The so called civil society of all states also seems to be dumb, deaf and silent to the abuse of women in marketing communication.					
13	Women activists and women based social organizations have not been successful in curbing misuse and abuse of women in advertising, especially in the electronic media such as TV.					
14	There is a dire need for legal enforcements especially against advertisers depicting women as sex objects while advertising their products/services.					

No		SA	A	UD	DA	SDA
15	Public should be educated to reject a product/service if it is found to employ unethical marketing communication.					
16	Most advertisements over-emphasize physical beauty and sexuality of women in an exaggerated manner.					
17	Advertisements show women as ideal through thinness, youth and perfection.					
18	Advertisements use women only as decorative objects or instruments for diverting the mindset of people					
19	Advertisers make excess use of sex appeal in their advertisements with a lot of undue overtones.					
20	Advertisements making heavy use of sex/nudity are generally appealing to all					
21	A product whose advertisement makes heavy use of sex/nudity is considered as a high quality product					
22	A company making heavy use of sex/nudity in the advertisement is considered as least reputable.					
23	An advertisement with modest use of sex appeal and suggestiveness is more appealing.					
24	Women like to see highly attractive models in advertisements.					
25	Women who see advertisements showing highly attractive models begin to compare themselves with models					
26	Comparison with highly attractive models gives negative feelings of inferiority to women consumers.					
27	Most advertisements use unethical appeals in a very irrational approach.					

No		SA	A	UD	DA	SDA
28	Most advertisements while depicting women in the role of a mother use misleading statements.					
29	The electronic media seems to exploit women and display vulgarity more often as compared to the print media.					
30	The outdoor media seems to exploit women and display vulgarity more often as compared to the print media.					
31	Film advertising seems to exploit women and display vulgarity more often as compared to the print media.					
32	Unethical marketing communication of products/services particularly with the abuse of women has been a very bad influence for children especially girls.					
33	Unethical marketing communication of products/services particularly with the abuse of women has been a very bad influence for teenagers.					
34	Unethical marketing communication of products/services particularly with the abuse of women has been a very bad influence for adolescents.					
35	Unethical marketing communication of products/services particularly with the abuse of women has been a very bad influence for adults.					
36	Unethical marketing communication has been responsible for creating ethos of vulgarity, lust and passion in the society.					
37	There seems to no corporate social responsibility on the organizations especially when it comes to marketing of their products/services					

No		SA	A	UD	DA	SDA
38	Many leading brands of today have been successful due to excessive misuse of women in advertising.					
39	Many products of good quality and even with low price have suffered due to their competitors investing large sums towards unethical marketing communication.					
40	The responsibility of misuse and abuse of women unethically in advertising mainly rests with the leading advertising agencies and not the manufacturers.					
41	In the name of creative or innovative advertising, use of vulgar and unethical advertising copy or theme is very predominant amongst advertisers.					
42	As compared to western countries the use of sex/nudity in advertisements in India is less.					
43	Western countries are more tolerant towards sex/nudity in advertisements.					
44	In western countries women are portrayed as sex objects in much greater proportion compared to advertising in India.					
45	Depiction of women as sex objects in advertisements is an influence of advertisements appearing in western countries.					
46	Unethical marketing communication in advertisements in India is not resisted and not protested by general public.					
47	Cyber media and social media promote the portrayal of women as sex objects.					
48	Cyber media and social media provide ample scope for unethical marketing communication.					

No		SA	A	UD	DA	SDA
49	Most advertisements engage beautiful women models inappropriately when it is actually not essential					
50	Most advertisements usually concentrate on the women or models in the advertisement rather than products advertised.					
51	Mostly advertisements specially related to consumer durables are deceptive in their layout.					
52	Most advertisements especially related to consumer durables depict beautiful and glamorous women when they are not relevant to the product being advertised.					
53	Some women are depicted in Advertisements only in traditional roles such as a housewife, nurse, teacher secretary in most commercials.					
54	Some women are also shown in advertisements as successful top level executives or leaders					
55	Depicting women as sex objects encourages a climate that tolerates violence against women.					

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