

AN ANALYSIS OF CONTEMPORARY ADVERTISEMENTS BASED ON GENDER CONTENTS

Kushal De*
Suchitra Kumari**

[Advertisement is a powerful modern tool to condition behaviour and responses in a society. It is one such field where subtle forms of gender discrimination are portrayed and unconsciously people's attitudes are conditioned by what they observe as they usually believe it to be true. Based on popular modern day commercial advertisements from 2013 to 2018, the present paper makes an honest attempt to classify them into gender preferences based on messages projected. It is observed that almost all of the advertisements chosen have an undercurrent meaning which is targeting the subconscious mind of the audience. The breadwinner-homemaker model, the dominant irresistible masculinity, the obediently loving womanhood and the gender role stereotyping is time and again depicted in one form or the other through the advertisements, thereby, concretising social perceptions regarding gender roles. Watching the advertisements repeatedly influences the behaviour and rational thought pattern of the observer, thereby leading to behavioural modification or change.]

Keywords: Gender, Advertisement, Role Conflict, Behaviour, Sexuality.]

Introduction

Long time ago, the creator wished to create two people who would represent the world's future that lay ahead. He created a yin and a yang, which were made out of the same clay. So except a few differences, both of them had the same reactions to most of the things. Both these forms of life wore the same clothes and commanded the same respect from one another. History reveals that the gender roles became rigid since the Vedic period as women's role was defined and

so were the men's. In the 21st century, not much has changed except the portrayals of gender and taking consideration into 'yin' and 'yang' too specifically. This happened gradually as the generations progressed as some people with power, authority and their fragile ego couldn't bear to be looked down upon by women. Hence, they wrote books and spread stories regarding the indomitable spirit of women and also started preaching that it would cause uproar in the family if

* Assistant Professor, Department of Commerce, Dhruva Chand Halder College,
E-mail: dekushal@yahoo.co.in

** Independent Researcher, E-mail: suchitrakr95@gmail.com

women became dominant and powerful. This attitude can still be observed in modern societies. The examples include unequal wages for the same amount of work done in the same environment, extra opportunities for one gender while subtle gestures are made to deter the other, deferment of gratification for one gender etc. Advertisement is one such field where subtle forms of gender discrimination are portrayed and unconsciously people's attitudes are conditioned by what they observe as they usually believe it to be true.

Kotler, Armstrong and Agnihotri opined that "Advertising is any paid form of non-personal presentation and promotion of goods, services, or ideas by an identified sponsor." According to Frank Presbrey, "Advertising is a printed, written, oral and illustrated art of selling. Its objective is to encourage sales of the advertiser's products and to create in the mind of people, individually or collectively, an impression in favor of the advertiser's interest." So, advertising consists of all activities involved in presenting to a group a non-personal, oral or visual, openly sponsored identified message regarding a product, service or idea. The message, called an advertisement, is disseminated through one or more media and is paid for by the identified sponsor. The modern day corporations use it as an armour to spread messages and the following benefits are usually observed for the advertiser:

- It is crucial for the launch of a brand new product, service or idea in the market.

- It is a prime source of revenue for publishers of newspapers, magazines, websites, TV channels etc.
- It is done to promote goods, services, ideas and events.
- It creates an interest in advertised products and services which leads to higher demands and eventually higher sales.
- It creates awareness by informing consumers.
- It has the ability to reach masses and educate the society.
- It is an element of marketing mix, it supports sales promotion
- It is target-oriented in nature.
- It builds brand image.
- It generates employment.

Just like humans have a skeleton on top of which muscles, organs and skin are later added to make the human look attractive, similarly the base of an advertisement is a simple message, which is given a coating of spiciness or emotions to endear it to a large audience.

The general notion of men always being hard and brainy and women soft and dumb has been challenged time and again leading to the conclusion that everyone has a unique combination of all bits and pieces and they alone have the power to carve their own futures.

It is often seen that advertisements create gender policing in kids. A child watching television or surfing the internet comes across advertisements showing emotional

withdrawal which stop them from expressing things that they otherwise would have done without giving a thought. These advertisements are harming kids these days and putting shackles on their emotions. Advertisements which are harmful for one's mental health should be banned from being aired as watching them is similar to being exposed to a nuclear explosion. The latter kills you at once but the former cripples your activities for life.

