

A STUDY ON THE IMPACT OF ADVERTISING ON FEMALE BODY IMAGE

Ms. Anoushka Roy*, Dr. Robi Augustine**

**BAJ, Department of Journalism & Mass Communication, Jain University, Bangalore, India*

***Associate Professor, Department of Journalism & Mass Communication, Jain University, Bangalore, India*

ABSTRACT

The female body image and what a person should look like in the world of marketing and advertising has been a controversial issue for over quite a while now. It is evident throughout these years that the body size of women as portrayed by the mass media has been steadily getting smaller and obnoxious. Beauty sells, and this is somewhat of a problem when the advertisers produce unattainable images for women. This research tries to analyze the problems that the researcher found out whether Television advertisements focus mainly on beauty and body features of a model and whether they have led girls to engage in stringent dieting in order to achieve an ideal figure which in turn triggers eating disorders among them. The aim and objective of this study is to find out the reach of the access of TV commercials and to analyze the relation between contents displayed in the Television commercials and their effect in the formation of body image. The findings of this study were that most of the women are of the view that the TV commercials indeed affect one's notion of their own body image. More than any form of media, visual ads tend to create a lot of impact even though the respondents agreed to watch TV for a limited amount of time. Most of the women have agreed to feel pressured into conforming to the perfect body portrayed by the media and that it consequently leads to unhealthy eating behaviors as well. The finding also concluded that more of the women do not feel that the media's representation of women encourage young people to have a positive self-esteem.

Keywords: *Advertisements, Body image, Eating disorders*

1. INTRODUCTION

1.1. Definitions of Advertising

According to Philip Kotler, “advertising is any paid form of non-personal presentation and promotion of goods, services, or ideas by an identified sponsor” (Trehan M., & Trehan R. 2007). The term advertising is derived from the Latin word “advertere” which means to turn attention towards a specific thing (Bootwala S., Lawrence M. D., & Mali S. R, 2007).

1.2. History

Over the years, advertisers have practiced all most all forms of print advertising, be it in the newspaper or flyers for that matter, but what still stays to be prevalent is television advertising. Various forms of advertising have been around for thousands of years. The Egyptians used papyrus to advertise goods and services. In ancient Rome and other parts of the ancient world mosaics, pictures on signs or walls were used by businesses to advertise their wares. The Athenians, however, took advertising to a whole new level by using town criers to stroll the streets advertising

products and services (very similar to our television and radio commercials) and can probably be credited with being the inventors of advertising as we know it today (Raya, 2011).

1.2.1. History of advertising in India

India has its ancient indigenous tradition of sequential pictorial narration, dated back thousands of years. The very first works of visual arts created on the Indian subcontinent were the primitive rock cave paintings. Many hundreds are known, but the largest concentrations appear in Central India, on sandstone rock shelters within a hundred mile radius of the city of Bhopal. The earliest evidence of such pictorial narratives in India can be traced back to the Paleolithic Age, based on the cave paintings found at Bhimbetka in Madhya Pradesh, played an important role in pictorial representation of Indian Art (Craven Roy, 1997).

1.3. Impact of Advertising

Advertisements have become one of the crucial factors that determines the style and functioning of one's life in different contexts due to its extensive reach. Advertising is claimed by its practitioners to be largely responsible for the good things in life and is criticized by its opponents as the cause of unpleasant things (Lee & Johnson, 1999). The core of an advertisement is the message it chooses to give out to the people, and for some it might linger for a few second and for the rest a little longer than one can imagine.

1.4. Relevance of Advertising in the Present-Day

Advertising is a multidimensional field. It is a form of mass communication, a powerful marketing tool, a component of the economic system, a very impactful means of financing the mass media, a social institution, and an art form, an instrument of business management. A recent advertising innovation is "guerrilla marketing", which involve unusual approaches such as staged encounters in public places, giveaways of products such as cars that are covered with brand messages and interactive advertising where the viewer can respond to become part of the advertising message (Daymette Montenegro Morales, 2017).

1.5. Definition of Body Image

Body image is a multidimensional concept that manifests itself in a variety of ways, encompassing perceptual, cognitive, behavioral, and affective domains (Cash & Deagle, 1997). It is a complex construct which includes what we feel and think about our body, it is very easy that we might get manipulated to think that what we feel is wrong. People with negative body image have a greater likelihood of developing an eating disorder and are more likely to suffer from feelings of depression, isolation, low self-esteem and obsessions with weight loss.

1.6. Relationship between Media and Body Image

The media has portrayed the "perfect body image" so successfully, that women's self- image, self-esteem and even their health are affected. This is when advertisers feel the need to persuade us that something is wrong with us and that it can only be fixed if we buy the product and become the version the society expects us to be. Media representation of thin ideal has been connected to the predominance of body image dissatisfaction and dieting disorders (Anderson and Domenico, 1992).

1.7. Impact of Body Image on Women

The influence of the media on people is tremendous, and the effects of advertisements that direct images of beauty and the perfect slim figure have a harmful effect on a great deal of the world's population, especially women. The “ideal” body image can vary between cultural groups, within ethnic groups, and within any other group to which one belongs (Jeanne B. Martin, 2008).

1.8. Relevance of Impact of Advertising on body image in the Present-Day

Most of the advertisements in magazines try to present models as realistic representations for consumers, particularly women, to compare themselves. The impact that seems to be widespread as the media's portrayal of women can be seen everywhere in society from TV to magazines to billboards.

1.9. Significance of the study

Advertisers nowadays have often started to emphasize or rather target sexuality and the importance of physical attractiveness in an attempt to sell products. Targeting insecurities of women have proved to be a great sales strategy for the advertising agency as not only does it induce social comparison in terms of body image satisfaction but also leads to eating disorders among the ones who are affected.

1.10. Problems

1.10.1 General

1.10.1.1. Advertisers often emphasize sexuality and importance of physical attractiveness in an attempt to sell products.

1.10.1.1 Socio-cultural standards of feminine beauty that are present in almost all forms of popular media are bombarding women with the unrealistic images that portray what is considered to be the "ideal body" within this society.

1.10.2 Specific

1.10.2.1 Television ads focus mainly on beauty and body features of a model and less on the product often on the lines of objectifying women.

1.10.2.2. Advertisements have led girls to engage in stringent dieting in order to achieve an ideal figure that has played a key role in triggering eating disorders among them

1.11. Objectives

1.11.1. General

1.11.1.1. To find out the reach and access of television commercials.

1.11.1.2. To find out the purpose of watching Television commercials.

1.11.2. Specific

1.11.2.1. To identify the relation between contents displayed in Television commercials and their effect in the formation of body image by the observer in Bangalore.

1.11.2.2. To analyze relativity between body image of model and self-concept of body of the women of Bangalore.

2. REVIEW OF LITERATURE

This section will explore: the literature on the impact of advertising on body image, significance of how impactful an advertisement can be and how it can affect an individual and the issue of how advertisers have come up with an “ideal” for a perfect woman.

2.1. Impact of television advertisements on female body image

2.1.1 Howard Lavine, Donna Sweeney and Stephen H. Wagner (1999) in their research paper *Depicting Women as Sex Objects in Television Advertising: Effects on Body Dissatisfaction* have found out that women exposed to sexist ads judged their current body size as larger and revealed that a larger discrepancy between their actual and ideal body sizes (preferring a thinner body) than women exposed to the nonsexist or no ad condition. The researchers conducted an experiment where 108 introductory psychology students at Northern Illinois University participated in the experiment. Their results also offered an empirical support for the contention that exposure to such images may indeed have significant consequences.

