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**A STUDY ON PERCEPTIONS ABOUT THE ROLES  
PORTRAYED BY WOMEN IN MAGAZINE ADVERTISEMENTS**

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PORTRAYED BY WOMEN IN MAGAZINE ADVERTISEMENTS

BY

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B.A. in Business Administration, Boğaziçi University, 1984

Submitted to the Institute for Graduate Studies in  
Social Sciences in Partial fulfillment of the  
Requirements for the Degree of  
Master of Arts  
in  
Business Administration

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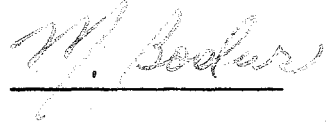
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A STUDY ON PERCEPTIONS ABOUT THE ROLES  
PORTRAYED BY WOMEN IN MAGAZINE ADVERTISEMENTS

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**A STUDY ON PERCEPTIONS ABOUT THE ROLES  
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In this thesis, the roles portrayed by women in magazine advertisements and the perception of the male and female magazine readers about this subject will be studied. The roles portrayed by women in magazine advertisements are examined by looking at the content of the ads, and also the opinions of magazine readers are asked about this topic. Three types of advertisements are shown to subjects. The first one portrays the woman as working, the second one shows the woman as a housewife, whereas the third one illustrates her as an alluring model. Perceptions about these advertisements are taken from both male and female subjects and differences among their ideas are evaluated. Also the relationship among variables, which are used in the study, and demographics are analysed. As a result, it is seen that, males and females do not share the same ideas about role portrayals of women in magazine advertisements. While females criticize exaggerated roles of women in magazine advertisements, males accept that they are attracted by beautiful women. It is understood that, the appropriate match between the model and the gender image of product, the setting of the portrayal and the portrayal's realism are very important for both sex.

The study includes the literature review and the field study which is conducted through a questionnaire. In order to learn their ideas about role portrayals of women, equal number of men and women are given questionnaires. The interpretation of these data is done through computer and implications for marketers and academicians are presented.

## MAGAZİN REKLAMLARINDA KADINLARIN CANLANDIRDIKLARI ROLLER HAKKINDA ALGILANAN TUTUM VE DÜŞÜNCELER

Bu tezde kadınların magazin reklamlarında model olarak tanıtıldıkları roller ve bu konuda kadın ve erkek magazin okuyucularının fikirleri inceleniyor. Kadınların magazin reklamlarında canlandığı roller magazinlere bakarak gözlem yolu ile incelendi. Ayrıca magazin okuyucularına bu konu hakkındaki fikirleri soruldu. Ankete katılan kişilere üç çeşit reklam gösterildi. İlk reklamda çalışan kadın rolünde bir model, ikinci reklamda ev kadını rolünde bir kadın, üçüncü reklamda ise çekici kadın rolünde kullanılan bir model var. Anketi cevaplayan kadın ve erkeklerin bu reklamlar hakkındaki düşünceleri soruldu, ayrıca erkek ve kadınların düşünceleri arasındaki farklılıklar değerlendirildi. Sonuç olarak, kadınların magazin reklamlarında model olarak tanıtıldıkları roller hakkında, kadınlar ve erkekler aynı fikri paylaşmıyorlar. Kadınların magazin reklamlarında abartılmış rolleri -seks objesi gibi- bayan okuyucular tarafından eleştirilirken, erkek okuyucular güzel kadınlar tarafından etkilendiklerini kabul ediyorlar. Her iki cins için de, model ve ürün arasındaki uyumun, reklamda modelin takdiminin ve modelin gerçekçiliğinin çok önemli olduğu anlaşıldı.

Bu çalışma, kütüphanede bu konuda yapılan önceki çalışmalarını incelemeyi ve anket kullanarak yapılan saha araştırmasını içeriyor. Çalışmada, kadınların model olarak tanıtıldıkları roller hakkındaki düşüncelerini anlamak için eşit sayıda kadın ve erkek denek olarak kullanıldı. Toplanan bu bilgilerin yorumlanması ve analizi bilgisayar yardımı ile yapıldı. Ayrıca bu çalışma reklamcılar ve akademisyenler için bazı öneriler içeriyor.

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## INTRODUCTION

In recent years, in the U.S.A., widespread attention has focussed upon the roles portrayed by women in advertisements. Considerable research has been conducted on this issue and, for the most part, study findings have been disparaging of advertising. "In particular, advertising has been criticized for presenting women as simple-minded, non career oriented, and male-dependent." (Courtney and Lockeretz, 1971, p.92). Essentially, say critics, "advertising perpetuates archaic and distorted sex role stereotypes. Advertising has been criticized by failing to show the wide range life styles that might be attained by women and by failing to show diverse capabilities and personalities possessed by them" (Harvey, 1975, p. 41).