Again some advertisements which portray for fairness creams actually depict that only dark-skinned people can become fair and seem lovely too. Not once do they show a fair-skinned human become more angelic. They have always been the catalyst having 100% success rate of changing the reactants into products and the products always seem to be universally accepted in nature, since at the end of the day marketers too need to be accepted to earn their bread and butter. An advertisement can be forcefully seen by someone for the first time, but its subsequent effect and related purchase will only be determined if it strikes a chord with the audience. Consumer behavior is

similar to the saying that you can bring a horse to the pond, but you can't make him drink water forcefully. If consumers find an advertisement repulsive they might not watch that brands next advertisement again. This in turn will lead to fewer viewer ratings and more people skipping before they see the whole advertisement, eventually leading to the marketing brand becoming less favourable amongst companies. The advertisement should be made in such a way that people are inspired to become a better version of their previous self. They should be relatable as well because the young generation looks at the content of the advertisement in the same manner as they would look up to parents and believes each message to be true.

It must be remembered that advertisement is just a gimmick created by the company in order to boost their sales. This is the reason that BMW, Harley Davidson, Boroline and pharmaceutical drugs are seldom advertised. This is because these companies have confidence in their products and believe that the product will speak for itself.

According to Kotler, Armstrong and Agnihotri (2018), the possible objectives of advertisement may be classified as follows:

Informative Advertisement	<ul style="list-style-type: none"> • Communicating customer value • Building a brand and company image • Telling the market about a new product • Explaining how a product works • Suggesting new uses for a product • Informing the market of a price change • Describing available services and support • Correcting false impression
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Persuasive Advertisement	<ul style="list-style-type: none"> • Building brand preferences • Encouraging switching to a brand • Changing customer perceptions of product value • Persuading customers to purchase now • Creating customer engagement • Building brand community
Reminder Advertisement	<ul style="list-style-type: none"> • Maintaining customer relationships • Reminding consumers that the product may be needed in the near future • Reminding consumers where to buy the product • Keeping the brand in a customer’s mind during off-seasons

Keeping in view the above discussion, the present paper makes an honest attempt to classify the modern day commercial advertisements based on gendered preferences and messages projected and based on the sample selected, meaningful inferences have been drawn.

Data and Methodology

For the purpose of this study, the 113 popular advertisements from the time period of 2013 to 2018 were selected from the net. Only those advertisements were selected which had an innate subtle

message besides projecting the intended product for the customers. The contents were jolted down in details and 50 advertisements were taken up for final study which had a distinct gender bias and also the contents could be lucidly coded. For the purpose of this paper, the main contents of the advertisement are briefly mentioned in the description and they are further classified based on the message content and gender depiction. Meaningful inferences are drawn based on these classifications.

Findings from the Study:

Advertisement Projecting Male Superiority

Sl.No.	Advertisement	Description	Classification
1.	Biba #Change The Conversation	A son tells his mother that the meeting for his son’s marriage fixation went well and he has agreed to give the girl’s family some cash and gifts. Initially the mother was shocked but understood her son’s viewpoint when her son reasoned that they were giving	Social message; Informative advertisement, Correcting false impressions

Sl.No.	Advertisement	Description	Classification
2.	Seagram's Imperial Blue #Men Will Be Men	<p>their most precious possession to them. Note: In this advertisement the father is deciding whether to take or give gifts (dowry).</p> <p>Two men with paunches are shown in a lift. As soon as the lift stops and a lady steps in, their paunches are tucked in showing their fit bodies. Note: In this advertisement men's mentality of looking appealing to the other gender is portrayed in the lift as they tuck their paunches in while the lady is there and release it as soon as she leaves.</p>	Sexuality; Persuasive advertisement, Building brand preference
3.	Virgin Mobile #Think Hatke	<p>It shows a man trying to hit on a girl in the lift. When the lift opens the boss cum father is standing there. The man thinking the boss might enjoy his joke tells him about her body measurements complete with a show of hands. Just then the girl calls the boss "Daddy" and the employee realizes he did the grave mistake of telling a father about his daughter's figure. This leads to him losing his job. Note: It is a male-dominated advertisement since in this we can see that all the man could think about was shapes and curves.</p>	Sexuality; Persuasive advertisement, Building brand community
4.	Havells #Let's End Discrimination	<p>An old man is shown directing a laborer to change tube lights and bulbs. Just then a girl comes as a tenant along with a broker. The broker tells the man the girl wants to rent a room and live alone. The old man is hesitant at first and tries to deny her but he finally agrees to</p>	Social message; Informative advertisement, Telling the market about a new product

