

## Gender Based Study on Sexism and Immoral Themes Used in the Advertisements

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### ABSTRACT

*Sexism and immoral themes used in the advertisements would hurt the minds of the viewers and has a very strong impact on the cognitive ability, hence certain constructs cannot be quantified, and hence there is a strong need to use qualitative approach to generalize the discussion and to conclude with a meaningful solution. Associations of ideas have to stem from the main root and hence for this research paper Mind Maps has been used. To have a vast knowledge on the theme, 29 articles were deeply analysed to know how to use a qualitative approach to study the insolence of the youth community towards the immoral advertisements. Thus, diagrammatic relationship, complex variables can be better understood using mind mapping and hence this research work is a pure qualitative approach. As a concluding remark, it has been mentioned that, marketers should first know what content has to be advertised and what not to be advertised. It would be useful to the customer community if advertisements hold information on products and services rather than showing unwanted content. The variables extracted during the focus group discussion matched the analysed data using student's t-test and the analysed data proves the triangulation approach in a positive way.*

**Keywords:** Sexism, immoral advertisement themes, gender based issue, triangulation approach, mixed research method.

### INTRODUCTION:

The term Advertisement, means promoting a product, service, an event that is being organised or any job vacancies (Jefkins, 1992). Advertising has crucial role in today's competitive marketing world says (Terkan, 2014). The aim of advertising is to persuade the consumers, persuasion can be defined as the process of influencing a person to do something says (Shaughnessy, 2004). The brand managers depend on advertisements to promote the products. Certain non-commercial advertisements are also created to create awareness and to gain fame for the business units reputation in the market. Non-commercial advertising can be used to attract attention and create a positive image of an entrepreneur or an enterprise says (Sandage, 1989). Starting from providing information about the product or service to the final consumers, persuading the consumers, keeping the consumers loyal towards the firm and product and retaining them for a longer span of time is done only through advertisements and this explanation has been mentioned in an online article by (Chand). For consumers, any advertisement holds meaning if they reveal the quality, value and the price of the product. It is very important for every marketing team to design an appropriate advertisement because a good advertisement can increase the sales rapidly, whereas bad advertisements can drastically decrease the sales of the company is a statement according to an online article by (Bradley). The advertisement agencies should give importance to themes, which are enjoyable by the consumer community and one of the main aim of advertising is to increase the sales using various types of sales promotional strategies (Romat, 1997). As mentioned by (Babbie, 1995), social science domain which gives importance to qualitative aspects should give importance to love, hate,

preconception and extremism and estrangement. Brand ambassador embodies a brand and acts as a powerful affiliation and the messages rendered by the brand ambassador have a powerful impact on the cognitive sense of the viewers. Thus, brand ambassadors have to be keen enough before selecting the advertisement in which they sign a contract to be casted says (Hattangadi, 2015). In addition, the choice of Brand Ambassadors needs to be an accurate because of a brand ambassador supports an illegal advertisement or a product which is harmful to the consumer community the personal and career life of the brand ambassador gets affected. Brand ambassadors have to be taken inot serious consideration because a brand ambassador program is where a brand has an ongoing working relationship with select customers (ambassadors) in order to achieve certain business goals says (Shindell, 2018). The advertisement for the popular brand maggi, which stared brand ambassadors such as Preethi Zinta and Amithab Bachchan, says that even the stars felt the heat when the brand was under intense scrutiny. Section 52 and 53 under FSSAI makes it clear that even the brand ambassadors will have to face serious problems if they involve or spread message or cast themselves with regard to any misbranded food products says (Aanchal, 2014). True that, most of the advertisements today enhance the popularity of the products and play a key role in increasing the trade, but it also creates a stereotype therefore creating a biased mind-set in people. One of the most popular advertisements of cosmetic industries 'Fair and lovely' owes its credit to its ad. Even though it gives optimistic views about how a brighter complexion can boost a person's confidence, it also gives the idea that how a person of a darker colour is void of appreciation even though the individual excels in the particular skill. Most of the skin care advertisements, especially the online advertisements which has the pictures and names of famous celebrities might provoke the viewers to get attracted towards the product but in reality these advertisements and popups are bogus messages says (Melugin, 2017). These types of advertisements also create a divided mind-set and seem like a subtle influence of racism, where the personality of an individual is being judged based on the external features and not the individuals abilities. And as the advertisements of this type also has an influence on the minds of people in reality, it also causes a rift in the real life situation of people today, therefore leading many to adjust their appearance according to the demands of this influenced society. (Anand Shankar Raja M, 2014) Says that Advertising has very much become a part of our lives, with the market glutted with endless brands of products and huge product lines. Customers are influenced largely by advertisements in the purchase decision process. The advertisement agencies should give importance to themes, which are enjoyable by the consumer community. This causes a serious effect as one is forced to let go of their natural way of living and is forced to give in into the artificiality that society claims to be real. Certain companies comes out with an which was very provocative towards the feminine gender. In the advertisement the brand ambassador plays the role of an airhostess while the male ambassador as the pilot. The women character is portrayed as a shallow woman who is attracted to the supposedly striking the watch merchandise that the pilot owns. The advertisement portrays the watch merchandise as bait for attracting women and depicts the feminine gender as vain and superficial. It also objectifies women by making men feel that women can be possessed just like a pair of fancy sunglasses. In addition to slandering women, the advertisement also represents outrageously careless behavior by showing the irresponsible attitude of the pilot and the airhostess towards the passengers on the flight. Both the pilot and the airhostess engage in possible promiscuous behavior locking the door of the cockpit behind them. Thus, the advertisement sends a very wrong message to the general audience specially adolescents who are curious about and vulnerable to subjects relating to gender roles and sexuality. It also enforces disregard for caution and depicts how seemingly innocuous acts can result in potentially life threatening situations. Unrealistic and over manipulation spoils the future of little kids who come across certain advertisement, as they get excited to try it. Some kind of advertisement shows stunts that are very dangerous and are usually done by professional as well as using graphics to build up the ad. The audience of the advertisement rangers from very young age children to adults. Although such ad do come with warning not to perform such stunts, but people do try these ads. There have been reports of people getting killed or hurting themselves while trying these stunts not only that, the drinks are quite unhealthy and on a personal preference the starts themselves don't drink these drinks, there has been a lot of challenges that such drinks can held to degradation of the bone's density. For this assignment pertaining to critically analyzing an advertisement, I had the opportunity to browse through a variety of creative and engrossing advertisements. The one that stood out for me was the 'Taste the Feeling' anthem released by Coca-Cola last year. The advertisement is mainly targeted towards young adults, teenagers and relatively older aged viewers, as they are the primary consumers of the product. The advertisement is a uplifting piece of film and generates emotions of relaxation and optimism in the viewer or consumer. One feels happy and is compelled to sit back, relax and have a good time with his or her loved ones and close friends. The advertisement appeals to the social element inherent within us human beings and addresses us on an emotional