In Turkey, few studies are conducted about this topic. In recent years, there have been significant developments in the advertising sector in Turkey. The importance of advertising is understood and it is widely used. In order to attract attentions, women are also widely used in advertisements as models.

The objective of this study is to find out how women are portrayed in magazine advertisements and the perception of people about roles portrayed by women in magazine ads. In order to sell or introduce the new products to the market, the need for advertisements increases and requires some studies related to this subject. To learn the perceptions of males and females about the role portrayals of women will be helpful for advertisers to create effective advertisements. Because of increasing feminist movement in these days, using women

in acceptable roles in magazine advertisements is important.

To accomplish this purpose, perceptions of female and male subjects about the roles portrayed by women will be evaluated seperately. A comparison will be made between female and male respondents with respect to their opinions about the following statements :

- a) In television commercials women are more impressive than magazine advertisements;
- b) In magazine ads beautiful women attract attention more than male models;
- c) In magazine ads women are shown as housewives;
- d) In magazine ads, women are shown as working women;
- e) The roles portrayed by women in magazine ads are failing to show the diverse capabilities and personalities possessed by women in our society;
- f) The roles portrayed by women in magazine ads indicate what women can do or what women can not do.

Study also focuses on the following type of research questions:

- a) Which sex is more attracted by magazine advertisements;
- b) Which sex is impressed more by magazine ads and buy the products;
- c) Which sex wants to see women or men as a model in magazine ads;
- d) Where or in which position do the male or female readers want to see a woman.

Also thoughts of both female and male subjects are evaluated about three different roles portrayed by women : namely, as a working woman, as a housewife, and as an alluring model.

The effectiveness of increasing nudity and eroticism are not included in this study, but it will be mentioned in few words.

The responses given by male and female respondents to these kinds of advertisements are discussed only briefly.

In chapter two, review of previous work on this topic will be presented. This will provide the theoretical framework for the following empirical study.

In chapter three, the design and findings of the empirical study will be presented. It includes research design, methodology, hypothesis, data collection methods, sampling, data analysis methods and findings.

In the final chapter, conclusions and implications for marketers, advertisers and academicians will be presented.

## CHAPTER TWO

### THEORETICAL BACKGROUND OF THE STUDY

In recent years, in the U.S.A., advertisers and their agencies have received criticism from a wide variety of sources concerning the manner in which women are portrayed in advertisements. The critics state that, the women shown in advertisements are too often "only housewives, stupid or incompetent; dependent on men; decorative or sex objects; passive; and not involved in making major decisions" (Advertising Age, April 21, 1975).

"There is no doubt that many of these criticisms were, and to an extent still are, valid. There also is no doubt that many advertisers have attempted to respond by discarding stereotypes and trying to create more appealing role incumbents" (Reid and Soley, 1983, p.27).

Women's organizations have recently been focusing their attention on the portrayal of women in advertising. For example, the National Organization for Women (NOW) has initiated a listing of the ten worst advertisements of the year which are deemed insulting and degrading to women from NOW's viewpoint. Further, NOW has suggested protesting the advertising agency responsible for the creation of the advertisements and the sponsoring company, and boycotting these products. The rationale for such protests is that the media have tended to project severely limited view of women which is not reflective of the changes taking place in their lives. (Venkatesan and Losco, 1975, p.49).

While there is little empirical research dealing with the portrayal of women in advertising, critics have long claimed that a multitude of advertisements do exhibit stereotypical portrayals of women. (Venkatesan and Losco, 1975). Research studies have begun to focus their attention on the portrayal of women in advertising.

## 2.1) Studies on Content Analyses of Magazine Ads :

Courtney and Lockeretz (1971) conducted a study in order to analyze the roles portrayed by women in magazine advertising. Seven general audience magazines were selected. Women's magazines were not included because they are directed primarily toward women as housewives whatever their other roles. The analysis was concerned with 312 ads showing one or more adults. More men (397) than women (278) were pictured in these ads.

The print advertisements examined very rarely showed women in working roles. Only 12 % of the workers shown in the ads were female. Only 9 percent of the women were portrayed in working roles, compared to 45 percent for men.

Three non-working roles for men and women portrayed in the advertisements were classified as family, recreational, and decorative (that is, nonactive).

Differences in male and female roles portrayed were also evident in the number of males and females and the type of product advertised.

In the advertisements studied, women rarely ventured far from the home by themselves or with other women. Women did smoke, drink, travel, drive in cars, and use banks, but primarily in the company of men.