Sl.No.	Advertisement	Description	Classification
5.	Gillette Ad #The Best Men Can Be	<p>let her stay since suddenly the tube light is switched on and the light of equality is shining brightly upon him. Note: This advertisement depicts the old man's mentality and proved that girls living singly are still frowned upon.</p> <p>In this advertisement the fathers are shown teaching their sons to be strong because they have realized that the kids of today will be the men of tomorrow. So if they are improved now it means the next generation will automatically be improved. Note: This advertisement portrays the toxic masculinity in the #Me Too era and that children should be taught its okay to fall and not everything can be resolved by a fight.</p>	Male Empowerment; Persuasive advertisement, Persuading to purchase now
6.	Nike Equality	<p>This advertisement shows that since equality has no boundaries so people should absorb the fairness and respect they seen in sport and translate it off the field. Note: This advertisement shows only males while touching upon an important aspect like equality.</p>	Social message; Persuasive advertisement, Building brand preference
7.	Surf Excel Tez	<p>A family gathering scene is shown, where the sister says she won't eat because there is no biryani. Then the brother assembles different food items in order to make biryani for his upset little sister who eats it happily. Note: This advertisement shows that the brother is able to do anything to make his sister happy.</p>	Love; Reminder advertisement, Reminding all that the product may be needed in the near future

Sl.No.	Advertisement	Description	Classification
8.	Mc Donald's Boyfriend & Girlfriend	<p>A small girl asks a guy if he was her Boyfriend. He says no since girls are very demanding, but she says she isn't as she only wants one thing. Then she looks at the front and there is a Mac Donald's store upfront. She says she only wants 1 Mc Aloo Tikki. The little guy thinks whether he has the money for it and then pats his pocket and says yes.</p> <p>Note: This advertisement projects that the little guy is having the money to fulfill his girl's wish thereby depicting him as a provider.</p>	Love; Informative advertisement, Telling the market about a new product
9.	Dove Men + Care #Real Strength	<p>Children think of their dad as a superhero and always look for him everywhere. What actually makes a man strong is his ability to care for his children and family. He always puts them before himself.</p> <p>Note: This advertisement portrays fathers as being all powerful and solely focuses on them as being a superman.</p>	Social message; Informative advertisement, Correcting false impressions
10.	Mahindra XUV 500 (2018) #May Your Life Be Full Of Stories	<p>A man is shown racing cars and saving a woman from a band of dacoits. He finally defeats the dacoits and gets the woman.</p> <p>Note: This advertisement shows the man being all encompassing and is good enough to protect a woman's dignity and he, when coupled with a SUV are undefeatable.</p>	Male empowerment; Persuasive advertisement, Persuading to purchase now
11.	Mahindra XUV 500 (2012)	A guy recalls his adventures of being stranded in a forest where he comes across beautiful women who looked	Sexuality; Persuasive advertisement,

Sl.No.	Advertisement	Description	Classification
12.	The Axe Effect	<p>from some other world. He gets led by them and finds himself being cooked along with carrots in a pot. Then he jumps out and runs with the help of one woman who risked her life to save him. From then onwards he despises eating carrots.</p> <p>Note: This advertisement shows that men who are irresistible are highly valued by the women.</p> <p>The woman gets so charged up by the man that she breaks his house's glass window and rockets into him through it.</p> <p>Note: This advertisement tries to prove that a man having an attractive fragrance is irresistible and women would do anything to get to him.</p>	<p>Persuading customers to purchase now</p> <p>Sexuality; Persuasive advertisement, Persuading to purchase now</p>
13.	Axe Destiny - The Power Of a Fragrance	<p>This advertisement says that axe can change even destiny as it stopped two perfectly alike people who were matched by fate but defeated by an external factor from meeting and a third guy who puts axe on, gets the girl despite them having no similarities.</p> <p>Note: This advertisement shows a male with certain features having the power to get any girl he wants irrespective of the girl's choice.</p>	<p>Sexuality; Persuasive advertisement, Encouraging switching to a brand</p>
14.	Axe #Is It Okay For Guys	<p>This advertisement shows that guys are vulnerable too and should be loved in the same way as a girl.</p> <p>Note: It speaks about males on the whole and shows that even males want love.</p>	<p>Social message; Informative advertisement, Correcting false impressions</p>