level or basis. Set to a song, eponymously titled 'Taste the Feeling', and performed by Swedish DJ Avicii and Australian singer Conrad Sewell as collaboration. The song's main theme outlines that one should be jovial at all times and should not be distraught by every day burdens, trials and tribulations. The theme of the song matches the overall theme of the advertisement itself. Additionally, the advertisement does not employ the use of language. The message of the advertisement is portrayed beautifully through the emotions of the actors, which is a unique feature of this advertisement. A unique aspect of the part of the Coca Cola Company's global marketing campaign, a variety of other advertisements were shot in other countries featuring actors from various nationalities which were then televised in that particular country. For example, in India, the firm shot a similar advertisement being set to a song entitled, 'Umeed Wali Dhoop, Sunshine Wali Asha'.

The global campaign of the advertisement wherein similar advertisements were shot, lays emphasis on friendship and relationships being universal elements and not restricted to any one region or nation. This particular advertisement induces emotions of nostalgia and exhilaration and is unique as it completely relies on the facial expressions emoted out by the cast with an upbeat song to go along with it. It fills the viewer with the aforementioned emotions within a matter of sixty seconds. The worldwide sales campaign is also an intelligent and intriguing move by the firm's marketing team and is worth noting. It is sure to resonate emotionally with the viewers or consumers. Advertising is an important form of communication between products and customers. How to get viewers' attention is first thing need to consider for advertising. Sexual appeal is become very useful tool in advertising, and it use is increasing. The sex appeal has a very long history; Woodbury's Facial Soap (Campaign, 2014) introduced the first sex appeal advertising in 1911. Once this advertising is released it has caused an enormous controversy, it is considered so risqué and inappropriate by several readers, even their cancelled their subscriptions to the magazine immediately (O'Barr, 2011). However, by today's sexually liberated standards, this advertising already is positively chaste. During the next 93 years, sex is become a disputed and inevitable theme in advertising application.

The use of sex in advertising has become a major selling method in the society in today, but the people who from different culture always have different acceptability of sex, even cause the negative reaction to affect the products. This issue paper will talk about the problem about sex use in advertising, and through an in-depth examination of the research literature. There is always a hard truth but it really works in reality "SEX SELLS". The public really looks forward for attractive sex stimulating factors in the advertisement. Using sexually proactive imagery has become the latest concept seen in most of the advertisement and Paul Suggest has mentioned this clearly. Most of the marketers are now using this concept to promote the product. However, the product or service is no way related to sex appeal but still it is being used and it works in a very successful way. It can be the model with attractive sex appeal, it can be the humor connected with sex attraction or the music and visuals. The main aim of the advertisers is to make the product viral. Once up on a time the marketers believed on quality aspects so that the products go viral through word of mouth. Now sex appeals and sex sells concept is used for the advertisement to go viral. Condoms are used to protect unwanted pregnancy and to avoid diseases, which spreads due to unprotected sex (Pazol). Nevertheless, condom advertisement uses sexuality to attract the consumers. Instead why don't they talk about safety and reproductive health is a question, which has no solution. Condom advertisement using an attractive mechanism just to make the consumers enthusiasm with a textile name is unacceptable. Making a wacky buzz has become quite common these days and it is sued a powerful tool by marketers. A men's innerwear advertisement should have a male model wearing the innerwear, which will portray the innerwear fit. Certain brands have used a women model with sex appeal costumer enjoying the pleasure of holding a man's innerwear. Where have things gone wrong? Should the marketers be careful enough before publishing these type of advertisements or should the consumers take it easy and simple needs more clarity. A private label producing perfume stated "good girls are turning naughty". This is total a total rubbish because no marketer has the right describe the characteristics of a women. Smoking and its ill affects has been shown in a very neat manner by a few marketers, which have a very good impact in the minds of the consumers.