Male-female interaction in advertisements was also examined. Men only were shown in 40 percent of the ads, 26 percent showed women only, and 34 percent showed the two sexes together. Thus women were more likely than men to be shown in the company of the other sex.

In the advertisements showing working men with women, the women seldom appeared in working roles.

This study further concluded that, these advertisements suggested four major sexual stereotypes for women :

- 1) A woman's place is in the home.
- 2) Women do not make important decisions or do important things.
- 3) Women are dependent and need men's protection; and
- 4) Men regard women primarily as sexual objects, not as people.

The data suggested that feminists are at least partially justified in saying that advertisements do not present a full view of the variety of roles women actually play in the American society.

In a follow-up study by Wagner and Banos (1973), they found that by 1973, the percent of women in working roles had risen to 21 percent. In addition, women shown in working situations were less likely to be depicted in the role of entertainers or participants in professional sports than during the earlier period. It is also shown that women in working roles were portrayed in more responsible working capacities. There were increases in the percent of female workers shown in professional sales, middle-level business, semi-professional, and in other white collar occupants.

A larger proportion of non-working women in ads were shown in a decorative (non-active) role and less often in a family or recreational situations.

This follow-up study indicates that there has been a substantial improvement in emphasizing women's expanding role as a working member of society in a relatively short period of time. Some comparative results of Courtney and Lockeretz (1971) and Wagner and Banos (1973) studies are presented in Tables 2.1. and 2.2.

TABLE 2.1.

Comparison of Occupations of working women shown in General Magazine Ads

|   | % of females      |                   |
|---|-------------------|-------------------|
|   | 1970 <sup>a</sup> | 1972 <sup>b</sup> |
| - Proportion shown as workers occupational categories | 9                 | 21                |
| - High level business executive                       | 0                 | 0                 |
| - Professional  | 0                 | 4                 |
| - Entertainers, professional sports                   | 58                | 23                |
| - Sales, middle level business semi-professionals     | 8                 | 15                |
| - Non-professional, white collar                      | 17                | 46                |
| - Blue collar   | 17                | 12                |
| <b>TOTAL</b>  | <u>100</u>        | <u>100</u>        |

a SOURCE : Alice E. Courtney and Sarah W. Lockeretz, "A Woman's Place : An Analysis of Roles Portrayed by Women in Magazine Advertisements", Journal of Marketing Research, Vol.8 Feb.1971, pp 92-95

b SOURCE : Louis C. Wagner and Janis B. Banos, "A Woman's Place : A Follow-up Analysis of the Roles Portrayed by Women in Magazine Ads", Journal of Marketing Research, Vol. 10, May, 1973, pp. 213-14.



TABLE 2.2.

Comparison of Nonworking Activities of Women Shown in General Magazine Ads

|   | 1970 <sup>a</sup>     |            |            | 1972 <sup>b</sup>     |            |            |
|---|-----------------------|------------|------------|-----------------------|------------|------------|
|   | Percent of Females    |            |            | Percent of Females    |            |            |
|   | Alone or With Females | With Males | Total      | Alone or With Females | With Males | Total      |
| Proportion of women in ads portrayed as non-workers | 90                    | 92         | 91         | 66                    | 90         | 79         |
| Roles of nonworkers                                 |                       |            |            |                       |            |            |
| - Family  | 21                    | 25         | 23         | 0                     | 13         | 8          |
| - Recreational                                      | 9                     | 64         | 46         | 5                     | 55         | 36         |
| - Decorative  | 70                    | 11         | 31         | 95                    | 32         | 56         |
| <b>TOTAL</b>  | <u>100</u>            | <u>100</u> | <u>100</u> | <u>100</u>            | <u>100</u> | <u>100</u> |

a : as in Table 2.1.

b : as in Table 2.1.

Belkaoui and Belkaoui (1976), in a comparative analysis of print advertisements appearing in 1958, 1970 and 1972, found that, relative to men, women were more often shown as unemployed or as low-income wage earners when shown in occupational roles. During this period, the percentage of work related roles increased but were generally of low status.

In addition to the content analyses of print ads Dominick and Rauch (1974) examined nearly 1,000 prime time commercials appearing on TV. and found very similar results. Women were most often shown as sex objects or in the role of housewife/mother. The number of occupational roles showing women outside the home was much less than for men and those shown were fairly traditional sex roles (e.g. secretaries.)

Sexton and Haberman (1974) conducted a study which compared the content of ads which appeared between 1950 and 1971 in five general circulation magazines and concluded that there had been some increase in the occurrence of work related roles for women.

Advertisements for several product classes were investigated: tobacco, non-alcoholic beverages, automobiles, home appliances, office equipment and airline travel. Altogether 1,827 ads were evaluated.