Sl.No.	Advertisement	Description	Classification
15.	Wild Stone Edge #Just Friends No More	Two childhood friends who have been friends since childhood finally become a couple when at one point the male friend starts putting on Wild Stone which makes the girl get attracted to his smell. Note: This advertisement shows the men as being the pivotal point in man-woman relationship.	Sexuality; Persuasive advertisement, Persuading to purchase now
16.	Wild Stone #The Desperate	This advertisement shows a girl entering a lift which already has one occupant who has his luggages around him. Just then she gets a whiff of the air and starts dropping suggestive hints to the person in the lift. He understands it's his deodorant that is making her act in such a manner. The advertisement says "make them say things they wouldn't". Note: This advertisement shows the man as having the power to turn the girl into a blubbering mess.	Sexuality; Persuasive advertisement, Persuading to purchase now
17.	Budweiser #Tune Out	This advertisement shows a referee listening to the scolding from a coach but still remaining unaffected because his wife regularly shouts at him too. Note: This advertisement shows that man is having a superior position in a relationship as he chooses to remain calm in the midst of rubbish.	Disrespect towards women; Informative advertisement, Explaining how a product works
18.	Go Daddy (2013) #Perfect Match	It portrays differentiation, with the woman being the sexy one and the man being the smart one. Note: This advertisement shows the males as being far ahead of females as they have superior brains.	Sexuality; Persuasive advertisement, Encouraging switching to a brand

Sl.No.	Advertisement	Description	Classification
19.	He For She - JWT New York	<p>It shows a baby of indeterminate gender being dressed up in gender specific clothes and being asked to speak accordingly. It says we shouldn't impose anything on kids.</p> <p>Note: This advertisement shows that the male babies should not be held superior than female babies and every male should be treated in the same manner as a female.</p>	Social message; Informative advertisement, Correcting false impressions
20.	Biba #Change The Question	<p>A mother gets blatantly ignored by her husband when she asks his opinion on her clothes. Later, she pampers her child by giving her the attention. The father also wants to shower due attention towards his daughter but realizes his mistake when the girl says she expects to be treated like her mom. The advertisement says "Let's love ourselves enough to become the woman we want our daughter to become".</p> <p>Note: This advertisement shows males disrespecting females until their own offspring are brought in the picture which opens their eyes.</p>	Disrespect towards women; Informative advertisement, Correcting false impressions
21.	Ariel Sons #Share The Load	<p>This advertisement shows a mother cleaning her son's room while talking to her daughter. The daughter informs her that she would have to quit her job since the home chores are so much that she is not able to go to office on time. The mother asks her why isn't her husband helping her, to which she replies that he doesn't know how to. 'Are we teaching our sons what we've been teaching our daughters?' The</p>	Social message; Informative advertisement, Suggesting new uses for a product

Sl.No.	Advertisement	Description	Classification
22.	Biba #Change The Convention	<p>mother realizes this and starts training her son.</p> <p>Note: This advertisement shows that the boy within the same family is having more flexibility and freedom as compared to the girl.</p> <p>The girl is conflicted as to how a samosa meeting will help her understand if her prospective groom is worthwhile. The dad asks if he can cook and he replies in the negative but says he will learn it.</p> <p>Note: This advertisement shows that males are having the upper hand in choosing their partners and even if they 'don't know their work' they are still not rejected as they can 'still learn it'.</p>	Social message; Informative advertisement, Correcting false impressions
23.	Ariel #Share The Load	<p>It shows a dad watching his daughter do all the work alone while the husband watches TV. He realizes that he had set a wrong example and vows to correct it prospectively.</p> <p>Note: This advertisement shows that men have the liberty to choose and do whichever household chores they want and also decide what to do at home and when.</p>	Social message; Informative advertisement, Describing available services and support
24.	Havells Fan(2013) #Hawa Badlegi	<p>In the registrar's office when the officer asked the woman what would be her name after marriage, the man says he will take up his wife's surname after marriage.</p> <p>Note: This advertisement shows that men have the right to decide who takes the other partner's surname after marriage.</p>	Social message; Informative advertisement, Building a brand & company image

	Advertisement	Description	Classification
Sl.No. 25.	Bharat Matrimony	The wife is going for a tour and the husband doesn't stop her even though former asks him to. He says if he stops her that day then he will regret it for his entire life. Note: This advertisement shows that even working women are left at the mercy of their husbands to decide whether they should pursue with their prospective career or not.	Social message; Informative advertisement, Suggesting new uses for a product

The advertisements which project male superiority mostly show the innate desires of men and their masculinity. Some scratch the surface and show what are

men really made up of, others show that the world would be a better place if only men heeded to females as equals if not more.