2.1.2 Philip N Myers, Jr. and Frank A Biocca (1992) in their study, *the elastic body image: The effect of television advertising and programming on body image distortions in young women* have found that the ideal body programming and ideal body commercials had a bad effect on women self-perceived images and moods. The purpose of their thesis was to study the exposure of advertising and programming that will lead to conflict between the internalized ideal body and the objective body shape. The researchers conducted a survey and 76 female university students participated. The women were aged 18 to 24 and were members of affluent sororities in a large southern university. The researchers also mentioned that even watching 30 minutes of television programming and advertising can alter a woman's perception of the shape of her body.

2.1.3 Hala N Madanat, Ralph B Brown and Steven R Hawks in their thesis (2007) have analyzed that women tend to agree that they eat based on emotional cues. The purpose of their study was to identify the impact of body mass index (BMI) and western advertising and media on the stage of the nutrition transition among Jordanian women, and to evaluate their impact on eating styles and body image. The cause behind such findings was that western advertising and media was associated with restrained and emotional eating, desired weight loss, and disordered eating attitudes and behaviors. The researchers used the sampling method and women from all across Jordan were selected at random to participate in the study.

2.1.4 Helen Borland and Selena Akram in their research (2007) have analyzed that the older women, on the whole, were larger than the younger women, they displayed a greater level of satisfaction and contentment with their body's size and appearance. The researchers adapted qualitative techniques where two groups of women, one younger and one older were examined. The purpose of their study was to analyze how most fashion advertising in the UK use and target young, slim women (and/or men). The Contour Drawing Rating Scale was used to examine the women's self-image and the ideal size they perceived models should be. It

revealed that while older women do not necessarily expect to see women of their own age in adverts they do require that the models are more reflective of “normal sized” women go about “normal” activities.

2.1.5 Renée A. Botta in her thesis (2006) examined that adolescent girls believe women should be thin, television exposure and body-image processing variables accounted for 15.6% of variance for drive for thinness, 16.7% of variance for body dissatisfaction, and 16.1% of variance for bulimic behaviors. The method that the researcher used was social comparison theory and critical viewing with a sample of 214 high school girls in order to predict adolescent's body-image disturbance and thin ideal endorsement. Her findings stated that seeing media images as realistic ideals predicts an increased drive to be thin, even beyond the extent to which making comparisons drive them to be thin.

2.1.6. Daniel Clay, Vivian L. Vignoles and Helga Dittmar in their research paper (2005) have analyzed that a causal effect of media images on body satisfaction, apparently spreading to global self-esteem, among girls in the age range over which these variables typically fall most markedly in western cultures. The purpose of their study was to extend the research paradigm by assessing effects on both body image and self-esteem, and testing the role of the former as a mediator of effects on the latter. The method that the researchers used consisted of two parts. The first used an experimental design, comparing exposure to images of ultra-thin models, average-size models, or no models (control), with body satisfaction and self-esteem as dependent variables. The second part used a correlation design, testing the proposed relationships between the variables. The research was conducted in a single-sex state school in London, located in a primarily middle-class neighborhood. The results indicated that adolescent girls are particularly sensitized to socio-cultural ideals of attractiveness.

2.1.7. Dr Sasi Rekha V and Dr K Maran (2012) in their thesis *Advertisement pressure and its impact on body dissatisfaction and body image perception of women in India* have investigated the relationship between the pressure created by advertisements as perceived by the respondents and the subsequent effects on their body image perception and dissatisfaction. The purpose of their study was to understand the relation between contents displayed in the advertisement and their effect on the formation of body image by the observer. Questionnaires and visiting surveys were given to consumers and the survey's instruments consisted of demographic data, motivations to beauty products, brand images, etc. The researcher conducted the survey in Chennai and found that around 30% of the women respondents have stated that they are pressurized by ads. The results indicated that body image in advertising are most effective in building the brand awareness as almost all the respondents in the sample recognized it.

2.1.8. Cash & Pruzinsky (2002) in their study *Body image* have found out that body dissatisfaction is a disturbance in body image or in the way one perceives his/her weight or body shape that has the potential to affect mental health and quality of life. Their results have indicated that the inaccurate perceptions of appearance in advertisements can lead some women to engage in various compensatory body image investment behaviors, such as extreme dieting, in an attempt to improve the perceived defect in appearance.

2.1.9. Dr DS Chaubey and Ms. Jyoti Sharma (2008) in their research work *Body image in advertising and emerging fashion trend* have examined associations of body image in advertising with the emerging fashion trend

among the youth of Uttarakhand, in India. The purpose of their study was to understand the relation between contents displayed in the advertisement and their effect on the formation of body image by the observer as well as to examine the analysis of relativity between the body image of model and self-concept of body of the observer and also, the influence of model in making favorable decision for a branded product. The researchers used the survey method through which it was also found out that customers tend to give much more importance to advertising factor and what it comprises of, mostly the contents which in turn alter their perception.

2.1.10. SerdarTok (2011) examined whether exposure to ideal thin female body images in ads have an effect on athlete and non-athlete females' body image dissatisfaction. The purpose of the study was to examine the personality traits, especially Neuroticism (N), should be related with body image satisfaction level. 'N' is one of the five basic personality dimensions and refers to the tendency to experience negative distressing emotions, low self-esteem, and helplessness. The results demonstrated that physique salient athletes were more dissatisfied with their body image after the exposure to thin media images may seem controversial and female athletes had higher body image satisfaction compared to non-athletes.

2.1.11. Jenny Gallagher in her research paper (2016) examined how athletes respond to fitness advertisements and which tactics generate positive responses. She analyzed which advertising strategies generate positive responses in female collegiate athletes and to find out as to what extent do fitness advertisements affect the image female collegiate athletes have of their body. Thus, in order to investigate the psychological effects of fitness advertising on college female athletes, the researcher conducted a focus group. The researcher's findings demonstrated that athletic ability is more important to athletes than physical appearance.

2.1.12. Brittani D. Wynn in her thesis (2010) examined that if women feel that the media accurately portrays women in magazines and TV shows, and if they are influenced by the images in following them and changing their lifestyles to look like them. The purpose of her research was to collect data about the relationship and impact that media has had on women as adolescents and if it has any relationship to how media currently affects them. A quantitative study of a purposeful sampling of 151 females in Carbondale, Illinois in the Student Center at a university was conducted in March of 2012 by the researcher. The results showed that young women are working towards good health by eating well and exercising.

2.2. Impact of print advertisements on female body image

2.2.1. Yoonhyeung Choi and Jounghwa Choi (2008) have analyzed that women are influenced negatively by idealized body image. Their result suggested that the effects of idealized body image on attitudinal and behavioral outcomes are not due to the direct impacts of the idealized body images themselves as it was encouraging to let female participants be exposed to what men really think about idealized female bodies. They conducted a third person effect framework where 86 undergraduate and graduate female media students voluntarily participated in their study. Their findings showed that women misperceive men's notions of attractive female bodies' perceptions; there would be a negative relationship between third-person gaps and body area satisfaction.

2.2.2. Karen Ruth Brown in her thesis (2006) has found out that thin female fashion models and celebrities

continued to be the primary photographic representations published as role models in women's magazines during June 2005. The purpose of her study was to investigate the perceived trend which happens to exist in the publication of increasingly thinner female body images in women's magazines by using a quantitative content analysis to ascertain how undergraduate female coders would rank the female body images published in the women's fashion, health, and fashion and health-related magazines viewed most often by female undergraduate students. The researcher used content analysis as the research method of sample body images from the 43 women's magazines, and developing a content classification for the data to extrapolate patterns and trends for the individual magazine titles and years.