The followings were basic hypothesis underlying the study:

- 1) Women would generally be shown in situations where interpersonal relations were paramount e.g. as housewives, mothers, or social companions.
- 2) The ways in which women were portrayed would over time become more diverse and less traditional in terms of society's expectations. For example, women would be less frequently shown as "decorative" (serving to decorate) or as "obviously alluring" (entice by charm or attraction) and would more frequently be shown in work situations.

In conclusion; only 16 percent of the ads presented women in nontraditional situations. Even in the 1970-71 period, over 30 percent of the cigarette, beverage, automobile, and airline travel ads portrayed women as obviously alluring. This occurred in spite of the tendency of the rater to classify the women in the ads. as not obviously alluring.

In general, the trends over two decades did not appear to have moved very far from a limited picture of women as social people appearing in a predictable environment.

However, the occupational situations were still very stereotypical in nature. Although the percentage of women portrayed in the roles of homemaker or mother had declined over that

period, these authors felt that the evidence corroborated the criticism of the narrow number of roles portrayed for women.

Venkatesan and Losco (1975), in a more comprehensive study that compared magazine ads' role portrayals over the period of 1959 to 1971 (this period was chosen because of significant social changes taking place during these years, particularly with respect to women's status in society) concluded that the most frequently observed roles were: women as sex objects, women as physically beautiful and women as dependent on men. Within this time period, however, the role of women as sex object became less frequent as did the portrayal of the traditional role of the housewife.

This study aimed at a systematic content analysis to examine the portrayal of the woman's role in print advertising and to examine the changes in the roles for the period 1959-71, in three categories of magazines : male, female and general.

A total of 36,455 advertisements were found in the magazines and 14,378 ads were content-analyzed.

As a result, it is significant to note that the category "women as dependent on man" is well-presented throughout all 13 years at a relatively stable level. Women were portrayed more often as being concerned with physical beauty during 1964-71 period compared to 1959-1963 period. This finding suggests that the portrayal of women as sex objects decreased. This may reflect that the women's movement has had an impact on some advertising. Surprisingly, "woman as physically beautiful" received the most frequent portrayal (61 percent) in women's magazines.

While the trend analysis has indicated a decline in the categories considered unfair, unrepresentative and/or obnoxious by several women's groups, the highest percentage of ads both in the men's magazines and general magazines

still seek to portray women as sexual objects and as dependent on men.

What seems to be needed is the portrayal of women in roles which actually reflect their positive attributes and their individuality, and which reflect the changing role of women in society.

"The evaluation of effective, socially responsive advertising has received increased attention during the last decade because of the growing concern over the negative side effects of some advertising campaigns. Advertising, in the process of selling products and services, tends to sell supplemental images as well, which may contribute to the maintenance of some undesirable aspect of the status quo in U.S. society". (National Advertising Review Board, 1975).

The overwhelming conclusion of the magazine and television monitoring studies is that advertising still portrays women in traditional roles. One of the most important findings is that women are rarely depicted as authority figures. (Whipple and Courtney, 1980).

The results of above content analyses show that women are portrayed in traditional roles (housewives, mothers) but they are not portrayed frequently in working women roles. Most of the ads suggest some sexual stereotypes for women (e.g. women depends on men, men regard women as sexual objects) and they are mostly portrayed as decorative models in ads.

## 2.2) Studies Related With Product-Model congruency and Effectiveness of Decorative Models.

Recent evaluations of advertising have examined consumer preference for various female portrayals. Three studies of magazine advertising have reached similar conclusions. In all, studies, researchers found that role portrayal preferences depend primarily on the type of product advertised.

Wortzel and Frisbie (1974) obtained 100 reactions to five female roles associated with seven product advertising situations. Using the "construction of advertisement" technique, they concluded that advertisements may portray women effectively in household roles if the roles provide an appropriate usage environment. If the product is one that women use personally, then non-traditional roles are preferred. Ducker and Tucker (1977) used actual print advertisements. Their study showed that holding of feminist opinions does not significantly affect the subjects' regard for the roles assigned to women in ads. In fact, all roles except mother were liked by a majority of the 104 female students. Buchanan and Reid (1977) controlled for product category differences in their study. For each of four products, they constructed four ads with different role identities for the main female actor. They found that the perceptions of the ads by the 32 student respondents did not depend solely on the female role depicted, but on how closely the role matches the product. Baker and Churchill (1977) examined how the physical attractiveness of male and female models affects perceptions of advertisement for sexually-relevant and sexually-irrelevant products. Manipulating the degree of model attractiveness rather than the absence or presence of models, they found that males and females rated the advertisements portraying a model of the opposite sex higher than

those portraying a model of the same sex and that the models produced higher behavioral intention ratings when the advertised product was sexually relevant (i.e. aftershave) than when the product was sexually-irrelevant (i.e. coffee).

