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## SUSTAINABLE DEVELOPMENT OF MARKETING PROMOTIONAL TOOLS AND ELIMINATING PERCEPTION ON USES OF WOMEN AS OBJECT IN PROMOTION OF PRODUCT AND SERVICES

Sarita Jha

Asst. Professor, Dalmia College

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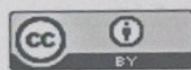
### Abstract

Marketing elements like promotion and advertising are considered popular for image building process of objects but at the same time it sketches the image of some specific genders being associated with it. Thus, this study is based on the objectification of female characters and their effects on the recent issues of sexual violence against women in India. The analysis and findings are based on the objectification theory, male gaze theory, Psychological theory and Feminist theory. The study reveals that sexual objectification of women in the selected promotional elements is stereotypical and prejudice. They are mostly portrayed as sex object or item for male gaze. This is one of the issues that should be taken into consideration. From this perspective, knowledge can be constructed in order to control people's behaviour.

This study will be a phenomenological, qualitative study which will be based on first hand collected data, seeks to gain an in-depth understanding of the factors that influences a battered woman's identity as merely just an object or powerfully influential social character and implications of those identities.

The study concludes that objectification of women can evoke unhealthy demographic and social environment as well as it provoke the chances of sexual violence.

**Key elements:** - Objectification, Psychoanalysis and Feminism.



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### Introduction:

This paper provide a review of sustainable development of promotional tools in integrated marketing and study the cohesive policies provided by Government and associates in developing sustainable marketing tools. The advertising and promotional agencies being the regulatory authority should use mechanism which provide productivity, creativity etc. Without damaging any element.



When women are represented in media, they are generally referred to as other than human. Their bodies are used in order to sell products to the public. There are pictures released by the media in which women are represented as being someone who can be empowered easily and someone who is extremely vulnerable. This is the particularly the portrayed in marketing tools like advertisement in which women are required to wear minimum clothing and to act in a submissive manner. Apart from advertisements, these photos can be found in music videos and films also in which the main focus is on a particular part of the body specifically. There are some lyrics of certain songs and most importantly the actor being called as "A" grade actor of Bollywood which too promote this form of objectification of women. This is certainly known as the objectification of women.

Sociologists and psychologists use the term objectification in order to describe the treatment of an individual as some inanimate commodity that can be owned or manipulated, but not as a living being with dignity, emotions, feelings, or self-esteem. Much attention is usually paid to sexual objectification or representation of a person only as a source of sexual pleasure.

There are many magazine adverts as well in which women are seen as objects rather than as human beings. Rather than keeping the women as a whole in focus, some part of body is as the centre for attraction in many promotions. The focus is generally on the legs, the torso or neck. In an advertisement by Pepsi companies advertisement of slice portrayed as use of woman as a seductive image to sell its mango drinks. A wedding jewellery brand still thinks getting married is what every girl dream of and advertisers can not look at a women selling beyond stereotypes.

A women since her childhood is programmed to look like a Barbie doll- an image of perfection, which the Indian ads too portray. In the ads we see, a female would have perfect skin and shining body with no wrinkles or scars. She has a head of silky, radiant hair that looks dazzling bright. It's funny or what but men too trying to see their women supposed to look like this only. For example, the deodorant ad, featuring Akshay Kumar implies to attract a women, just spray it. There are some tagline called " Kategikya ". Another Ad in which a famous actor Neil Nitin Mukesh, implies to attract a woman, " just spay it on and turn her on".

I also tried to understand whether am I commenting a perceptual error?, in understanding Indian ad films or is it just me or several others also sense the heavy objectification of women in the advertising all over the world. How casually do we take the female gender in present world can be deciphered from the recent instance when the so-called 'brand' Hardik Pandya's a well known and being youth brand apparent loose talk on women actually defame women's status



in the contemporary domain. Here i wanted to mention. Gillette took a stand and replaced a known artist of Bollywood industry. But the real question is what does an actor represent Indian team being promoting a brand? As in he represented youth while promoting it. I am against anyone over here I just want an answer of this kind of representative being chosen as brand ambassador and there are other brands too with sexist and misogynistic content in advertisements, even in 2021. Advertisers can't look at a woman selling beyond stereotypes and prejudice – whether it's a whitening and glowing cream ad or a clothing brand or women products.

