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Analytical Study of Effects of Television Commercials on Indian Women

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Analytical Study of Effects of Television Commercials on Indian Women Abstract
Television plays an important role in our life. In today's competitive world many television channels telecast many serials every day. Most television series are watched by women than by men in our country. Women are free after completing their household chores in the evening, that's why most of the women watch TV serials during prime time.

ABSTRACT

Television plays an important role in our life. In today's competitive world many television channels telecast many serials every day. Most television series are watched by women than by men in our country. Women are free after completing their household chores in the evening, that's why most of the women watch TV serials during prime time. Primetime for TV serial is generally considered 7 to 11 pm. Television serial may affect women's minds a lot because they spend hours in front of the TV to watch their favourite's shows. The present study evaluates the impact of television serials on Indian women. For this research the primary data collected from 100 respondents from numerous parts of the country using Google forms. A set of questions framed through structured questionnaires was asked from female viewers. The secondary data was collected from books, websites, articles, television, etc. The data were graphically analyzed to validate the hypothesis.

KEY WORDS

Television Serials, Advertisements, Commercials, Women.

INTRODUCTION

In India television has been the most popular and effective medium of mass consumption. The majority of people spend more time watching television per day in comparison to consuming content on any other medium. Television programs are viewed all over the world because of the fast satellite facility. From the 1960s onwards, when TV became a part of society, the role of women in media has started. Women who appeared in

newspapers, films, and television from that time onwards were given a lot of attention. Nowadays women in TV serials are projected as wearing expensive sarees, decked from head to toe in gold, even when they go for sleep they will be shown in makeup and well-dressed.

In most TV serials women are depicted as glamour dolls whose physical beauty is her sole quality. Women are shown sacrificing nature in most of the TV serials. Mostly in Indian TV serials women's whole life just revolve around her husband, parents, and children. She does not have time for their own lives and dreams. Normally women watch more serials than men, so this is the reason TV serials affect women. The target audience of Indian serials is assumed to be housewives, elderly women, and girls because they have more free time than working people. The majority of these melodramatic serials focus on the lives and personalities of traditional women depicted in either a positive or negative way. Generally, women with darker complexion are shown as villains and fairer as victims.

Literature Review

Rochelle Ann Lepcha, Assistant Professor at Salesian College in Siliguri, studied "Sexual Objectification of Women in Indian TV Commercials of Men's Deodorants from 2000 to 2018." The researcher found that women are sexually objectified as they are seen as an object or product of sexual desire. The author highlights the evolution of the commercials and how women are presented by evaluating different Indian television ads for men's deodorants from 2000 to 2018. These advertisements focus on the physical features of the female models than on the brand.

Madhusmita Das and Sangeeta Sharma conducted a study titled "Perception of Young Adults towards the Portrayal of Women in Contemporary Indian Television Advertisements" (2017). The study's focus was to look at the audience's perceptions of how women are portrayed in Indian TV commercials, as well as the differences in perceptions based on their gender. In their research, they found that gender has a significant effect on viewer perceptions of women's appearance in Indian TV advertising. Females were found to be more critical about the depiction of women in Indian TV commercials than males. According to the report, women were mostly shown as decorative objects in Indian TV commercials and are occasionally depicted in technical professional roles.

Bhola M (2021), in his research, titled review on Depiction of "Empowered" Women: A Feministic Analysis of Selected Indian Television Advertisements." He analyses the depiction of contemporary Indian women within the context of Indian TV ads in his research and found that Indian television advertisements display gender discrimination and affirm the patriarchal discourse.

Parul Nagi, Assistant Professor of Business Administration at HMV in Jalandhar, researched "Projection of Women in Advertisement: A Gender Perception Study." The research discusses how women are depicted in advertising and what the perception of people towards it is. He noted in the conducted study that there are three main types of representation of women in the commercials. The first type of advertising talks about how the female body is represented as a sexual object. The second type presented housewife who is loving, caring compassionate, older, and unisexual. These advertisements portray women as only capable of washing, cooking, and caring for children. The empowered female, who is in control, young, and attractive is the final type of advertising. It is only the third type of advertisement, which occurs even less often, that empowers and recognizes women as equal to men. The study discovered that men are largely presented as powerful, independent, and macho men, while women are largely confined to housework or mother/caretaker roles whose life revolves around the home.

Debanjali Roy (2012), entitled in their study, "Reality or Myth: Representation of Women in Indian Television serials," mentioned that in current days two-dimensional representation of good and bad in the serial is a distortion of reality. Depiction of women in Indian TV serial becomes more problematic.

Shashi Kaul and Shraddha Sahni (2010) in their study “Portrayal of Women in Television (TV) Serials” stated that through TV negative attitudes towards women in real life are recreated. Through this depiction it is clear that women are not getting more respect as a human being they are mostly shown as an object. Most women are presented in domestic, decorative, and biological character.

Objectives

- To find out the average time spent by women viewers in watching TV serials and TV Commercials.
- To find out what is the impact of TV commercials on women.