Advertisement Projecting Female Superiority

Sl. No.	Advertisement	Description	Differentiation
1.	Zigy.com	A daughter-in-law reminds her mom-in-law to take medicines on time and when the mother-in-law asks her why did she still care for her; the girl said that she had divorced her son and not his mother, so she would always care and love her. Note: This advertisement shows love, care and responsibility innate in females in a positive light as they are the ones who have always cared for their families.	Devotion; Persuasive advertisement, Creating engagement
2.	Bluestone.com #To Me With Love	Seeing a solitaire on her ring finger of a female staff, all colleagues assume she is engaged, but she clarifies that she bought it for herself. This advertisement shows that there is an unnatural hype regarding a girl's marriage than a guy's marriage.	Social message; Persuasive advertisement, Changing customer perceptions of product value

Sl. No.	Advertisement	Description	Classification
3.	Nike #Stop At Nothing	<p>Note: This advertisement shows that women can be independent in every right and do not need a man to justify a ring.</p> <p>We should not listen to opinions and do what we want. If we stop at nothing then even a crazy dream is possible.</p>	<p>Womanpower; Persuasive advertisement, Changing customer perceptions of product value</p>
4.	Dabur Vatika #Brave And Beautiful	<p>A cancer-survivor starts her morning by waking her daughter and making breakfast. She joins office where everyone wholeheartedly welcomes her and gives her a 'kaala teeka'.</p> <p>Note: This advertisement shows powerful women who have stood their ground time and again and proved their indomitable spirit.</p>	<p>Social message; Informative advertisement, Correcting false impressions</p>
5.	Nike- what are girls made of #Believe In More	<p>This shows a child saying girls are made of iron and perseverance, bravery, skills, passion, heart, strength and fire and that you are made of what you do.</p> <p>Note: This advertisement glorifies the power of women.</p>	<p>Womanpower; Persuasive advertisement, Building brand community</p>
6.	Nirma Ambulance	<p>This shows four women helping an ambulance out of the ditch as men look on. It shows women as change-makers and not merely home-makers.</p> <p>Note: This advertisement shows women as being more mindful of their surroundings as compared to their male counterparts.</p>	<p>Womanpower; Reminder advertisement, Reminding that the product may be needed in the near future</p>

Sl. No.	Advertisement	Description	Classification
7.	Nestle India #Educate The Girl Child	<p>A child tells her friend she is cutting off her hair and dressing up like her brother because her father says only the brother will go to school so she has dressed up like her brother because she too wants to go to school.</p> <p>Note: This is a female empowerment advertisement since it shows that the child will do whatever it takes to go to school.</p>	Social message; Informative advertisement, Correcting false impressions
8.	TVS Scooty Pep(2012) #Shake Em Up	<p>A boy is eve-teasing two girls at a signal and whistles and zooms off when the signal opens. The girls eve-tease him too till he gets the taste of his own medicine and apologizes.</p> <p>Note: This advertisement shows that women can give back as good as they get only if they set their mind to it.</p>	Womanpower; Persuasive advertisement, Building brand community
9.	Airtel-Boss or Wife	<p>A woman who is boss at work and wife at home handles both jobs perfectly. Telling her husband to come home fast she says to tell the boss that wife is calling.</p> <p>Note: This advertisement shows that the woman is perfectly handling both roles efficiently while the husband tries to cope up with his workload.</p>	Love; Persuasive advertisement, Encouraging switching to a brand
10.	Always #Like A Girl	<p>In this advertisement girls of different ages and a boy and a man are asked the question that what does it mean to be like a girl.</p>	Social message; Persuasive advertisement, Building brand