As per the circular of ACI No.3105/74/2012-BC-III Ministry of Information & Broadcasting in exercise of powers, amongst others, under the up linking/ down linking guidelines issued by it, the terms and conditions of permission granted to a TV channel to uplink or downlink under Section 20 of the Cable Television Networks (Regulation) Act, 1995, hereby, advise all the TV channels including News and Current Affairs Channels to telecast programmes/advertisements/features/News items/Special Reports with due care and maintain particularly in a way not to encourage superstition & blind belief and mislead viewers, strictly adhering to Rule 6(1)(j) of the Programme Code and Rule 7(5) of Advertising Code prescribed under the Cable Television Networks Rules, 1994.

As per the rules of the Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021 of ministry of information and broadcasting, content descriptor means the issues and concerns which are appropriate as per the content rules, that represent discrimination, nudity, sex, violence, and threat is clearly mentioned, should have proper regulation

So as per the various sources available on advertising and promotional tools should have proper implementation and monitoring mechanism too to have proper ethical rules and regulation.

## **Research Methodology**

### **2. 1. Introduction**

This chapter describes the research design of the study, the target population, the sampling procedure used in conducting the study, methods of data collection, data collection procedure and the data analysis methods used. The first process for this research started with choosing the topic. Then previous theories and knowledge, past studies outcome and helpful ones provided value informing the research. After all the literature was reviewed to build the research, the research problem was developed and an appropriate research method was chosen.



Thereafter data collected using the selected research method and instrument. The next step was to analyze the collected data and test it against the measurement model. At last, the findings were presented and the conclusions are drawn.

This research study on objectification of women in marketing elements is based on the psychological study of people of Indian society which keep on accepting or just ignoring the marketing elements, in which women are customised as in object mostly. It also tries to accumulate and assess the viewer's perception about such marketing elements and advertisement from groups such as family, friends, reference groups, and society in general.

### **2.2. Problem of the study.**

This research is based on primary data from only 80 people selected as respondent of survey from Mumbai suburban area, so it will not justify the perception of people belonging on a large scale. There is time constraints also. Certainly, collected secondary data also from ASCI and ministry of information and broadcasting website regarding rules and regulation procedure.

### **2.3. Objectives of the study.**

2.3.a) To know the intension behind using women as object in marketing elements.

2.3.b) To know the perception of people (both men and women) on the matter of using women as an elements in advertising and sales promotional activities by companies.

2.3 c) To identify the importance of women in marketing elements.

2.3 d) To know the policies and regulatory instruments adopted in India on sustainable promotional tools.

### **2.4. Research Design**

Research design provides the blue print of the study. The research is a descriptive study. Survey method was chosen for the data collection.

#### **2.4.1. Instrument design**

The questionnaire's response format for the population would be both open ended and close ended questions with a mix of question types varying multiple choice, ranking as well as checklist questions. A structured no disguised questionnaire with appropriate scales was developed. Pilot study provided the gaps of the instrument and it was further modified. The reliability test and content validity was the final stage of instrument development.



The survey was aimed at knowing People preferences towards marketing elements include women angle and their perception on such angles. The research design used a research as the objectives are to determine which factors influence them the most while a product purchase.

#### **2.4.2. Collection of Data**

Data collection can be done by two methods in general primary and secondary primary data it includes, questionnaire method which was collected from Mumbai area. Whereas, secondary data is one which is already collected by some other research for the reason for particular study or research.