2.2.3. Alyssa Michaelides in her research paper (2005) analyzed that there are in fact a high percentage of advertisements in popular women's magazines that could be harmful to a women's body image and the way women on a whole are perceived. The purpose of her study was to determine whether or not there were advertisements in women's fashion magazines that were negative towards women, however the true issue is how the women who see these advertisements are affected. The research method that the researcher used was a textual analysis of the rhetorical and visual messages of advertisements from women's fashion magazines. The findings suggested that ads that are leading to many of the eating disorders and body issues in women are being sold right under their noses in the most popular and well-read magazines available as it even supported the notion that asserts that women are portrayed in less than progressive ways in advertisements.

2.2.4. Helga Dittmar and Sarah Howard in their paper (2004) compared women in fashion advertising with those employed in secondary education thus using profession to represent environments that differ in the salience and promotion of the thin ideal for women. The purpose of this study was to examine the design of media effects which is the confound of attractiveness with thinness that mars most previous studies, making it impossible to disentangle whether the reported results reflect the impact of models' body size or their attractiveness, or a combination of both. The researchers used sampling method. The result indicated that although women in fashion advertising evaluated all adverts slightly less positively than teachers, this effect was entirely independent of model size.

2.2.5 Ramesh Venkat, Ogden and Harold (2002) in their research paper have examined that some insights into the social comparison effect that the advertising images had on the subjects that seemed to affect their body-image satisfaction. The purpose of their study was to further the understanding of advertising-induced social comparisons. The method that the researchers used consisted of certain selection of pictures. A series of in-depth interviews was conducted with five male and five female undergraduate students. The results, however, suggested that young males with lower self-esteem are likely to have a lower body-image satisfaction level, just as young females do. The findings of this study have also suggested several interesting avenues for future research.

2.2.6 Mary L. Marcum (2010) analyzed the messages that influence women's body satisfaction and body dissatisfaction and found that women construct their personal body image based on their interactions with others. She also examined that women tend to have lower self-esteems when looking at advertisements featuring skinny models and the more "traditional," meaning thin, body shapes that are seen as "beautiful" in today's society. The researcher employed convenience sampling method in Mumbai and the finding suggested that women had significantly more

positive thoughts about themselves when looking at heavier models than when looking at thin models.

2.3. Impact of digital advertisements on female body image

2.3.1. Emma Halliwell and Helga Dittmar in their study (2004) have examined the impact of three types of advertisements-featuring thin models, average-size models, or no models-on adult women's body-focused anxiety, and on advertising effectiveness. The purpose of their study was to present an initial investigation of alternative images in advertising that are likely to be effective in selling products, but that at the same time-may not induce distress in a sizeable proportion of women. The researchers used Snowball sampling, through e-mail, in order to recruit non-student women. This finding however was considered particularly important because it is weight-related anxiety that is likely to lead to potentially unhealthy weight loss behaviors.

2.3.2. Ui-Jeen Yu, Marry L Damhorst and Daniel W. Russell (2011) in their thesis "*The Impact of Body Image on Consumers' Perceptions of Idealized Advertising Images and Brand Attitudes*" have investigated that some young female consumers were willing to dispute the dominant view that the thin body is the only attractive or appropriate body, resisting monolithic valuations of narrow body ideals. The researchers conducted a web based survey and the data was collected from 143 female college students at a Midwestern university. The results also indicated the importance of body image in understanding interpretations of media images as they relate to body image of the perceiver.

2.3.3. Todd J. Williams, Jeff Schimel, Joseph Hayes, and Murat Usta (2014) have found out that exposure to advertisements that contained idealized body images led high-ECF (Extrinsic Contingency Focus) participants to engage in behaviors directed toward the attainment of the ideal. The researchers conducted a study using the ECF scale where 70 female undergraduates at the University of Alberta had participated in the study. Their findings indicated that exposure to idealized body images caused individuals to act against the social ideal if their self-worth was based on maintaining uniqueness. Their research also demonstrated the broad consequences that the use of social ideals in advertising media has on men and women.

3. METHODOLOGY

3.1. Method/Conceptual Design

The survey method is utilized for data collection. A questionnaire has been formulated and used to achieve the objectives of the study. The study will employ women who come across ads on a daily basis and the total number of respondents is 100, between the age group of 18 and above with the education qualification PUC/Graduation/PG.

3.2. Pilot Study

The researcher conducted pilot study among 25 college students in Bangalore.

1.11 Data Collection

The primary method of data collection used is the questionnaire method. Data was collected from a 100 respondents living in Bangalore. The reason Bangalore was chosen as the place is because of the heterogeneous population. The questionnaire was made using Google Forms and circulated through social media to get the response.

The data collected was analyzed and studied to help derive appropriate conclusions.

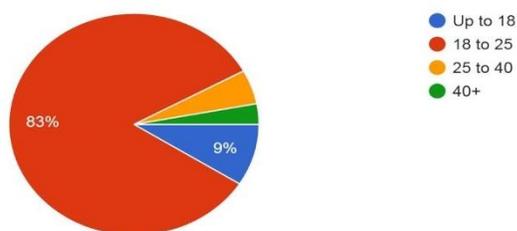
4. DATA ANALYSIS

4.1 AgeGroup:

Table 4.1

Category	Frequency	Percentage
Up to 18	9	9%
18 to 25	83	83%
25 to 40	5	5%
40+	3	3%

Graph 4.1

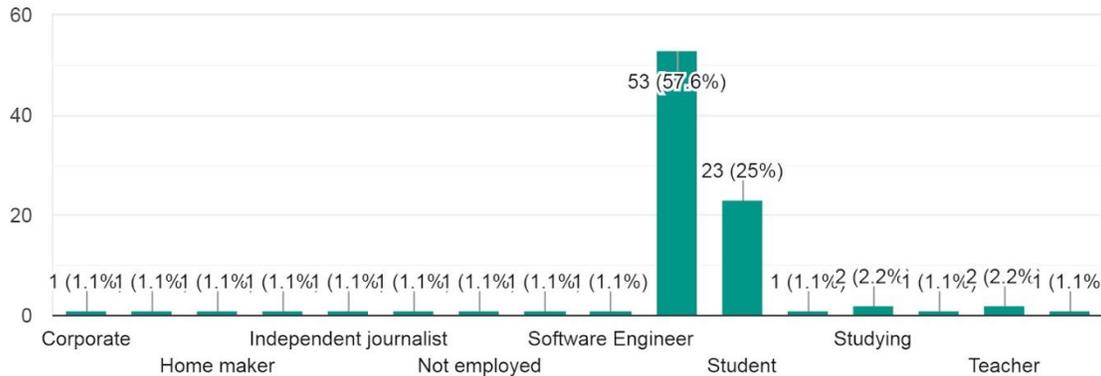


4.2 Occupation:

Table 4.2

Category	Frequency	Percentage
Corporate	1	1.1%
Entrepreneur	1	1.1%
Home maker	1	1.1%
Independent Journalist	1	1.1%
Not employed	1	1.1%
Professor	1	1.1%
Software Engineer	1	1.1%
Student	88	88.6%
Teacher	2	2.2%

92 responses



Graph 4.2

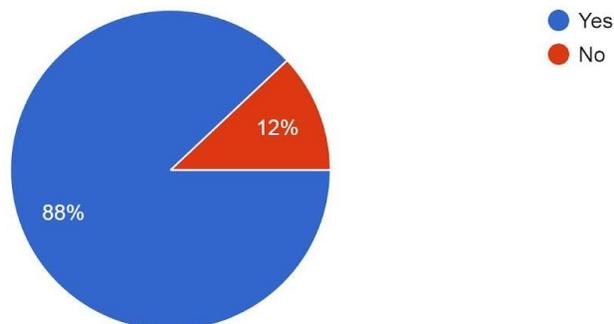
Majority of the respondents that is 85.6% fall under the occupation of student, the others are from various other occupation as well, such as professor, engineer, teacher, etc that accounts for 1.1% and 2.2% respectively.