Though the universal fact on sex life being affected due to smoking can be portrayed in a decent way, rather there are advertisement which gives importance to inactive penis. This type of advertisement is very easy for a male to digest and accept but it looks very awkward for the women community. Especially for a country with traditions and decent culture like India, it is not at all suitable. Textile brand, which has to state the importance of the jeans, has to talk about the quality, the durability of the product etc. rather than using a rape scene or group sex. The consumers in might interpret it anyways. The line of alcoholic drinks, which should not popularize the alcoholic content, has come out with a series of advertisement which shows a women model dressed with high sex appeal. The advertisement has portrayed the beer cans at a smaller size

and the body part of the women in a very bad way. Where is the importance given to the product? The viewers would feel sensation rather than looking for the product features. The marketers should be focused not to abuse the consumers through sexual sensational advertisement. The new jean advertisement should state the quality of the cloth and the promotional ethics related with the product but not a sexiest man with a long couch and two women sitting next to him and the tag goes "Light threesome never hurts anyone" is this an adult movie or a novel to have the sexiest emotions? Alternatively, is it a normal advertisement, which has the sense to attract customers across the world? These type of advertisement have always been in controversy says (Hagenbuch, 2015).

The young kids are very intelligent these days, when they see such advertisements they ask to themselves various questions on what is it about? How it works and they develop more curiosity to explore into it. It's a universal truth that, brands are quite famous because they make the best use of all the resources available from the environment. The firms and marketers should also understand their responsibilities in doing well for the society. Sex and nudity has always been quite successful and it is an accepted truth. Sometimes the advertisement is not connected with the product or the services but still it is being advertised. The shoe advertisement should portray the quality, availability of the product, the pricing strategies and the promotion strategies, which are available with the brand so that, people who are in need of shoes will look forward to observe the advertisement and go to the retail stores in search for the same product.

But it has become a trend to use sex appealing models in the advertisement, caressing one another and making the appearance more attractive. Nothing makes people skip over than an ad more than an unending wall of text. The shorter you can get your point across the better. In addition, add shows the emotional moment between sister and brother. As the reality of the relation between siblings can be seen. The beautiful warmth and emotions between a father and daughter, mother and son, couples are various dimensions, which attracts the consumers. However, certain advertisement is unfair as both dad eyes a woman and daughter eyes women son. Is this type of advertisement bringing down the reputation of the brand? A strong yes!

Immoral advertisement and the concept, which is responsible for normal advertisement to be called as an immoral advertisement, form the consumers viewpoint has been in major debate for the past couple of years. Thus, there are plenty of reviews available for discussion. These research papers have taken into consideration only the major reviews, which are very apt for the studies objective. (Sugget, 2017), has defined immoral advertisement as any advertisement which does not adhere the rules, regulations and norms with regard to the conduct of the industry and also a content which lacks in moral ethics. In simple words it can be understood that an advertisement with fake information, something which takes credit on an aspect which is not present in reality, manipulation of theme and concept to make the viewers believe and the spread of unethical information. For example, political advertisements can also be taken into account because it draws the attention of the individual citizens with an unimaginable theme "The whole world will come to an end if you elect a wrong person to rule you". This type of political attack is also an example for manipulation or exaggeration of the information. Advertisement agencies and journalism always enjoys the art of developing fear in the minds of the consumers with many built messages and unimaginable content. Taking a strong hold on "color of the skin", many advertisements have indirectly supported racism and this can be called as "Subliminal advertising" which induces a flash of fear in the minds of the consumer when he watches the advertisement for the very first time. This information gets stored in his/her subconscious memory and provokes the customer to get involved in the purchase decision says (Kulkarni).