In a later study Whipple and Courtney (1985) found that, effective role portrayal decisions are a function of

- 1) the appropriate match between the gender of the depicted model and the gender image of the products
- 2) the setting of the portrayal
- 3) the portrayal's "liberatedness" and realism.

However, research shows that effectiveness is a function of the interaction of all of these factors.

Reid and Soley (1983) tried to determine if there are male readership differences in magazine advertising for sexually-relevant products in which decorative female and male models are portrayed seperately, together, or not at all.

One hundred cigarette, liquor, automobile advertisements were selected because these products have been consistently associated with the use of sexually-oriented stimuli in advertising. According to findings, male readers' attention to an ad is affected more by the presence of a decorative female model than the presence of the other model types. The results indicate that the attention getting value of an ad decreases as the model type moves from a female model portrayed alone, to a female-male model portrayed together, to a male model portrayed alone. They also found that, while the presence of a decorative female model might attract the attention of male readers to an ad, its presence does not mean that males will read the ad's copy. Although only the noting of an ad was differentially affected by model type, the analyses revealed that both the noting and the reading of an ad are affected by product type. As a conclusion, this study indicates that among the attention-getting

devices available to advertisers, the portrayal of a decorative female model can be employed to enhance the probability that an ad for a sexually-relevant product will attract the attention of male readers.

Peterson and Kerin (1977) conducted a study in order to investigate consumers' attitudes towards an advertisement which employed either nudity or sexual overtones, the product displayed in the advertisement and the company producing the product. Three advertisements were prepared for each product (A body oil, a ratchet set).

In advertisements, fully clothed woman (demure), half dressed woman (seductive) and completely undressed woman (nude) were used. They found that, the advertisement containing a nude model was consistently perceived as the least appealing, while the associated product and producing company were perceived as, respectively, possessing the lowest quality and being the least reputable. Males and females perceived the seductive model/Body oil advertisement to be the most appealing and both sexes evaluated. The nude model/Ratchet Wrench set as least appealing. Again one general issue which obviously requires attention is that of consistency. This study suggests the need for product/model congruency within an advertisement as well : The female model indicated that perceptions were more favourable when the product was body oil as compared to ratchet set. Then according to Peterson and Kerin's study, the use of nudity may ultimately produce deleterious effects, not only regarding perceptions toward the firm's advertisements, but even toward its products and corporate image.

According to Steadman's observation (1969), "There may be an obvious congruity between the illustration and the product advertised". "The use of sex appeal is primarily an attention device, typically exploiting the female body, degrading the feminine role and insulting the body".

This aspect of exploiting the female body has been a topic of coverage in *The New Yorker* (1965); *Time* (1969); *Advertising Age* (1972). Essentially, for this dimension, there is little or no relationship between the product being advertised and the use of sex appeal. The authors contend that this use of sex appeal is inappropriate because it overshadows the product message.

Alexander and Judd (1978) found that nudity neither helped nor hindered brand name recall. The study done by Richmond and Hortman (1982) supported that distinctions between female oriented and male oriented advertisements were readily apparent. They also validated Peterson and Kerin's Product/Model congruency continuum.

The perspectives of these commentators may well be legitimate, but they offer neither guidance nor assurance that using sex appeal will contribute or detract from an advertiser's objectives.

Despite the prevalence of the role portrayal, only few studies have examined the effects of decorative female models on consumer response to advertising.

Chesnut, Lachance, and Lubitz (1977) conducted an experiment to determine whether the presence or absence of decorative female models in magazine advertisements improved ad and brand recognition among males. They found that the presence of decorative female models improved ad recognition but not brand recognition.

Smith and Engel (1968) examined the effect of the presence or absence of a decorative female model in advertising on consumer perceptions of automobiles. They found that the presence of the model resulted in higher perceptual ratings on connotative and emotional features than the absence of the model.



Reid and Soley (1981) analyzed the effects of decorative female models in magazine ads on Starch illustration and body-copy male readership scores. They found that the presence of decorative models increased illustration readership scores, but not body-copy readership scores.

In Baker and Churchill's study (1977), the authors sought to determine whether the physical attractiveness of male and female models in advertisements affects consumer evaluations of the ad and the products. The results suggest that the sex and physical attractiveness of an ad model do influence peoples' evaluations of the aesthetic qualities of an advertisement and therefore seem to be important determinants of the attention-getting value of the ad and the subject liking of the ad. According to Baker and Churchill's study if the individual in the advertisement is actually a spokesperson for the product, the individual's credibility may be more important in the acceptance of the message.