Hypothesis

- TV Serials are mostly watched by housewives in their free time.
- Women spend an average of four hours a day watching TV serials.
- Working women mostly watch TV serials on Smartphone and not during their live telecast.
- TV Commercials affect women in the selection of household, beauty and other products.

Research Methodology

The following research design was applied in this study:

1. Content analysis of the two popular TV serials Anupamaa (Star Plus) and Kundali Bhagya (Zee TV), and
2. Survey Method through a questionnaire on a sample of 100 respondents through Google forms on their experience with TV serials and commercials.

Research Tools

The questionnaire, Google forms.

Sample Size

The sample size is 100 and the respondents are regular viewers of TV.

Target Population

The research topic is based on female so the target population is female of different age groups.

Data Collection

The data of the research was collected from the following:

- Primary Data collected through the Goggle form.
- Secondary Data collected through Books, Websites, journals, articles etc.

Comparison of Anupamaa (Star Plus) and Kundali Bhagya (Zee TV)

The TV serials selected for the study are Anupamaa (Star Plus) and Kundali Bhagya (Zee TV) based on high TRP.

Anupamaa

Many TV serials telecast on star plus among them, “Anupamaa” is a top-rated show. It is an Indian Hindi television serial that is aired on the Star Plus channel and its broadcast timing is 10 pm. The show started airing in July 2020 and it’s continuing. The story of this serial is interesting and there is suspense in every episode that holds viewers’ attention. The story of the serial is written by Leena Gandhapadhay and Bhavna Vyas. The producer of the serial is Rajan Shahi’s Director’s Kut Productions. Famous TV personalities Rupali Ganguly and Sudhanshu Pandey play the lead character in the top-rated serial “Anupamaa”. There are many other talented actors in the show. The plot of the story revolves around a caring housewife Anupamaa. She is a loving housewife, mother, and daughter-in-

law of the family. She tries to fulfil her family dreams and pay no attention to her wish. She takes care of the family the whole day even then, she does not get respect from their family members. The crux of the show's plot as it deals with various themes such as relationships, love, family, and much more suspense will continue in future episodes. This serial is getting too much love from the audience that's why it is on the top list of TRP.

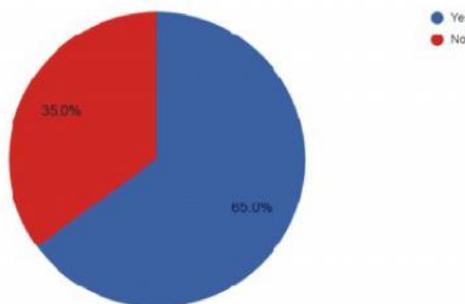
Kundali Bhagya

Zee TV's well-known serial "Kundali Bhagya" is a hit Indian TV serial. It is a spin-off of the famous TV show Kumkum Bhagya. It premiered on July 12, 2017, and continuing. This show is produced under Ekta Kapoor's production Balaji Telefilms. The entire story of the serial is revolving around the lead actors of the show. The main characters of the famous serial are Manit Joura, Shraddha Arya, Dheeraj Dhoopar, and Anjum Fakih. Many other characters are part of the show. The story revolves around two girls, Preeta and Srishty, who are sisters of Pragya of Kumkum Bhagya. Sisters who were formerly unaware of their mother and two other sisters are now reunited. They meet the Luthra brothers, Karan and Rishabh Luthra, by chance. Later, Preeta falls in love with Karan Luthra, while Shrishti falls in love with Sameer Luthra, Karan's Cousin. The show explores how the Luthra brothers fall in love with Arora's sisters and follows their love story thereof.

Data Analysis and Findings

The results of the data collected are discussed below through pie charts.

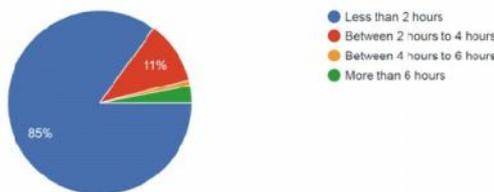
Do Working women mostly watch TV serials on Smartphone and not during their live telecast.



Preferred Device of Working Women to Watch TV Serials:

The above chart shows that 65 per cent of working women rarely watch TV serials during live broadcast. It may be concluded that television serials are mostly watched by working women on a Smartphone instead of their live telecast.

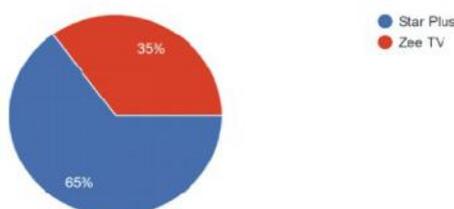
How many hours you spend to watch Indian TV serials?
100 responses



Hours spent by respondents to watch television serials:

The above-clustered column shows that 85 per cent of respondents watch Indian TV serials and commercials less than two hours, 11 per cent of respondents watch between 2 to 4 hours, 1 per cent of respondent's watch between 4 to 6 hours, 3 respondents watch more than 6 hours. It is therefore concluded from this chart that most of the respondents watch Indian TV serials and commercials for less than two hours.