4.3 Do you watch Television?

Table 4.3

Category	Frequency	Percentage
Yes	88	88%
No	12	12%

100 responses



Graph 4.3

88% of the respondents have agreed on watching television whereas 12% of them do not watch television.

4.4 How many hours do you watch television?

Table 4.4

Category	Frequency	Percentage
0-30 minutes	49	51%
30-60 minutes	30	31.3%
60-120 minutes	13	13.5%
More than 120 minutes	4	4.2%

96 responses



Graph 4.4

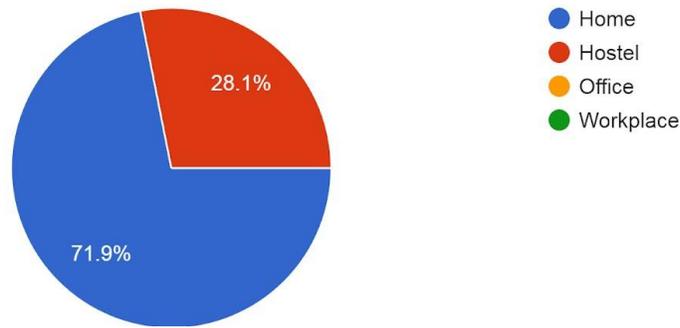
Majority of the respondents that is 51% watch television for 0-30 minutes which is followed by 31.3% who watch television 3-60 minutes in a day whereas 13.5% watch for 60-120 minutes and the minority being 4.4% who watch for more than 120 minutes.

4.5 Where do you access television?

Table 4.5

Category	Frequency	Percentage
Home	69	71.9%
Hostel	27	28.1%
Office	0	0
Workplace	0	0

96 responses



Graph 4.5

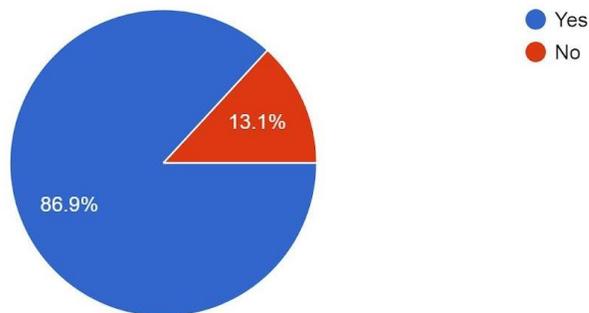
For easy accessibility 71.9%, the majority of the respondents watch television at home among other options whereas 28.1% watch television at hostel.

4.6 Do you watch advertisements?

Table 4.6

Category	Frequency	Percentage
Yes	86	86.9%
No	13	13.1%

99 responses



Graph 4.6

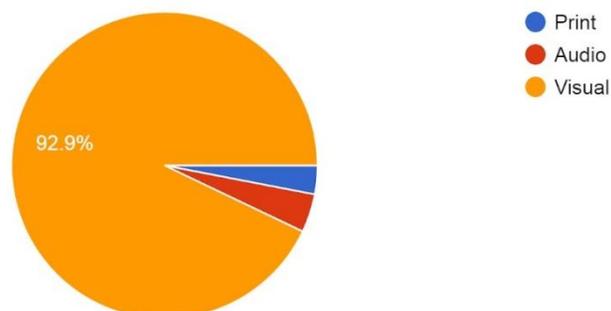
86.9%, majority of the respondents have agreed for watching advertisements whereas the rest 13.1% do not.

4.7 Which form of advertisement creates a greater impact on you?

Table 4.7

Category	Frequency	Percentage
Print	3	3%
Audio	4	4%
Visual	92	92.9%

99 responses



Graph 4.7

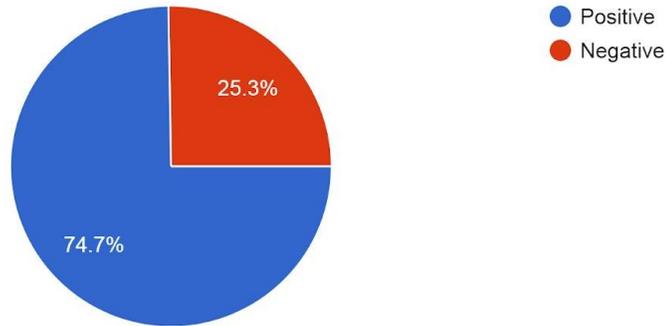
Greatest of all, 92.9% of the respondents have chosen visual advertisements among print and audio when asked which form of advertisements creates a greater impact on them, whereas the rest 4% and 3% have chosen audio and print respectively.

4.8 Do you think you generally have a positive or negative sense of bodyimage?

Table 4.8

Category	Frequency	Percentage
Positive	74	74.7%
Negative	25	25.3%

99 responses



Graph 4.8

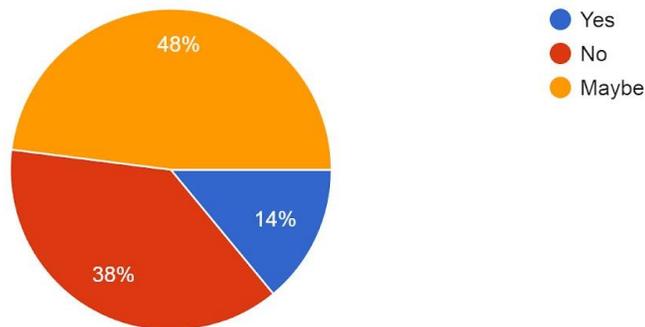
74.7% of the respondents feel that they have a positive body image whereas the minority being 25.3% out of 100 tend to have a negative one.

4.9 Do you think that the media’s representation of women encourages young people to have a positive self-esteem?

Table 4.9

Category	Frequency	Percentage
Yes	14	14%
No	38	38%
Maybe	48	48%

100 responses



Graph 4.9

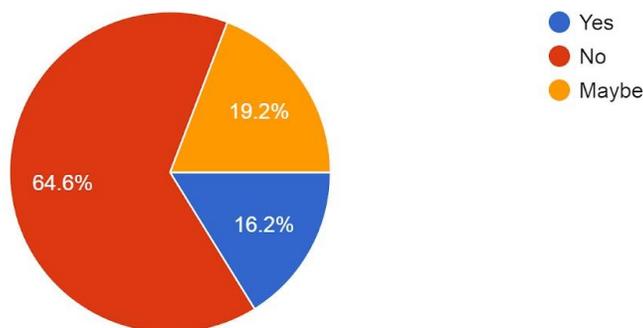
14% of the respondents, which is the minority, definitely feel that nowadays media’s representation of women encourages young people to have a positive self-esteem whereas 38% do not feel the same. On the other hand 48%, majority of them feel that maybe media’s representation of women might encourage women to have a positive self-esteem.