Sl. No.	Advertisement	Description	Classification
11.	Wedding Jewellery by TBZ Garlands	<p>The answers were varied with girls above puberty and men showing the fact that being a girl only mean to do silly things. When the same question was asked to girls below puberty they showed that being a girl means running, jumping and doing whatever you wish to do without a care. Just when did the term 'Like a girl' start to be used as an insult? Girls should be proud of who they are fundamentally as they were and always will be more capable than boys.</p> <p>Note: This advertisement shows that little girls have taught their seniors what truly symbolizes being a girl.</p> <p>In this advertisement a couple is being shown teasing each other, clearly indicating that they have known each other for a long time. At the end the woman indicates that if he doesn't let her put the garland around his neck quickly she will put it in another's. This causes the man to sober up and bend.</p> <p>Note: This advertisement shows that the woman is strong enough to take her own stand and make her partner oblige.</p>	<p>preference</p> <p>Love; Persuasive advertisement, Building brand community</p>
12.	Titan Raga #Her Life Her Choices	<p>A woman meets her old flame at the airport, they talk and she realizes that he has the same mindset as before and he still believes that only a man's professional work is important and women should quit.</p>	<p>Womanpower; Persuasive advertisement, Building brand preference</p>

Sl. No.	Advertisement	Description	Classification
13.	Titan Raga #Mom By Choice	<p>Note: This advertisement shows that women have made their own place in the world and must move on irrespective of the circumstances and must ignore men who are stuck with a primitive mindset.</p> <p>A woman celebrates her baby shower and when asked who is her biggest inspiration she says it's her mom because her mother looked after her alongside completing her PhD in her 40s as well as travelling the world. She says being a mother is a choice and excelling it is up to the woman concerned.</p>	Womanpower; Persuasive advertisement, Creating customer engagement
14.	Havells Coffee maker #Respect For Women	<p>Note: This advertisement shows that women can be strong personalities if they choose to be so and can always do everything with a smile.</p> <p>A mother arrives with her son for an arranged marriage meeting saying that she wants a daughter-in-law who will make hot coffee for her son when he returns tired from office saying that as her 'only requirement'. The girl brings her coffee maker and requests her to marry her son with it since she isn't going to marry only to make coffee.</p>	Social message; Reminding advertisement, Reminding that the product may be needed in near future
15.	Havells #The Humma Humma Way	<p>Note: This advertisement speaks loudly about the women's voice in modern era.</p> <p>A woman teaches a man the correct tune for a song playing with using kitchen utensils and appliances.</p> <p>Note: This advertisement shows the woman knowing all about music and can play it using indigenous things</p>	Womanpower; Persuasive advertisement, Encouraging switching to a brand

Sl. No.	Advertisement	Description	Classification
16.	Lloyd Unisex Washing Machine	<p>while the man can only play using sophisticated instruments.</p> <p>The wife asks the clerk for a unisex washing machine as she supposedly had a female one because her husband refused to touch it. She wanted her husband to be able to use it too.</p> <p>Note: This advertisement shows that a woman is having the power to exert her mind and bring behavioral modification.</p>	Social message; Informative advertisement, Telling the market about a new product
17.	Dabur Gulabari #Am Pretty Tough	<p>A group was asked to guess a child's hobby by looking at her picture. All chose wrong. The girl comes and says why tough girls should look tough and says to look beyond looks.</p> <p>Note: This advertisement shows that there are girls who are not afraid of extreme sports and even excel in it.</p>	Womanpower; Persuasive advertisement, Persuading customers to purchase now
18.	Surf Excel #Rang Laaye Sang	<p>A girl empties all the color from her neighborhood on herself so that her friend can go to his Namaz 'spotless'. Even if you get dirtied it gives us joy when we help others.</p> <p>Note: This advertisement shows the girl as being the protector for her male friend.</p>	Social message; Persuasive advertisement, Encouraging switching to a brand
19.	Dove #Speak Beautiful	<p>This shows that we are our worst enemies and we should learn to sympathize with ourselves and not be too hard on ourselves.</p> <p>Note: This advertisement shows that every woman must learn to love herself, thereby making the world a better place.</p>	Social message; Informative advertisement, Correcting false impressions