From the following TV Channels which one you watch the most?
100 responses



Popular Television Channels:

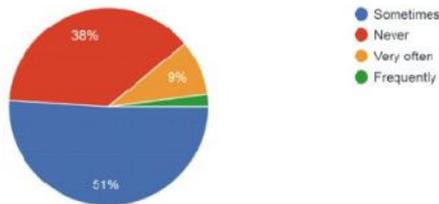
Out of the two TV channels on which the study was conducted, it has been found that 65 per cent of viewers like to watch Star Plus and 35 per cent of respondents prefers to watch Zee TV. Hence, Star Plus is the favourite TV Channel for more respondents.

From the following TV Serials which one you watch the most?
100 responses



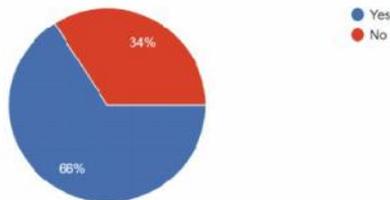
Popular TV Serials: Out of the TV Serials considered for the study, the above chart shows that 53 per cent of respondents watched “Anupamaa” and 47 per cent watched “Kundali Bhagya”. It is therefore concluded from this chart that most of the respondents watch Anupamaa” serial.

Do you get influenced by watching TV serials?
100 responses



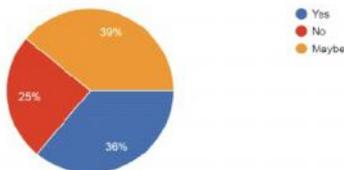
TV Serials’ Influence on Viewers: From the pie chart, it is evident that by watching TV serials and commercials 51 per cent of respondents sometimes get influenced, 38 per cent are never influenced, 9 per cent are influenced very often and 2 per cent are frequently influenced. This shows that most of the women viewers are greatly influenced by watching TV serials and commercials.

Do you watch TV Ads/commercials or switch to other channel during ads?
100 responses



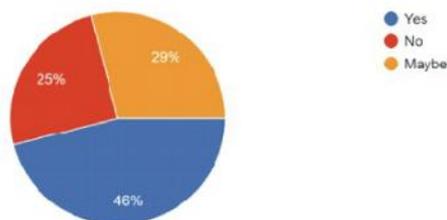
Respondents’ Preference in Watch TV Ads/Commercials: The above pie chart indicates that 66 per cent of respondents watch TV Ads/Commercials and 34 per cent of them don’t watch them. It shows that the majority of the views also watch TV Commercials during the break.

Does the TV commercials influence your personal behaviour, likes or dislikes about products?
100 responses



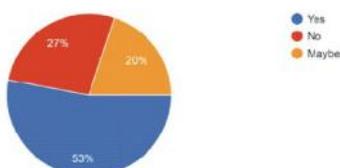
Influence of TV Commercials on Personal Behaviour of Respondents: The above pie chart reveals that 36 per cent of respondents’ behaviour, likes or dislikes about the products are influenced by TV commercials, 25 per cent of viewers are not influenced by them, and 39 per cent of respondents sometimes get influenced.

Do TV Commercials influence you product choice?
100 responses



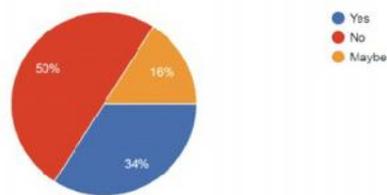
Influence of TV Commercials on Respondents’ Product Choice: The above chart shows that 46 per cent of respondents’ product choice is influenced by TV serials and commercials, 25 per cent of respondents are not influenced by them and 29 per cent responded are sometimes influenced by them. It may be concluded that a majority of women viewers’ product choice is influenced by TV serials and commercials.

Do you suggest/prescribe any product seen in the commercials to your family members or friends?
100 responses



Influence of TV Commercials on the suggestion of the products to their Family and Friends: The above pie chart shows that 53 per cent of respondents prescribed seen products in the TV commercials to their family and friends, 27 per cent of respondents did not do it, and 20 per cent of respondents sometimes do it. It means respondents

Do you copy the dress/costume of the actors in the commercials?
100 responses



suggest products seen in the television commercials to the family and friends.

Influence of TV Commercials on the Fashion of the Respondents:

The above chart shows that 34 per cent of respondents copy the dress of the actors seen in the TV commercials, 50 per cent of respondents don't copy them and 16 per cent response sometimes copy them. It suggests that most of the respondents don't copy the costume of the actors seen in the commercials.

CONCLUSION

From the study of the effect of TV Serials and Commercials on women, it was found that TV commercials play a major role in the selection of products of their day to day lives. The present study reveals that women spend less than two hours watching their favourite TV serials and commercials. This means that a majority of women prefer to watch TV serials/commercials during their free time. After watching TV serials, a majority of them get influenced and buy the product shown in TV commercials. Many of them even prescribe the products to their family members and friends. Housewives are the prime consumer of television serials content in India. The study also found that working women rarely watch TV serials during the live telecast; they watch them on their Smartphone.

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