4.10 **Would you regard the models and celebrities featured in television ads as the beauty ideal?**

Table 4.10

Category	Frequency	Percentage
Yes	16	16.2%
No	64	64.6%
Maybe	19	19.2%

99 responses



Graph 4.10

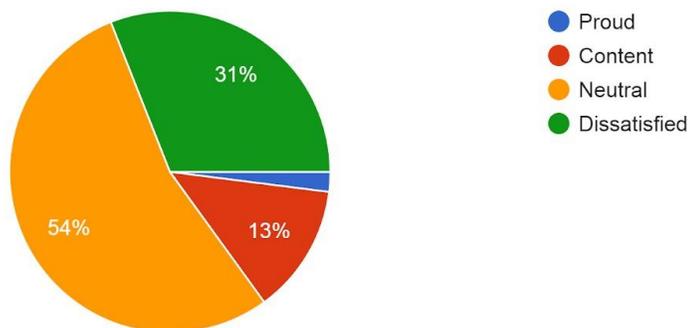
Majority of the respondents that counts for 64.6% out of 100 do not consider models and celebrities featured in television ads as the beauty ideal when asked whether they do or not. 19.2% might regard them as beauty idols with a close call of 16.2% who do regard models and celebrities featured in ads as beauty idols.

4.11 **How do TV advertisements nowadays make you feel about your body?**

Table 4.11

Category	Frequency	Percentage
Proud	2	2%
Content	13	13%
Neutral	54	54%
Dissatisfied	31	31%

100 responses



Graph 4.11

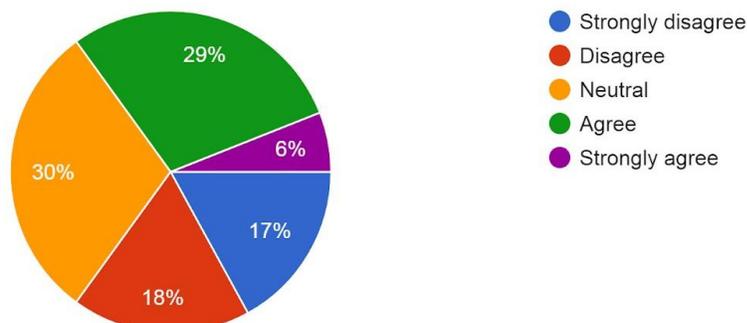
54% of the respondents opted for neutral when asked how TV advertisements nowadays make them feel about their body. 31.1% feel dissatisfied about how ads make them feel about their body, 13% feel content and the minority being just 2% who feel proud.

4.12 **I feel pressured from TV advertisements to look beautiful**

Table 4.12

Category	Frequency	Percentage
Strongly disagree	17	17%
Disagree	18	18%
Neutral	30	30%
Agree	29	29%
Strongly agree	17	17%

100 responses



Graph 4.12

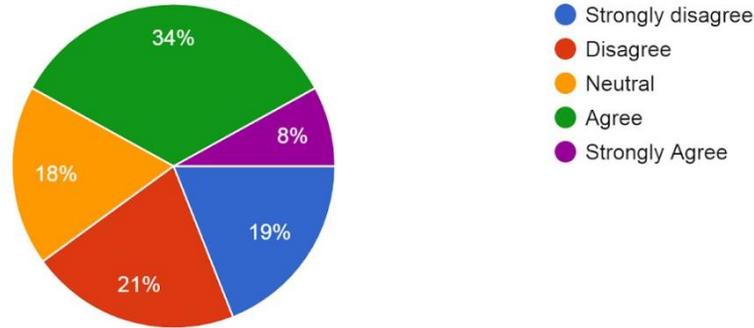
30% of the respondents feel neutral when asked whether or not they feel pressured from TV advertisements to look beautiful. 29% of them agree to the statement, 18% disagree. 17% of the respondents strongly disagree to the statement and 6% strongly agree that they do feel pressured by TV ads to look beautiful.

4.13 I feel pressured into conforming to a perfect body because of seeing young beautiful female models in TV advertisements.

Table 4.13

Category	Frequency	Percentage
Strongly disagree	19	19%
Disagree	21	21%
Neutral	18	18%
Agree	34	34%
Strongly agree	8	8%

100 responses



Graph 4.13

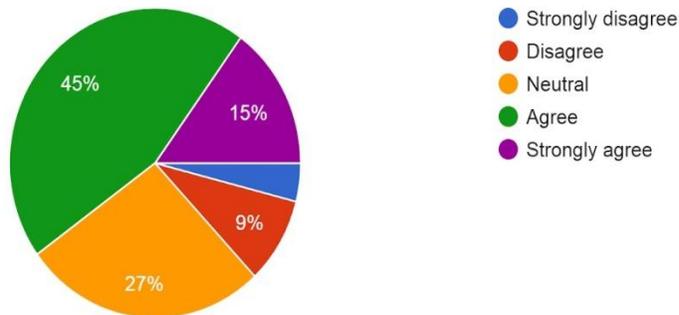
When asked whether the respondents feel pressured into conforming to a perfect body because of seeing young beautiful female models in TV advertisements, 34% of them, the majority agreed to it, whereas 21% disagreed to it. 19% had strong belief and strongly disagreed to the statement whereas only 8% strongly agreed to it. The rest of them being 18% opted for neutral.

4.14 **Displaying beautiful young female models in the TV advertisements increases dieting.**

Table 4.14

Category	Frequency	Percentage
Strongly disagree	4	4%
Disagree	9	9%
Neutral	27	27%
Agree	45	45%

100 responses



Graph 4.14

45% of them agreed on whether displaying beautiful young female models in the TV advertisements increases dieting, whereas 15% of them strongly agreed to it. 9% of them disagreed to it and 27% of them had a neutral opinion

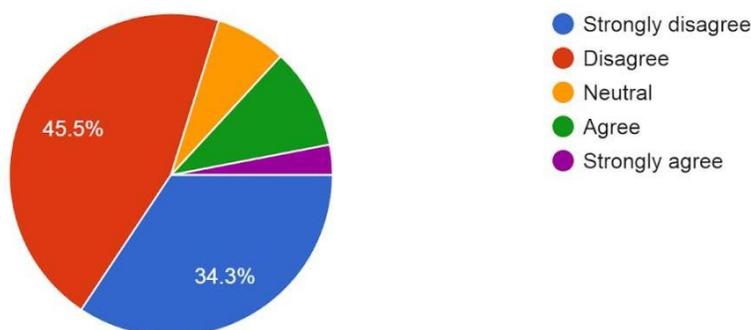
on it. But 4% of them strongly disagreed to it.

4.15 The exemplary female prototype (youth, good looking, sexually seductive and perfect women) in TV advertisements represent the reallife.

Table 4.15

Category	Frequency	Percentage
Strongly disagree	34	34.3%
Disagree	45	45.5%
Strongly agree	15	15%
Neutral	7	7.1%
Agree	10	10.1%
Strongly agree	3	3%

99 responses



Graph 4.15

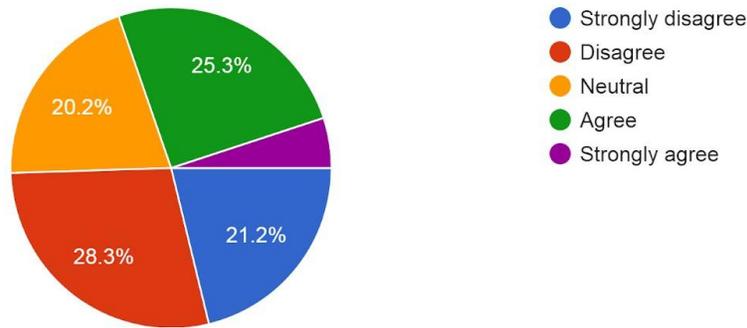
Majority of respondents that is 45.5% disagree and 34.3% strongly disagree. 10.1% are of the opinion that female prototypes do represent real life, 7.1% have neutral opinion and only 3% strongly agreed to it.