Benoy Joseph (1982) conducted a study about the credibility of physically attractive communicators. The evidence reviewed from seven opinion change and four advertising experiments suggests that attractive models contribute in limited but important ways toward increasing a communication's effectiveness. Specifically, studies have shown that receivers make more favourable evaluations of the ad as well as the product being advertised when attractive models are used in the ads.

While attractive sources have been perceived by receivers to be more "dynamic" and more similar to them than unattractive sources, they are not generally perceived to be more expert, trustworthy, honest, knowledgeable or intelligent.

The inconsistency in the evidence may lead us to conclude, perhaps, that source attractiveness is not a particularly important or robust source of interpersonal influence.

A study done by Wise, King and Merenski (1974) confirmed that reaction to sexy ads vary with age. A sample of 621 college aged adults (18-25 yrs old) and their parents were interviewed. In general, the more liberal attitude toward sex. was found to exist among the young. This was particularly evident among young males. Another finding is the fact that the fathers and the younger females -their daughters- tended to give somewhat similar answers while a great disparity exist between the responses of sons and their mothers.

Another study was conducted by Lundstrom and Sciglimpaglia (1977). They tried to determine the attitudes of men and women consumers towards advertising role portrayals. A sample of 800 persons was taken. A questionnaire was used. The questionnaire contained a series of 17 attitudinal statements dealing with advertising role portrayals of women and men, the company image of firms using sexual role portrayal practices, intentions to buy from firms and selected demographic characteristics. They found that, women who find the portrayal of women in advertising most offensive tended to be more highly educated, to come from higher income households and, to a lesser extent, to be younger. Women who claimed to have increased sensitivity to female role portrayals also tended to be more highly educated and somewhat younger. Also, women were less prone to agree that advertising shows men as they really are, and less likely to agree that advertising treats women as sex objects than were male respondents.

As advertisers continue to increase frequency with which sex-involved strategies are employed, the need for evaluating the effect of such a strategy also becomes increasingly important.

In Sciglimpaglia, Belch and Cain study (1979), print ads were evaluated by men and women. This study indicated that men and women vary greatly in their evaluation of sexually related advertising portrayals. In addition, for men these evaluations are strongly related to the individual's personal sexual orientation and to a lesser extent with attitudes toward role portrayals and role orientation. All relationships become strongest when nudity was most explicit and when suggestiveness was present in the portrayals. As sexual content become more explicit, both men and women tended to evaluate portrayals of the same sex in a generally negative manner.

These results, when compared to those of previous studies, tend to support the conclusion that the use of sex in advertisements must consider situational factors as well as predispositions of the receiver. The results indicate that viewers are not always likely to react less favourably toward nudity. Rather, the evaluation of the appropriateness of nude model is likely to be affected by the sex of the model and the perceiver, with each less likely assign positive evaluations to those depicting the same sex.

More and more findings indicate that subjects of the population based on sex and age of the respondents, other demographic factors such as education, and perhaps even psychological make up, differ greatly from one another in their reaction to the use of specific sexual stimuli in advertising.

While much of the previous research has dealt with the roles in which women have been portrayed, other critics contend that the image of women, as portrayed in commercial advertising, is not only unfair, but unjust. A study prepared by the National Advertising Review Board reported there are even stronger feelings on the subjects. It noted that a United Nations report blames advertising world-wide

for "perpetrating the derogatory image of women as sex symbols, and as an inferior class of human being". Various groups, such as the National Organization for Women, have acted to identify and protest advertisements which they consider insulting or degrading, and have urged boycotts of those products or services advertised.

Further, Fram and Dubrin (1979) suggest that women will avoid products that reinforce the home-maker role and may boycott certain products to lessen female-oriented and male-oriented distinctions.

The social changes are going to occur, and the advertisers can work now to anticipate the changes and make social conscience a solid part of his or her strategy (Scheibe, 1979). As the number of advertisements increases and people have the opportunity to compare these advertisements, the advertisers have to take into consideration the response of the people. If they want to sell their products more and attract the attention of people, they have to set their strategies according to the liking of people.

In this study, these articles were used as guidelines. Especially, some articles were very useful in designing the survey.

Table 2.3. on the next page describes the variables used in this study and the previous literature from which they were derived.