Here we have preferred to collect primary data which include questionnaire from people to the factors that influence them most to purchase the product. As our study covers a region, so sample was selected as per the convenience sampling. Thus a questionnaire distributed in Mumbai suburban area.

Secondary Data: literature review related to the study. The published data from various sources like e-Journals, Internet, Books have been studied. It was collected from external sources secondary data was collected from the journals, articles, newspapers, management books on the internet.

Primary data: They were the main source of data. After reviewing research books there is clarity of data collection related to the study. After collection of secondary data, a questionnaire has been designed to collect the primary data. The method of collecting primary data would be direct personal interview through a structured questionnaire.

#### **2.4.3. Sampling plan**

Since it is not possible to study whole population, it is necessary to obtain representative samples from the population to understand its characteristics. The universe consists of geographical area of Mumbai suburban region and its population. Sampling is the process of selecting a number of individuals for a study in such a way that the individuals selected represent the large group from which they were selected.

#### **2.4.4. Sampling Unit**

Sample were collected from both men and women as we are trying to know the perception of people on the main factors which drive these marketers or companies to use women as a marketing element. As we know companies are using any marketing elements as a research or analysis done by them on the market. These companies are dependent on the



of the target customers and their likes and preferences, so the questions emerge on us now we do influence these marketers to think they way they are thinking about women.

#### **2.4.6. Sampling Size**

Sample size 100 was considered adequate to allow the use of statistical tests. The research study is focused on Mumbai suburban area only from 20 and above years of age people. This research studies the psychology behind putting advertisement or any other marketing elements before the target customers and what is the perception of people on such marketing elements. On the basis of nature of the research we have chosen convenience method of sampling. The total number of 100 respondents and some secondary data is surveyed for data collection.

#### **2.4.5. Sampling Type**

We have taken non probability method of sampling.

#### **2.5. Limitation of the study**

The study is confined to urban areas of Mumbai suburban only as rural and other part of the nation is quit difficult and expensive to access. Hence the entire findings are limited and refers to urban people's perceptions only. Geographical coverage, as only Mumbai suburban (Andheri to Borivali) areas have been taken from Mumbai, in India. It is not sure whether the findings will apply to the entire country.

Respondents below 20 years of age are not included in the present study, as it is assumed that they may not be able to understand the intensity of the study as they are the younger generation. They might be having different acceptance of these kind of problem. At the same time we have the opportunity to do a research on their perception separately.

The sampling method used is convenience sampling and therefore results could be biased. Most of the respondents may not give accurate data or information.

The limitations of the research study are stated below:

1. The choosing of the such a topic creates a pressure on the researcher to delimit the scope and some of the significant parameters to be left out.
2. Small sample size. There is high probability that the respondents might have given biased responses.
3. Time and budget.

#### **2.6. Scope for the study**

The present study is based on limited number of variables which is the perceptions of people on marketing elements and objectives behind taking such factors of objectifying women in such marketing. Further, studies can be conducted by taking into account larger geographical



area i.e. respondents from different states of India. Further researcher scholars can also consider research to examine consumers' response and companies perception of such an important topic in today's world.

### Data Analysis and interpretation.

#### 3.1 Descriptive Statistic

This section provides the analysis of collected data which are guided by the objectives of the research and the proposed conceptual framework. As stated in the previous chapter, data was collected in the form of structured questionnaires utilizing only physical form as a medium of distribution. Out of the 12 issued questionnaires, all respondents provided constructive feedback for the study. The characteristics of the sample size are discussed in this section. The measure of assessing the model involves hypothesis testing of the data collected.