4.16 I compare my body with the idols that appear on the TVads.

Table 4.16

Category	Frequency	Percentage
Strongly disagree	21	21.2%
Disagree	28	28.3%
Neutral	20	20.2%
Agree	25	25.3%
Strongly agree	5	5.1%

99 responses



Graph 4.16

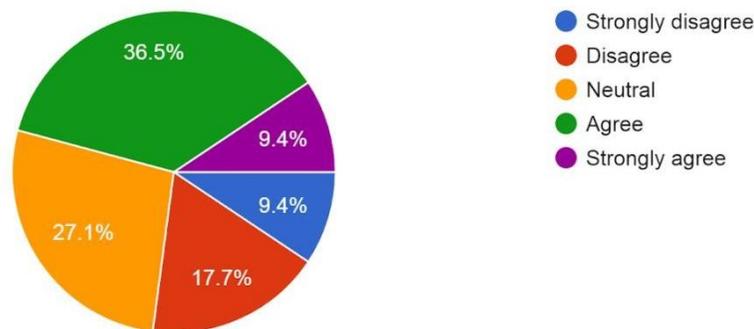
28.3% disagree to the statement whereas having a close line with the ones who agree to the statement that accounts for 25.3%. 21.2% strongly disagree to it whereas 5.1% strongly agree to it. The rest of them 20.2% are of a neutral opinion.

4.17 Targeting body image in television advertisements is the most effective strategy when it comes to building brand awareness.

Table 4.17

Category	Frequency	Percentage
Strongly disagree	9	9.4%
Disagree	17	17.7%
Neutral	26	27.1%
Agree	35	36.5%
Strongly agree	9	9.4%

96 responses



Graph 4.17

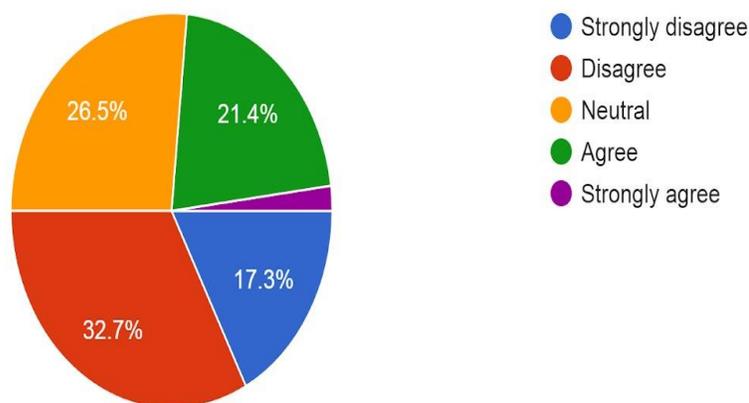
Majority of the respondents 36.5% have agreed whereas 17.7% disagree to it. There's a draw between strongly agree and strongly disagree that counts for 9.4% each whereas 27.1% have opted for neutral.

4.18 **Body image in the television advertisements influences me to purchase branded products.**

Table 4.1

Category	Frequency	Percentage
Strongly disagree	17	17.3%
Disagree	32	32.7%
Neutral	26	26.5%
Agree	21	21.4%
Strongly agree	2	2%

98 responses



Graph 4.18

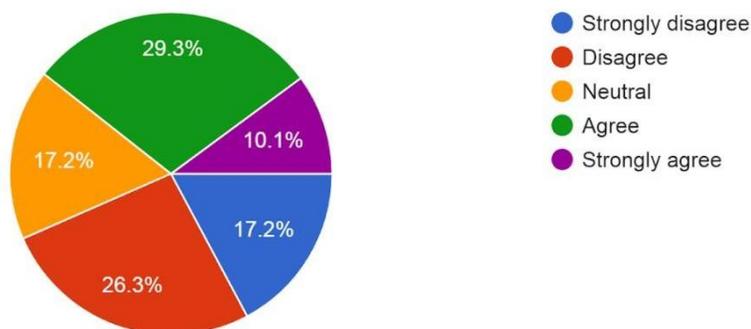
32.7% of the respondents disagree whereas 21.4% agree that it does influence them. 26.5% are of a neutral opinion and the rest 17.3% and 2% strongly disagree and strongly agree, respectively.

4.19 I feel overweight regardless of my normal weight when I see “The Ideal Media Image” onTV.

Table 4.19

Category	Frequency	Percentage
Strongly disagree	17	17.2%
Disagree	26	26.3%
Neutral	17	17.2%
Agree	29	29.3%
Strongly agree	10	10.1%

99 responses



Graph 4.19

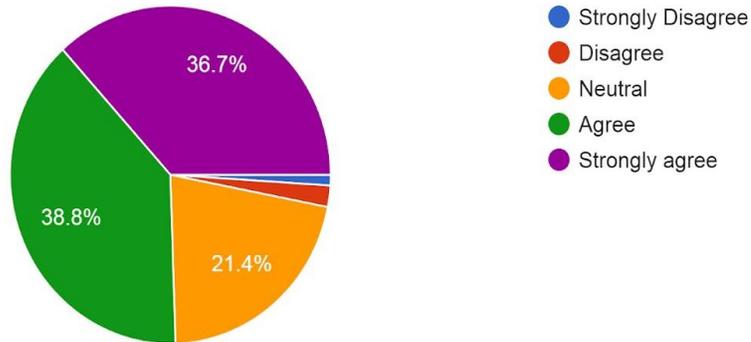
29.3% agree whereas 26.3% do not feel the same. A draw between neutral and strongly disagree for the statement that accounts for 17.2% leaving only 10.1% of the rest of the respondents with a strong opinion of opting for strongly agree.

4.20 Television advertisements targeted to women should build female self-esteem.

Table 4.20

Category	Frequency	Percentage
Strongly disagree	1	1%
Disagree	2	2%
Neutral	21	21.4%
Agree	38	38.8%
Strongly agree	36	36.7%

98 responses



Graph 4.20

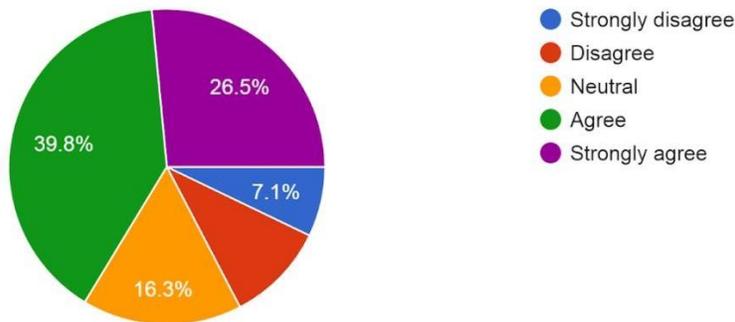
36.7% of the respondents strongly whereas 21.4% of the respondents have a neutral opinion. Only 2% and 1%, being the minority of the respondents disagree and strongly disagree that ads should not cater to building self esteem.