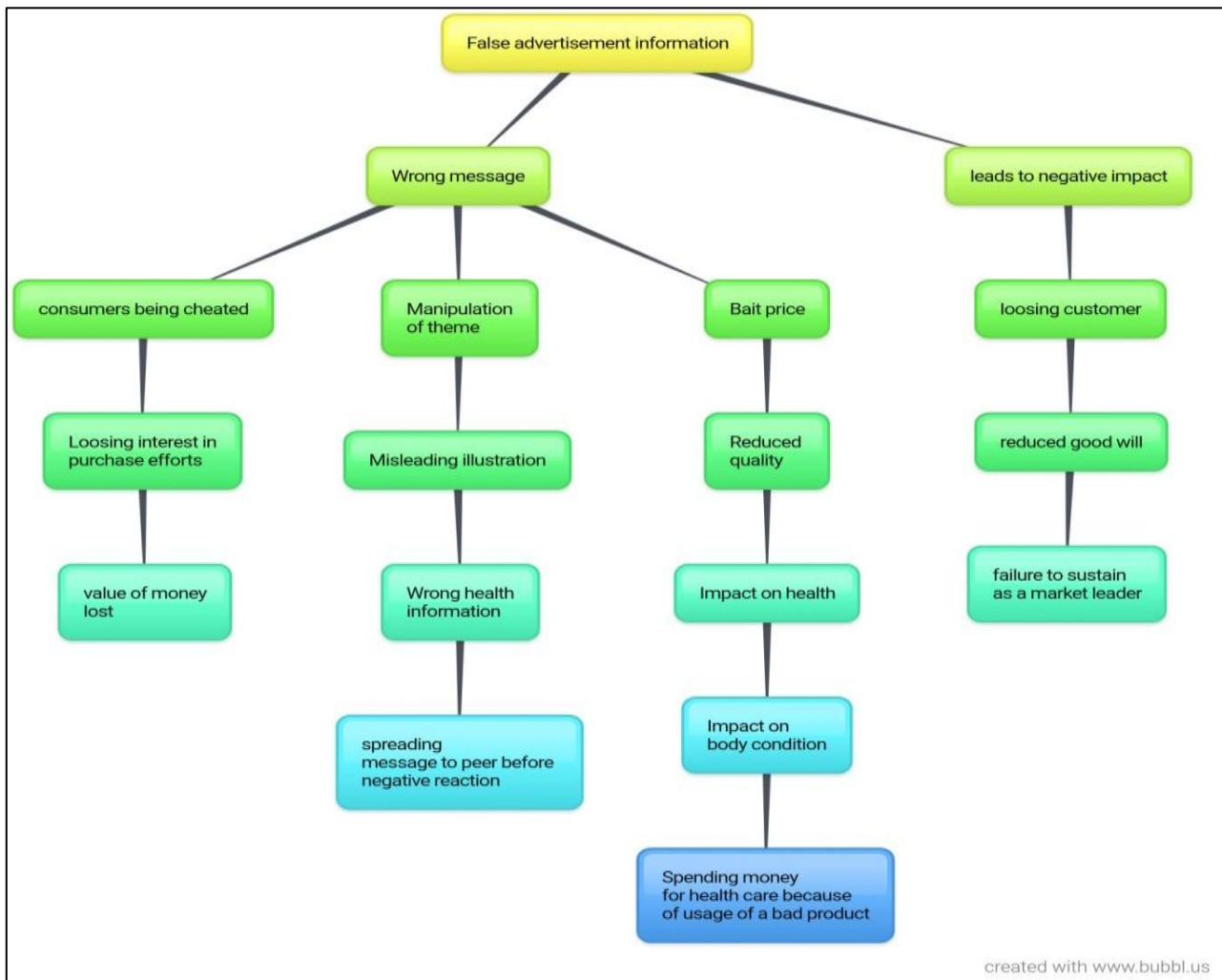
People are filled with the fear factor that if they don't consume the product they will be subjected to a disease or a life changing threat and marketers are now popularly using this strategy to persuade the consumers says (Newbold, 2014). (Stewart), in her website, blog has clearly stated that, America is now using the most illegal and evil sins in running advertisements because of the promotion of the sexual content in the advertisement. The youth community has been majorly affected due to some major issues such as consuming illegal products, getting exposed to toxic products, following the modelling and stylish traits of models and brand ambassadors says (Barve G\*, 2015). The author also says that children exposed to these advertisements should know how to differentiate between good and bad content and information shown in advertisements. There are a few advertisements which takes efforts to do good for the welfare of the society and certain research work has shown positive results that cause campaign has positive impact. A study conducted by (Cornelia Pechmann PhD), reveals that an anti-smoking advertisement campaign had a positive impact and in-fact the smoking has decreased which has been discovered through a survey analysis. Thus, we understand that, advertisements providing useful content are well taken by the viewers and readers.

**RESEARCH METHODOLOGY:**

For this research, the researcher has collected the data through a focus group as it is one of the most suitable methods to collect data dealing with qualitative attributes. Social science field is witnessing the usage of focus groups for data collection. (D.L) Says that, research in the field of marketing makes use of focus group techniques. For the focus group, 30 respondents have been selected for the interaction. Based on the interaction, ideas and contributions have been noted and the same has been converted into a written record. In-fact focus group is an easy mechanism to verify the adequacy of the information mentioned by majority of the participants in the discussion says (GREENBAUM).

Mind mapping which is a diagrammatic representation of ideas and views has been used to arrange the most promising variables in a flow. The central topic for this research (immoral advertisement themes) had been discussed and ideas were arranged around the central key word (T, 1993). Mind maps also provides a clear representation of ideas and hence it has been employed for this research work (Kern CS, Journal of Nursing Education). In the past 5 to 10 years, many new softwares and online tools have been developed to understand the relationship between variables and ideas, which are represented through a diagram. The complex information and discussion during a focus group session is very easily represented using a mind-mapping diagram, which is very easy to understand and draw inference (Nassi, 1973). Philosopher’s sense of statement is represented through an argument-mapping tool (M, 2008). Here in this research the argument is about the impact of illegal advertisements on consumers mind and sex appeal used in advertisement and its effect among the youth community. Focus group interactions are also a source for new learning by taking the essence of the discussion in the right way and many researchers stating that mind mapping is used in pedagogical practices to drive the students learning interest and hence this tool is more suitable and apt for this research work support the same theme (Eppler, 2006).