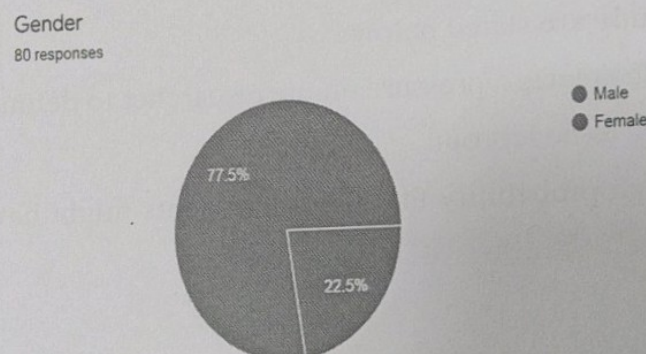
The study sought to collect information from the respondents on various aspects such as perception people and their constructive feedback. This information was useful in determining the viability of the respondent in answering questions about the perception behind using women as objects in different marketing elements.

To reach at some generalisation, we have collected 80 primary data from both men as well as women. Out of 80 people 62 women were female and 18 men as shown in figure 3.1 a.

**Table 3.1.a.**

Gender	Numbers
Female	62
Male	18

(Figure 3.1.A.)



As per figure 3.1.b., people were asked about their perception on the strategic use of women in advertisement.



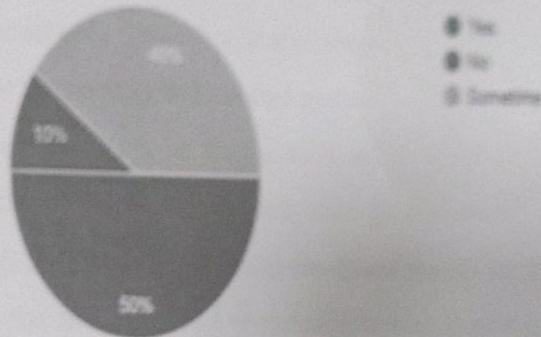
Do you think women are being used for emotional appeal in advertising?  
80 responses



(Figure 3.1. B.)

In figure 3.1.b. , People were asked about the use of women for emotional appeal. Out of 80 people in which 62 were women and 18 were men who answered 55% Yes , 13.7 %as No and 31.3% people were not sure about it . After this, the next question is stated below-

Do you think women are being used as objects now a days in marketing elements?  
80 responses

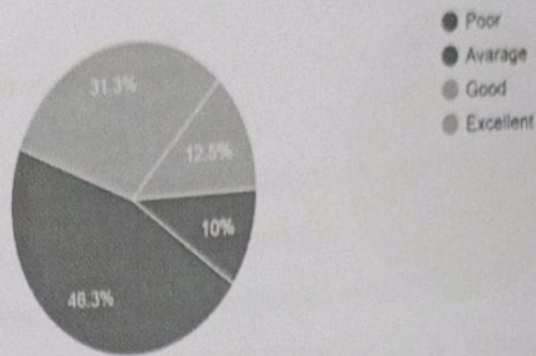


(Figure 3.1. C)

A per figure 3.1.c., 50 % of population have perception as on women being used as objects in advertisement, where as 40% of population are saying sometimes. So as per the majority of perceptions are proving that there is objectification of women now a days. To acquire more on this information a question was asked as the reason for such thinking. A per the figure 4.1.d. The 46.3 % people are saying the status of women in the eye of advertisers is average. Whereas 31.3% are saying its good comparatively with poor i.e, 10%.



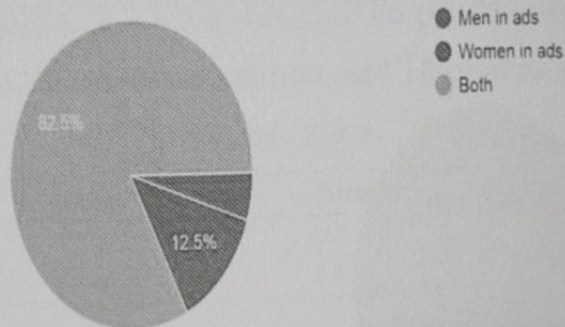
what do you think about the status of women in the eye of advertisers in india  
80 responses



(Figure 3.1.D)

Now the next objective was to know the status of women and people perception of the women in marketing elements. To know the answer the first question was as stated below.