4.21 **TV advertising creates a mythical world in which no one is ever ugly, overweight,poor, struggling ordisabled.**

Table 4.21

Category	Frequency	Percentage
Strongly disagree	7	7.1%
Disagree	10	10.2%
Neutral	16	16.3%
Agree	39	39.8%
Strongly agree	26	26.5%

98 responses



Graph 4.21

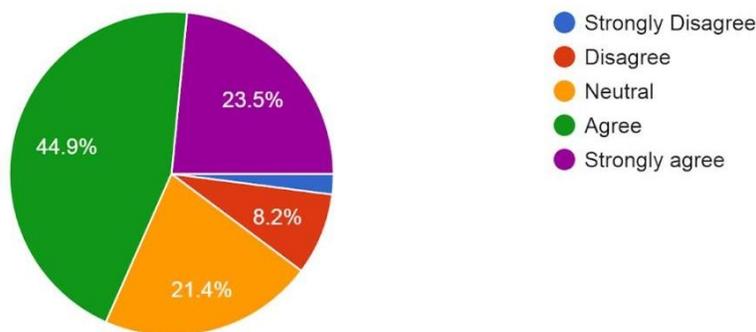
39.8% agreed 26.5% strongly agreed to the statement whereas 10% and 7.1% disagreed and strongly disagreed to it whereas the rest 16.3% opted for the option neutral.

4.22 Television advertising industry has managed to use mainstream pornographic images (use of women’s sexuality) and desensitize the populace into accepting humiliation of women advertising.

Table 4.22

Category	Frequency	Percentage
Strongly disagree	2	2%
Disagree	8	8.2%
Neutral	21	21.4%
Agree	44	44.9%
Strongly agree	23	23.5%

98 responses



Graph 4.22

44.9% agree to the statement. With a thin line between the options of strongly agree and neutral, 23.5% and 21.4% opted for both respectively. Minority being the ones who disagreed, 8.2% disagreed and 2% strongly disagreed.

5. CONCLUSION

This chapter concludes the detailed explanation of the answers by the hundred respondents through a questionnaire survey methodology

5.1 Summary of the findings

The findings of this data collection demonstrated that women are influenced to a certain extent by watching the TV advertisements as the findings indicate that visual ads are known to create a lot of impact as most of the respondents

feel pressured by the TV ads to conform to a perfect body because of the ideal body presented by the media and that it leads to unhealthy eating patterns a well.

REFERENCES

- 1) Anderson, A., & Domenico, D. (1992). *The relationship between magazine reading and adolescent's body image and eating disturbances*. Retrieved from: <https://pdfs.semanticscholar.org/b7fc/147f8a95e3f5bd9e3162f5488a279c8268f5.pdf>
- 2) Body image - women [Web blog post]. (2017). Retrieved from: <https://www.betterhealth.vic.gov.au/health/healthyliving/body-image-women>
- 3) Bootwala, S., Lawrence, M., & Mali, S. (2007). *Concept and history of advertising*. Retrieved from: http://shodhganga.inflibnet.ac.in/bitstream/10603/160686/7/07_chapter%201.pdf
- 4) Borland, H., & Akram, S. (2007). *Age is no barrier to wanting to look good: women on body image, age and advertising*. *Qualitative Market Research: An International Journal*, Vol. 10 Issue: 3, Retrieved from: <https://www.emeraldinsight.com/doi/full/10.1108/13522750710754335>
- 5) Botta, R. (2006, February 7). *Television Images and Adolescent Girls' Body Image Disturbance*. *Journal of Communication*, Vol.49 Issue: 2, Retrieved from: <https://academic.oup.com/joc/article-abstract/49/2/22/4110068?redirectedFrom=PDF>
- 6) Brown, K. R. (2006, December). *Media representations of female body images in women's magazines*. Retrieved from: <http://digital.library.okstate.edu/etd/umi-okstate-2016.pdf>
- 7) Cash, T., & Pruzinsky, T. (2002). *"Body image"*. Guilford Press
- 8) Cash, T. F. (2008). *Body image*. Retrieved from https://www.mcgill.ca/counselling/files/counselling/ways_to_improve_body_image_0.pdf
- 9) Chattopadhyay, R. (2005, August 18). *Cricket as Visual Metaphor India Advertising*. Retrieved from: <https://www.scribd.com/document/367496566/Cricket-as-Visual-Metaphor-India-Advertising>
- 10) Chaubey, D., & Sharma, J. (2010). *"Body image in advertising and emerging fashion trend"*. Gyanpratha. volume 2.
- 11) Choi, Y., & Choi, J. (2009, July 29). *Third-Person Effects of Idealized Body Image in Magazine Advertisements*. *American Behavioral Scientist*, Retrieved from: https://www.researchgate.net/publication/240282549_Third-Person_Effects_of_Idealized_Body_Image_in_Magazine_Advertisements
- 12) Choudhuri, A. (2007) *Indian Advertising: 1780-1950 A.D*, Tata McGraw Hill Education.
- 13) Clay, D., Vignoles, V. L., & Dittmar, H. (2005). *Body Image and Self-Esteem Among Adolescent Girls: Testing the Influence of Sociocultural Factors*. *Journal of research on Adolescence*, Retrieved from: <http://demoiselle2femme.org/wp-content/uploads/Body-Image-and-Self-Esteem-Among-Girls.pdf>
- 14) Coy, B. (2010). *Relationship between body image and self-esteem among female students*. Retrieved from: <http://iosrjournals.org/iosr-jhss/papers/Vol19-issue1/Version-12/A0191120105.pdf>
- 15) Dittmar, H., & Howard, S. (2004, December 1). *Thin-Ideal Internalization and Social Comparison Tendency as Moderators of Media Models' Impact on Women's Body-Focused Anxiety*, *Journal of Social and Clinical Psychology*, Retrieved from: https://www.researchgate.net/publication/247839533_Thin-Ideal_Internalization_and_Social_Comparison_Tendency_as_Moderators_of_Media_Models'_Impact_on_Women's_Body-Focused_Anxiety
- 16) Frost, J., & McKelvie, S. (2000, January 1). *The relationship of self-esteem and body satisfaction to exercise activity for male and female elementary school, high school, and university students*. Retrieved from: https://www.researchgate.net/publication/242522927_The_Relationship_of_Self-Esteem_and_Body_Satisfaction_to_Exercise_Activity_for_Male_and_Female_Elementary_School_High_School_and_University_Students