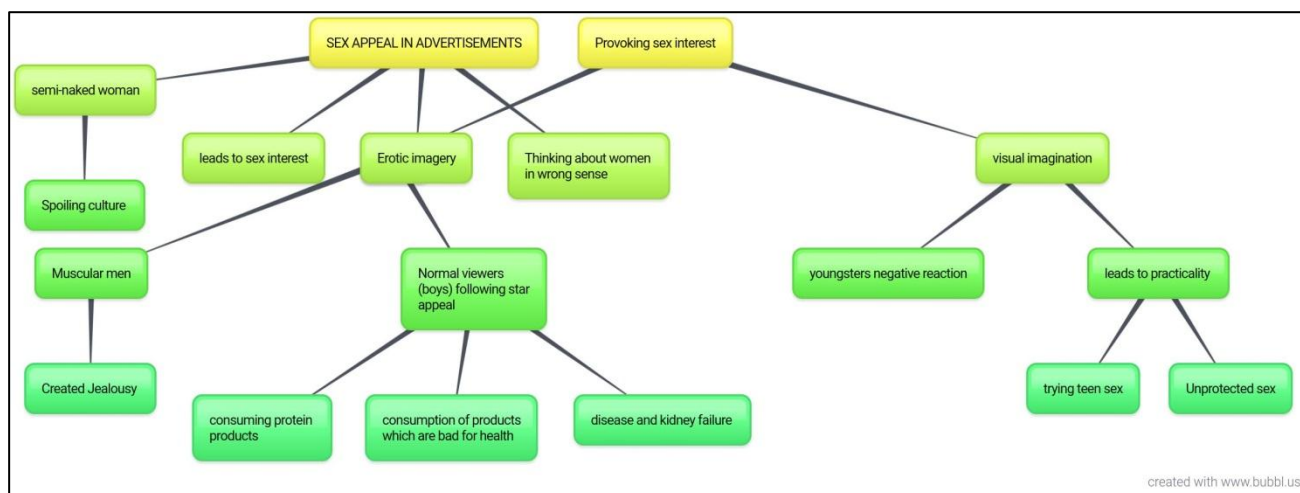
**Mind Mapping explaining effects of false advertisement information (Female group)**