TABLE 2.3. Variables Studied

| Variable Name  | Purpose of the Variable  | Article                                  |
|--|--|--|
| Attitudes toward magazine ads                                    | To understand the attitudes of people about magazine advertisements in Turkey  | Different articles were used as a source |
| Portrayal of women in Magazine Advertisements                    | In magazine ads, women are portrayed as housewives. In magazine ads, women are portrayed as working women;   | Courtney and Lockeretz's (1971)          |
| Importance of product/model congruency                           | Importance of selection of a model according to the product which is advertized;   | Peterson and Kerin's (1977)              |
| Roles suitable for Products                                      | To understand, in which roles women were portrayed in ads and commercials; whether people accept these roles or not;   | Sexton and Haberman's (1974)             |
| Product and model Congruency, and evaluation criteria of the ads | Three different ads (a working woman, a housewife, an alluring model) were shown and these were evaluated in terms of the following criteria: <ul style="list-style-type: none"> <li>. Attracting the attention</li> <li>. Believability</li> <li>. Stimulating interest</li> <li>. Informativeness</li> <li>. Complexity</li> <li>. Deceptiveness</li> </ul> Also evaluation of <ul style="list-style-type: none"> <li>. the advertisement</li> <li>. the firm which produces the product and</li> <li>. the product itself, in general.</li> </ul> | Peterson and Kerin's (1977)              |

In this study, some general evaluations about the ideas of the public with regard to magazine advertisements in Turkey were also made.

As in the study by Courtney and Lockeretz (1971), some Turkish magazines were chosen and advertisements were content analyzed for the period of Nov'84 to Nov'85.

According to the articles examined as a source, advertising was criticized for presenting women as simple minded, non career oriented, male dependent and sex objects, and criticized by failing to show the wide range life styles that might be attained by women and by failing to show diverse capabilities and personalities possessed by them. In the United States increasing feminism movements focused attention on this subject. In Turkey there is not a great objection to using women in advertisements, but while the number of working and educated women increases, the objection to the ads in which women are used as sex objects may also increase. This study is conducted to understand the society's image about this topic and anticipate some changes for more effective advertisements.

Again, the studies which were examined showed that product model congruency, the setting of portrayal and portrayal's realism are very important to increase the effectiveness of an advertisement. It is clear that a beautiful model attracts the attention of people, but she doesn't make people read the copy of the ad. (Reid and Soley, 1983).

Beside this, increasing nudity does not attract the attention much. (Peterson and Kerin, 1977).

The major objective of this study is to understand the perceptions of males and females seperately about the roles portrayed by women in magazine ads in our society.

## CHAPTER III

### A STUDY ON DIFFERENT ROLES PORTRAYED BY WOMEN IN MAGAZINE ADS

#### 3.1. Research Design and Methodology

The objective of this research is to collect information about roles portrayed by women in magazine advertisements and to compare the perceptions of male and female subjects about the roles depicted.

##### 3.1.1. Type of Research

This study is going to be a descriptive one. Here, the research problem is clear but the associations between several variables are investigated. This research is conducted to find out if there are differences between the ideas and perceptions of male and female subjects about the roles portrayed by women in magazine advertisements, and to find out the extent of approval about women's roles in advertisements.

Descriptive research provides the opportunity to review the same study in the future and to make longitudinal comparisons.

##### 3.1.2. Hypothesis

Several hypothesis will be evaluated in terms of their significance. First a set of relational hypothesis investigating association between sex and magazine advertisements attributes will be tested.

Secondly hypothesis seeking for differences in mean responses to certain variables will be examined. The following list includes the relational hypothesis :  
There is a relationship between sex and

- H 1 : buying different kinds of magazines;
- H 2 : reading without purchasing different types of magazines;
- H 3 : finding magazine ads convincing;
- H 4 : the type of products advertised which attract attention more;
- H 5 : preference of models in advertisements;
- H 6 : preference of setting in which women are seen as models;
- H 7 : being attracted by the magazine ads;
- H 8 : reading especially advertisements in magazines;
- H 9 : trying the products that are advertised in magazines. Will be sought.

Hypothesis testing the differences between mean responses to some evaluative aspects of magazine advertisements can be stated as follows :

- H 10 : Mean attitude scores of male respondents toward female role portrayals are different from mean attitude scores of female respondents. (See Figure 3.1.)
- H 11 : There is a difference in evaluations of male and female respondents with respect to effectiveness of ads with different role portrayals. (See Figure 3.5., 3.6., and 3.7.)
- H 12 : Effectiveness of three ads, in which women are portrayed in three different roles, are different. (See Figure 3.8.)



### 3.1.3. Data Collection Procedure and Methods.

For this research, available secondary data sources are surveyed. Journals in the library are the major sources for secondary data. From these journals, a lot of information is gathered about the roles portrayed by women in magazine ads in the USA. Because of socio-cultural differences, this information is not totally appropriate to Turkish society, but the methodology and data collection methods of these articles are useful for this research as secondary data.