Sl. No.	Advertisement	Description	Classification
20.	Dove #Real Beauty Sketches	<p>We are always harsh on ourselves. We should learn and appreciate ourselves as real beauty lies in the eyes of the beholder.</p> <p>Note: This advertisement shows that a woman has the power to either make or break herself as she so chooses.</p>	Social message; Informative advertisement, Correcting false impressions
21.	Lipton Green Tea #Ennie Minnie	<p>A girl gets attracted to everything which helps to lose weight. Eventually an actress advises her that green tea + exercise is the ultimate solution.</p> <p>Note: This advertisement shows that being fit and healthy are no longer restricted to only one gender.</p>	Body Shaming; Persuasive advertisement, Changing perceptions of product value
22.	Cif Pisos (2015)	<p>A Princess is shown cleaning a castle with Cif Pisos and then getting ready to present herself to her prince charming.</p> <p>Note: This advertisement shows a princess efficiently performing the role of a royal lady as well as of a servant.</p>	Disrespect towards women; Informative advertisement, Explaining how a product works
23.	Inspiring The Future #Re draw The Balance	<p>It showed kids associating fire fighters, fighter pilots and surgeons with only men and it is time we redefined their perceptions.</p> <p>Note: This advertisement shows that modern females are so much more than just being a wife to her husband.</p>	Social message; Informative advertisement, Correcting false impressions
24.	Under Armour #I Will What I Want	<p>This shows a model practicing kickboxing despite being a mother. It says that we should not be afraid to do what we want to do and go forward with it.</p>	Social message; Persuasive advertisement, Changing

Sl. No.	Advertisement	Description	Classification
25.	Biba #Change For Progress	<p>Note: This advertisement projects the female as a symbol of strength and courage.</p> <p>An uncle asks a boy about his future plans. The boy says masters from a top university. The uncle asks him why he is studying so much since he will eventually take care of the house. The big question is “why ask a woman what you wouldn’t ask a man?”</p> <p>Note: This advertisement shows that women should not be questioned about careers when men aren’t.</p>	<p>customer perceptions of product value</p> <p>Social message; Informative advertisement, Communicating customer value</p>

The advertisements project that women are full emotional attachments and they are purposively more thoughtful. It is often projected that if females decide on a thing, they will do it by putting their best foot forward.

Observation from the Study

Commercial advertisements are generally intended to inform the customers about a product, persuade them to choose the product ahead of its substitutes or remind the probable customers about the existence of the product. The modern day mainstream commercial advertisements intend to cater to these needs and it has become an important tool to promote any brand ahead of competitors. Professional teams design the advertisements and try to make them as interesting and appealing as possible. An analysis of 50 popular advertisements have been done for the purpose of this study and it is observed that almost all of them have an undercurrent meaning which is targeting

the subconscious mind of the audience.

Most of the purchase decisions are taken by consumers on the basis of their perceptions, brand preferences and having a confidence on the integrity of the product. The advertisements besides building brand preferences, reminding product usage or persuading purchase; also depict the socio cultural ideals of the society where it is being aired. Watching the advertisements repeatedly sometimes influences the behaviour and rational thought pattern of the observer, thereby leading to behavioural modification.

In this study the advertisements have been categorized under two heads one which shows male superiority and the other which shows female superiority. The advertisement projecting male gender’s superiority show that the males have an upper hand in a man-woman relationship and the right to decide on gender role division in home or away. Males have the liberty to seduce any

unknown lady with their acquired charm, can be powerful enough to help a woman retain her dignity and benevolent enough to allow social liberty to a woman. On the other hand, advertisements projecting female gender's superiority show that the females are loving and caring even in the midst of storm. Even advertisements which shows females in revolutionary roles project them 'as one of a kind' on earth which are difficult to imitate for the common girl. The breadwinner-homemaker model, the dominant irresistible masculinity, the obediently loving womanhood and the gender role stereotyping is time and again depicted in one form or the other through the advertisements, thereby, concretising social perceptions regarding gender roles.

Conclusion

It is observed from the present study that the modern day commercial advertisements portray subtle gender messages which often go unnoticed by the casual observer but they deeply influence or condition the behaviours of the observer. Due to censor cuts the advertisers today cannot portray what they wished to do directly, hence they use marketing gimmicks to make sure their advertisements are aired and viewed by large masses. Ultimately, the advertisement which strikes a chord with the neurons of the people will be the one which will make the telecasted advertisement a hit.

The modern day commercials are reinforcing the patriarchal structure of the society in the times of equal opportunity. Equality is not projected as

a natural law of the society but is shown either being snatched from the jaws of a social demon by a revolutionary female or being showered upon females by a liberal male. Any observer after watching these commercials might develop some distorted perceptions regarding gender equality and gender roles. In conclusion, it can be said that the makers of commercial advertisements must take into account the subtlest of meaning/ impact which their commercial might have on the viewer and plan their script accordingly.

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