**DISCUSSION:**

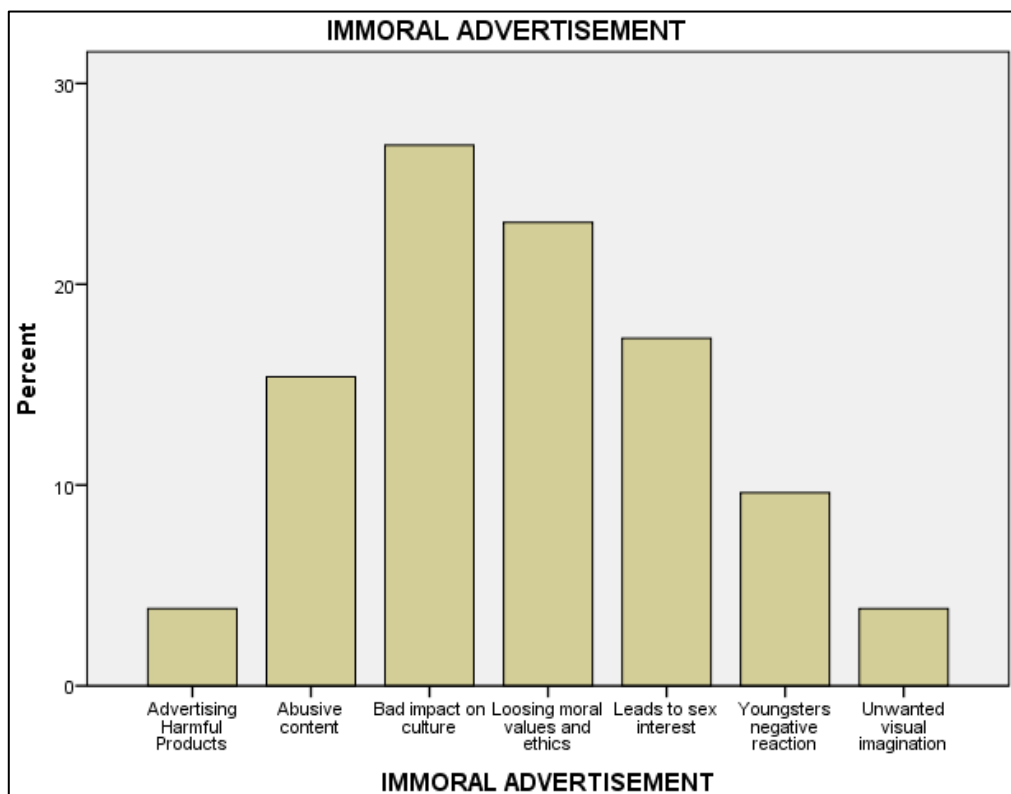
It is a universal truth that advertisements are clear communication, which is sent to the target customers to know about the products and services. However, in the recent day's advertisements has become a powerful mechanism to show illegal content and to stimulate sexuality among the teen. Most of the respondents have agreed that, condom advertisement and sanitary pads involving advertisement contain illegal themes and wordings and the main theme and the real usage is not mentioned. (Staff, 2011). The article mentions clearly on Government restriction on the condom advertisement content, which would provoke the children to involve in un-healthy practices. From the focus group, majority of the respondents (21 respondents) have mentioned the negative implications of the advertisement because of over sexuality content. They even mentioned that, when watching such advertisements Indian family mentality is to change the channel to avoid such bad scene before a family play. Thus, the advertisement is skipped and has no use. (Majumdar, 2017) in the article says that the government has prohibited not to advertise condom advertisements any time in the day till 10 PM. From the study (7 respondents) have made a clear talk that these advertisements should be watched by the teens to know how to safeguard themselves from unprotected sex. (Rakheja, 2017) also says the same that teens should watch the condom advertisements to know more on sexual and reproductive health. Thus, it can be said that condom advertisements are for good and for bad. Before 2005, The Government of India promoted HIV awareness through television and other media by mentioning only about what has to be mentioned, but now the theme has totally changed and it shows the illegal sexuality between couples. Un-ethical marketing traits have a negative impact on customer expectations says (Rhea Ingram, 2005). It is a natural mentality for every individual to look good which would enhance their personality and confidence, but in the recent time most of the skin care products have started to advertise un-imaginable content based on which even the consumers get cheated. (Thompson) Says that women's major expenditure is cosmetics and majority of them spend for beauty care products. However, in reality even men spend equally as being normal humans everyone would like to have their own style and personality. The research result from the focus group says that, majority of 16% of the respondents would like to give a try to the new products, which is shown in the advertisement. Thus it can be understood that people have the mentality to give a try to new products and this has becomes as an advantage for the marketers. (Amy, 2016) Says that WHO has reported stating, applications and cartoon promotions associated with the food advertisements influence the children and this has an impact on obesity. Even form the focus group results it is understood that (23 respondents) have state that advertisements involving food and information regarding to it should contain only truthful information or else the normal temptation towards trying different food products may also lead to unhealthy eating practices. Rather the advertisements should talk about the quality aspects and the ingredients used in the manufacture of the final product. (Emma Boyland, 2016) also mentions the same stating that junk food advertisements targeting children should be banned with strong supporting evidences on research conducted on obesity and appetite and other factors such as sugar content, snack food attraction and increased food consumption. Every focus group discussion will have a theme of discussion and for this research the theme given was "the changing role of advertisement" and "illegal advertisement and sex appeal in advertisement and its impact on consumer's mind". Initially a series of arguments takes place during the discussion and the most promising variables are taken into consideration.

**Mind Mapping on sex appeal in advertisement and sex interest provoked due to advertisement (Female group)**



**INFERENCE:**

From the above diagrammatic representation, it is clear that the mindset of each individual with regard to advertisement differs. Cognitive memory of the consumers has to be filled with pleasant information and hence, it is very important for the marketers to provide realistic information rather than sexual content and misleading information. The graph organized in a hierarchical order is clear to understand how sex appeal and provoking sex interest has a flow of other effects. Thus, the main variable has numerous effects on other sub-variables. In reality, it is the teenager’s tendency to be exposed to such information and this information will remain as a strong footmark in the minds of them. Certain advertisements will also provoke them to get involved or to give a try for certain products which as not to be used at the tender age. Un-wanted pregnancy and tablets to avoid such pregnancy has also been advertised frequently, which makes the youngsters mindset stronger to get involved in sexual activities. From the literature sources, these evidences are supported and while asking questions with the focus group the same was mentioned. Mind mapping was first used to study the consumer behaviour, it is also now important to analyze what the customers think about the advertisement because every individual has the freedom to look for the content and to criticize. This research paper will act as a base work for future researchers dealing with similar type of study.



**Inference for the above Chart 1.1:**

From the table and chart, it is clear that, 46.2% of the respondents have stated that immoral advertisement has an impact on culture. India being a traditional land with many cultures is a decent landscape. People have not been much matured enough to understand the modern marketing strategies and hence they consider that these advertisements would have a very bad impact in culture. Advertising harmful products has been rated less because this may be because of the consumers mindset to analyse the advertisement before buying the final product. No customer will but products which are harmful to their health until and unless they are in need of it. Thus, un-wanted visual imagination and harmful products have a less impact.

**Research objective 2:**

To confirm whether both samples (Male and female) contain the same percentage of the measured analyte or not with respect to the study theme.