Who do you think present the product most effectively  
80 responses



(figure 3.1.E.)

In the figure 3.1.e. Out of 80 populations, 82.5 % of the whole population said, both men and women can present the product most effectively. So, we can hypothetically say that there is no gender discrepancies in presentation. Infact we can assume men and women both are the complement of each other and as such there is no difference.

This was the last question which was analysed by author, with this we can now raise certain generalisation. So let's understand the further analysis with the help of findings and recommendation.

### Findings and Recommendation

The study was able to collect enough useful responses from the sample population. The descriptive study done above sets out the results of the questionnaire, initially assessing the



descriptive statistics to establish the control variables and the basic characteristics of the people psychology on objectification of women. This will be followed by an analysis of the remaining variables and aspects of the questionnaire under headings of

a) To know the intension behind using women as object in marketing elements.

b) To know the perception of people (both men and women) on the matter of using women as an elements in advertising and sales promotional activities by companies. c) To

identify the importance of women in marketing elements.

This will be followed by a critical discussion of the findings and their linkages to the existing scenario and research in order to ascertain whether this new data supports or contradicts the existing information.

In conclusion of this research study it can be seen that there is a need for change in the thinking of marketers.

We has demonstrated that we still need some sort of improvement in method of advertising and sales promotion. We still need some sort of transparency in the technique, strategy, methods and way of interpretation of one specific gender without thinking more. This phenomenon had also been observed in the in literature; however the primary research in this study is confined with its overall opinion of sample size on thinking process of women .so can give few valuable recommendation to business unit to make improvement in their marketing elements which will good for both Respondent were also asked the question like 'what do you think about the status of women in the eye of advertisers in India and what will be your suggestion on such mind set?. The some of the answers of this question was as follows-

- Adds about social integration should be used more in this time when politicians want to divide people for their vested interest on the basis of Caste and Religion. At such times of adversity it is only the unbiased and upright media that can bring some solace but in the present condition is totally opposite, adds are increasing and hurting the sentiments of people.
- Respect women. They are not marketing objects.
- Women are attractive and smart, they should be respected more
- Women should think about what are they representing then act wisely to omit the objectification in ads.

As per the rules of the Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021 of ministry of information and broadcasting, content descriptor' means the issues and concerns which are relevant to the classification of any online created



content, including discrimination, depiction of illegal or harmful substances, imitation behaviour, nudity, language, sex, violence, fear, threat, horror and other such concerns as specified in the Schedule annexed to the rules, shall have proper regulation. So we have policy and procedure of taking corrective actions, only government agency can aware citizens regarding various mechanism.

### **Recommendation**

To acquire the knowledge about the solution or suggestion of such kind of person who think women as an strategic tool for marketer, the answer were got in form of suggestions. The following suggestion helps us to understand the scenario of the society

- The paper is basically locates the prejudice in the use of women in promotion mix as I would like to give my first recommendation about improving the perception of advertising team , audience in general , and broadcasting agencies as we do have mechanism but due to weak implementation we could not succeed yet
- Women herself should take a proper action against them, because in my opinion the most of the marketing communication tools are made as per target audience.
- Companies can promote themselves with this tactics of marketing promotion, saying we promote gender equality.
- Advertisers are being paid very high for their creativity, so they can improve the creativity levels and use certain more interesting elements which help in getting attention of audience.
- As everyone has experienced being attracted towards sexual presentation of women in advertisement (like condoms advertisement showing condom not as family planning mechanism or protection but focuses more on certain body parts and portrayed with other expression of pleasure) in not just the way it should presents, so these elements we could reject or criticise publically.
- We could develop the status of women with education, job and equal treatment in the society.
- It's good to present the women's in ads but men should also give that much importance in their ads.
- The mind set of people needs a change and that is deep rooted in society. By continuously projecting men in ads will bring a change in the mindset of society
- Women are attractive and smart; they should be respected equally as men in the society.



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