- 17) Gallagher, J. (2016). *Psychological Effects of Fitness Advertising on Female Collegiate Athletes*. *Elon Journal of Undergraduate Research in Communications*, Vol. 6, Retrieved from: https://www.elon.edu/u/academics/communications/journal/wp-content/uploads/sites/153/2017/06/03_Jenny_Gallagher.pdf
- 18) Grabe, S., Ward, L. M., & Hyde, J. S. (2008). *The Role of the Media in Body Image Concerns Among Women: A Meta-Analysis of Experimental and Correlational Studies*. *Psychological Bulletin*, Retrieved from: <https://cpb-us-e1.wpmucdn.com/sites.ucsc.edu/dist/3/41/files/2014/10/Grabe-Ward-Hyde-Media-Meta-PB-2008.pdf>
- 19) Halliwell, E., & Dittmar, H. (2004). *Does size matter? the impact of model's body size on women's body-focused anxiety and advertising effectiveness*. *Journal of Social and Clinical Psychology*, Vol. 23, Retrieved from: <http://nedic.ca/sites/default/files/files/Does-size-matter-impact-models-body-size-womens-body-focused-anxiety-advertising-effectiveness.pdf>
- 20) Harper, B., & Tiggemann, M. (2008). *The Effect of Thin Ideal Media Images on Women's Self-Objectification, Mood, and Body Image*. Retrieved from: <https://pdfs.semanticscholar.org/ef7e/f69038a1eda52e69ee28c883f73e80442ed5.pdf>
- 21) Haytko, D. (2013, January 1). *Body Image, Confidence, And Media Influence: A Study Of Middle School Adolescents*. Retrieved from: https://www.researchgate.net/publication/287568277_Body_Image_Confidence_And_Media_Influence_A_Study_Of_Middle_School_Adolescents
- 22) Heidi, D., Posavac, S., & Cash, T. F. (2004, June 18). *Women's exposure to thin-and-beautiful media images: body image effects of media-ideal internalization and impact-reduction interventions*. *Body Image* 2, Retrieved from: <https://pdfs.semanticscholar.org/1152/324a884eed709d1258fa5e2ff7289b5068a5.pdf>
- 23) Huebscher, B. (2010, May). *Relationship between body image and self-esteem*. Retrieved from: <http://citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.390.333&rep=rep1&type=pdf>
- 24) Lavine, H., Sweeney, D., & Wagner, S. H. (1999, August 8). *Depicting Women as Sex Objects in Television Advertising: Effects on Body Dissatisfaction*.
- 25) Lee, M., & Johnson, C. (1999). *A study on the influence and impact of advertising to consumer purchase motive among student teachers*. Retrieved from <http://www.iosrjournals.org/iosr-jrme/papers/Vol-2%20Issue-4/A0240105.pdf>
- 26) Lynn, M., Sana, S., Shaikh, & Ayub, M. (n.d.). *The impact of media on the body image perception, body image satisfaction and self-esteem among women*. Retrieved from: https://www.researchgate.net/profile/Diksha_S/publication/318820424_The_Impact_Of_Media_On_The_Body_Image_Perception_Body_Image_Satisfaction_Self_Esteem_Among_Women/links/5980702e4585156238fac8ea/The-Impact-Of-Media-On-The-Body-Image-Perception-Body-Image-Satisfaction-Self-Esteem-Among-Women?origin=publication_detail
- 27) Madanat, H. N., Brown, R. B., & Hawks, S. R. (2007, November). *The impact of body mass index and Western advertising and media on eating style, body image and nutrition transition among Jordanian women*. *Public health nutrition*, Retrieved from: https://www.researchgate.net/publication/6425375_The_impact_of_body_mass_index_and_Western_advertising_and_media_on_eating_style_body_image_and_nutrition_transition_among_Jordanian_women
- 28) Marcum, M. (2010). *"The Construction of Body Image: Identifying Communicative Influences for Women"*. *The International Journal of Indian Psychology*.
- 29) Martin, J. B. (2008, July 1). *The development of ideal body image perceptions in the United States*. Retrieved from: https://www.researchgate.net/publication/232215825_The_Development_of_Ideal_Body_Image_Perceptions_in_the_United_States
- 30) Martin, J. B. (2010, May). *The development of ideal body image perceptions in the United States*. Retrieved from: <https://pdfs.semanticscholar.org/9baf/87fa41962e3454b6365c2900f9202fb896ae.pdf>

- 31) Michaelides, A. (2005). *Hidden Messages: Advertising and the Messages They Send to Society about Women*. Senior Honor Thesis, Retrieved from: <https://commons.emich.edu/cgi/viewcontent.cgi?referer=&httpsredir=1&article=1083&context=honors>
- 32) Montenegro, D. (2017, October 30). *The history of advertising*. Retrieved from: https://www.researchgate.net/publication/320719721_THE_HISTORY_OF_ADVERTISING
- 33) Myers, P., & Biocca, F. (1992). "The elastic body image: The effect of television advertising and programming on body image distortions in young women". *Journal of Communication*.
- 34) Nair, N. H. (2013). *A study on the evolution of advertisements in India*. Retrieved from: http://www.conference.bonfring.org/papers/sngce_placitum2013/mm03.pdf
- 35) Nnaemeka, A., & Solomon, A. (2014, February). *Relationship between body image and self-esteem among female undergraduate students of behavioural sciences*. Retrieved from: <http://iosrjournals.org/iosr-jhss/papers/Vol19-issue1/Version-12/A0191120105.pdf>
- 36) Raya. (2011, October 3). *A brief history of advertising*. Retrieved from: https://torontopubliclibrary.typepad.com/business_personal_finance/2011/10/a-history-of-advertising.html
- 37) Rekha, S., & Maran, K. (2012). "Advertisement pressure and its impact on body dissatisfaction and body image perception of women in India". *Global Media Journal*.
- 38) Roy, C. (1997). *Evolution of advertising in India: An overview*. Retrieved from: http://shodhganga.inflibnet.ac.in/bitstream/10603/50046/8/08_chapter%202.pdf
- 39) Sparhawk, J. (2003, August). *Body image and the media: the media's influence on body image*. Retrieved from: <http://citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.390.9884&rep=rep1&type=pdf>
- 40) Tok, S., (2011). "The Effect of Female Media Body Images on Body Image Dissatisfaction in Female Athletes and Non athletes". *TurkiyeKlinikleri Journal of Medical Sciences*.
- 41) Trehan, M., & Trehan, R. (2007). *Concept and history of advertising*. Retrieved from: http://shodhganga.inflibnet.ac.in/jspui/bitstream/10603/160686/7/07_chapter%201.pdf
- 42) V, S. (2013, August). *A study on the influence and impact of advertising to consumer purchase motive among student teachers*. Retrieved from: <http://www.iosrjournals.org/iosr-jrme/papers/Vol-2%20Issue-4/A0240105.pdf>
- 43) Venkat, R., Odgen, & Harold. (2002). "Advertising-Induced Social Comparison and Body-Image Satisfaction: The Moderating Role of Gender, Self-Esteem and Locus of Control". *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*, Vol. 15, Retrieved from: <https://www.questia.com/library/journal/1P3-278897951/advertising-induced-social-comparison-and-body-image>
- 44) Williams, T. J., Schimel, J., Hayes, J., & Usta, M. (2014). (PDF) *Following and Resisting Body Image Ideals in Advertising: The Moderating Role of Extrinsic Contingency Focus*. The Moderating Role of Extrinsic Contingency Focus. Self and Identity, Retrieved from: https://www.researchgate.net/publication/271938239_Following_and_Resisting_Body_Image_Ideals_in_Advertising_The_Moderating_Role_of_Extrinsic_Contingency_Focus
- 45) Wynn, B. D. (2006, June 4). *The Impact of Media on Body Images of Young Women*. *Research Papers*, Retrieved from: https://opensiuc.lib.siu.edu/cgi/viewcontent.cgi?referer=&httpsredir=1&article=1609&context=gs_rp
- 46) Yu, U., Damhorst, M. L., & Russell, D. W. (2011, September). (PDF) *The Impact of Body Image on Consumers? Perceptions of Idealized Advertising Images and Brand Attitudes*. *Family and Consumer Sciences Research Journal*, Retrieved from: https://www.researchgate.net/publication/230253135_The_Impact_of_Body_Image_on_Consumers'_Perceptions_of_Idealized_Advertising_Images_and_Brand_Attitudes/citations