**The null hypothesis:** (The means are significantly the same)

**Alternative hypothesis:** (The means are significantly not the same)

The sample size used for this research to draw data is small and hence taking into consideration (small sample size), the researcher has employed a t-test. The researcher has drawn data under two headings (sex appeal in advertisement and sex interest provoked due to advertisement) and hence it would be good to record the data drawn on two means says (Investopedia). Two groups comprising 12 members were selected and each group was given one domain to draw data. The groups had similar characteristics (youth community). (Laerd statistics) Thus, the researcher aims to understand how two groups with similar characteristics perceive similar concept. The group has been split based on "Gender" because it has a major impact on advertisement. Some advertisements are taken light by the male community but very serious by the female community and vice versa. To understand how the two groups view the same theme, a student t-test is seen (The stats greek). The independent t-test assumes the variances of the two groups being measured are equal in the population but if the groups are not the same then it is important to give importance to *Levene's Test of Equality of Variances*. This result is derived from SPSS analysis. The homogeneity of variance has to be taken into serious consideration and the F-statistics has to be taken into account to draw inference. In this research, the f-statistics is greater than 0.05 (i.e.,  $p > .05$ ), and the group variances can be treated as equal. The table showing the Levene's Test of Equality has been shown in the appendix at the end of this research paper. It is said that to find the significant difference in experiments researchers used to use students t-test and the test was initially used with many students as samples and hence it is called students t-test. Looking forward to see the significant difference between two sets of data, to eliminate bias and to conclude it as per the derived solution.

#### **TRIANGULATION APPROACH SUPPORTING THE ASSOCIATION BETWEEN QUANTITATIVE AND QUALITATIVE APPROACH:**

(Nissen, 1985), says that though the researcher uses various research approaches the solution for the given problem should be the same and it should be justified with reasonable supporting literature evidences. The researcher even states it clear that to test and validate the theory or a concept it is important to use qualitative and quantitative approaches to study the results and the link and mis-matching effects between the solution derived using both the approaches. For a research, which likes to know in detail what individuals think or feel about a concept or a theme is psychological oriented and it cannot be quantified exactly using a statistical tool. Thus, it is important to use mixed approaches. In simple words, mixed approach is the usage of both quantitative and qualitative approaches says (Denzin, 1978). The researcher had consumed a lot of time in collecting data using both approaches for this research purpose. This employing mixed methods of research has many limitations, which has to be keenly taken into consideration. The same thought has been supported by the words of (Cook, 1970). These study limitations are the usage of mixed research methods, which is not a comfortable zone for all researchers and research themes. The time and efforts spent by the researcher deal with both the methods could have been narrowed down by concentrating on one approach. However, the overall benefits of conducting a mixed research method are to check the sequential approach and results derived from both approaches. The qualitative variables are collected much before the quantitative variable identification and hence to validate the result the researcher has to give importance to procedures and assumptions, which has to be rightly employed says (Trend, 1979). Moreover (Wegner), in their research have stated that triangulation approach is used and more useful to know and determine how demographic constructs such as gender varies. Triangulation approach is used to study the effects on health especially when there is a combination between quantitative and qualitative approaches. Thus, in this research the demographic variable "gender" has been used in the triangulation approach. There are many supporting evidences that triangulation approach has been studied in case of demographic constructs and smoking differences based on gender has been explored thus taking into consideration how smoking differs based on gender, triangulation approach has been used. Moreover, triangulation is also used to cross validate the mixed research approach. This truth is supported by the words of (Morgan, 2014) as "Data analysis in mixed methodology inheritably owns triangulation or cross-validation".

#### **Statistical test (t-test):**

The t-test gave the description for the groups (gender-based group) and their response towards two main questions on sexism used in advertisement and immoral advertisement. So, according to the above results, the Levene's test is statistically significant, the test value of F is 1.124, and  $p = .294$ . We reject the null hypothesis and cannot assume the variances are equal. For the second statement (immoral advertisement themes), the F value is .501, and  $p = .482$  for which we reject the null hypothesis.



## **DISCUSSION:**

Advertisement might look simple but it is always important to know the history of advertisement which has rooted from the ancient Egyptian culture, later been popularized across the world for promotion of products and services. Indian land witnessed advertising during the time of Independence when all the poetry work on freedom struggle was spread across officially. Years have passed and advertisement themes have changed with content that is more sexual. Certain advertisements are very informative filled with humour sense and best memorable themes and a few are immoral with manipulated information and un-imaginative themes. Thus, it is important to understand the history of advertisement and how marketers have advertised their products and services using various media and various message styles. Sex sells has become the brand mantra followed and actively practiced by most of the marketers in a direct way and indirect way. Advertisement agencies also have become more commercial as they are looking forward to earn good profits by throwing too much sex content in normal advertisement. By just tossing sex into advertisements and sexy appealing brand ambassadors marketers can never make huge profits. However, this, truth is not understood by marketers and hence this book “sexism and immoral themes in advertisements” provides strategies to advertisement agencies on how to go about best advertisement themes and how to attract customers rather than just giving importance to sex appeals. The book also highlights the advantages enjoyed by a marketer through sex appeals. Being a normal customer following a set of humble traditions and being brought from an orthodox family it becomes difficult to digest such sex appealing advertisement when been advertised to the open public creating vulgarity in the minds. Nightmarish content spoils the teenagers and youngsters and leads to purchase motivation. Simple example can be a condom advertisement and its associated flavours with fragrances. Young minds would like to know about it and cannot resist themselves from buying. There are instances where these youngsters even try it for fun and thrill. Advertisement campaign has power to attract youngsters but will fail in attracting other age groups because of its vulgarity content. The axiom “sex-sells” is true, many evidences from the literature sources can support this, and sexual efficiency used in advertisements remains in the minds of the consumers strongly. Contemporary mainstream advertising in magazines, newspaper, television, and online source has a lot of sexual content. But the marketer has to analyze (post-advertisement effect) to know if the advertisement has created a positive vibe or has it created a negative vibration and irritation amongst the consumers community. Thus, market research has to be used as one of the strong mechanism to collect customer feedback. It has to be understood that, though this theme “sexism and immoral advertisements are very negative” on the other hand it has a very positive impact on consumer purchase decision.

## **CONCLUSION:**

Since this research, work likes to know how sexism and immoral themes works in reality various assumptions framed through literature review has been used and hence the researcher gives importance to ontology. Planning for trustworthiness the data has been validated using mixed research approach. Congruence has to be checked with reality and hence the collected and reviewed articles were understood in par with participative method. Advertisements should be understood at the right way because sex appeal shown in advertisements is a type of marketing appeal and strategy to attract the customers. It should be the mentality of the viewers to differentiate between good and bad. (Gould, 1994). The researcher even says that sex appeal is a sensitive issue and differs from culture to culture. This statement is much true, as western culture understands the sensitive content in an easy way because of the broad mindset. For a culture filled country like India, the rate of acceptance is very less and hence it becomes a complicated and sensitive issue. (Biswas, 1992) mentions that there is a lot of difference between the eastern and western viewpoint on sex appeal shown in advertisements. Thus, we can conclude with regard to the sex appeal that, it is the individual’s personal view on how to look at the advertisement and understand how to react to it. Moreover, much research has stated strongly that demographic constructs such as gender, age, mind maturity plays an important role in understanding an advertisement. The perceptions on gender roles and sex appeal differs from individual point of view says (Rouner, 2003). Overall, it can be concluded that sexism and immoral themes and content is seen in a different way based on gender. Thus, gender role has a strong influence on such themes.

## **SUGGESTIONS:**

Advertisement might look simple but it is always important to know the history of advertisement which has rooted from the ancient Egyptian culture, later been popularized across the world for promotion of products and services. Indian land witnessed advertising during the time of Independence when all the poetry work on

freedom struggle was spread across officially. Years have passed and advertisement themes have changed with content that is more sexual. Certain advertisements are very informative filled with humour sense and best memorable themes and a few are immoral with manipulated information and un-imaginative themes. Thus, it is important to understand the history of advertisement and how marketers have advertised their products and services using various media and various message styles. Sex sells has become the brand mantra followed and actively practiced by most of the marketers in a direct way and indirect way. Advertisement agencies also have become more commercial as they are looking forward to earn good profits by throwing too much sex content in normal advertisement. By just tossing sex into advertisements and sexy appealing brand ambassadors marketers can never make huge profits. However, this, truth is not understood by marketers and hence this book “sexism and immoral themes in advertisements” provides strategies to advertisement agencies on how to go about best advertisement themes and how to attract customers rather than just giving importance to sex appeals. The book also highlights the advantages enjoyed by a marketer through sex appeals. Being a normal customer following a set of humble traditions and being brought from an orthodox family it becomes difficult to digest such sex appealing advertisement when been advertised to the open public creating vulgarity in the minds. Nightmarish content spoils the teenagers and youngsters and leads to purchase motivation. Simple example can be a candom advertisement and its associated flavours with fragrances. Young minds would like to know about it and cannot resist themselves from buying. There are instances where these youngsters even try it for fun and thrill. Advertisement campaign has power to attract youngsters but will fail in attracting other age groups because of its vulgarity content. The axiom “sex-sells” is true, many evidences from the literature sources can support this, and sexual efficiency used in advertisements remains in the minds of the consumers strongly. Contemporary mainstream advertising in magazines, newspaper, television, and online source has a lot of sexual content. But the marketer has to analyze (post-advertisement effect) to know if the advertisement has created a positive vibe or has it created a negative vibration and irritation amongst the consumers community. Thus, market research has to be used as one of the strong mechanism to collect customer feedback. Thus, has a focus on current expectations of the consumers and takes into account the psychological behaviour of the consumers and their reaction towards sexism shown in advertisements.

1. Advertisement agencies should not spoil its image and reputation by getting involved in illegal advertisements and publishing the sexual content because such content might hurt the feelings of the viewers.
2. Certain advertisements may not been taken in the right sense by a few people as they are bound with culture, traditions, customs and traditional practice. In such a case if the advertisements are keen on spoiling the reputation of a group of community it will be a negative remark and will lead to negative word of mouth.
3. Advertisements should, aim at communicating the right message to the right target customers and should make sure to attract new customers. Thus, effective communication and its importance have to be understood.

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