The data is collected by a questionnaire about roles portrayed by women in magazine ads in Turkey.

Some information about demographics, socioeconomics, attitudes and opinions, awareness and knowledge, and motivation of people are collected. (See Appendix 1 for the questionnaire.)

#### Demographics and Socioeconomics :

Some information about respondent characteristics are collected. Their age, marital status, education, income can help this study to determine which segment of Turkish society perceives how the roles portrayed by women in magazine advertisements. In the questionnaire, questions number sixteen to twentyfive are asked to determine in which social class the respondent belongs.

#### Attitudes and Opinions :

It reflects liking and disliking of subjects toward certain prototypes, ideas. This information helps to know about how people perceive this role portraying. In the questionnaire, questions number one, nine and twelve are asked for this purpose.

### Awareness and Knowledge :

It gives information about what people know about roles portrayed by women and about magazine advertisements. Questions number 2 to 8 are asked in order to learn the knowledge of people about this topic.

### Motivation and Behaviour :

By getting information about motivation and behaviour of people, it can be found out how people perceive the roles of women and why. Feelings and motivations of people toward roles portrayed by women can be understood. Questions number ten, eleven, thirteen, fourteen and fifteen in the questionnaire are asked to learn the motivation and behaviour of people toward roles portrayed by women.

In this research, the best way of collecting data was communication with people. This communication involved surveys. The data collection instrument was questionnaire. Also a from November 1984 to November 1985, advertisements in some basic magazines in Turkey were surveyed. These magazines were "Kadınca", "Erkekçe", "Ses", "Hayat", "Sanat Dergisi", and "Nokta". The roles portrayed by women in the advertisements of these magazines were investigated.

One hundred people were selected (50 women, 50 men) and used as respondents. They were given the questionnaire by personal interviews.

The questionnaire is composed of undisguised and structured questions, that is, the purpose of this research is not disguised, it was obvious to the respondents. The same questions were asked to everyone. There were maximum control by the interviewer. A complete list of answer categories were given.

In the questionnaire, three different magazine advertisements which included women as an alluring model, working women and a housewife were shown to the respondents. An alluring model and a housewife advertisements were taken from "Kadınca" magazine. The working woman ad was taken from another women magazine "Örgü"<sup>1</sup>. In order to understand how the roles of women are perceived by respondents, several questions were asked.

1 : See pages 47, 49 and 51 for the advertisements.

#### 3.1.4. Sampling Plan

Quota sampling, depending on sex differences was applied. Fifty women and fifty men were selected as respondents on a convenience basis. This gave the chance to evaluate the perception of women and men separately about the roles portrayed by women.

TABLE 3.1. Characteristics of Respondents

|        | <u>Age</u> | <u>% of respondents</u> |
|--------|------------|-------------------------|
| Ages : | ≤ 24       | 40                      |
|        | 25-34      | 22                      |
|        | 35-44      | 10                      |
|        | 45-54      | 17                      |
|        | 55-64      | 11                      |
|        |            | <u>100</u>              |

|             | <u>Education</u> | <u>% of respondents</u> |
|-------------|------------------|-------------------------|
| Education : | High school      | 6                       |
|             | Lycee            | 38                      |
|             | University       | 44                      |
|             | Master           | 12                      |
|             |                  | <u>100</u>              |

|              | <u>Occupation</u>                    | <u>% of Respondents</u> |
|--------------|--------------------------------------|-------------------------|
| Occupation : | Students                             | 21                      |
|              | Teachers                             | 19                      |
|              | Housewives                           | 17                      |
|              | Independent Business<br>people       | 13                      |
|              | Engineers-Architects                 | 10                      |
|              | Economist-Business<br>Administrators | 10                      |
|              | Doctors-Pharmaceuticalists           | 4                       |
|              | Assistants in University             | 4                       |
|              | Artists                              | 2                       |
|              |                                      | <u>100</u>              |

|                 | <u>Income</u>        | <u>% of Respondents</u> |
|-----------------|----------------------|-------------------------|
| Family income : | Less than 100.000    | 8                       |
|                 | 101.000-200.000      | 34                      |
|                 | 201.000-300.000      | 19                      |
|                 | Greater than 301.000 | 39                      |
|                 |                      | <u>100</u>              |

As seen on Table 3.1., the respondents who answered the questionnaire are relatively young. 40 % of them are younger than 24 years old. 44 % of the respondents have University degrees. There are also relatively young respondents who are below 17 years, they are going to college yet. Only 6 % of the respondents have high school education. It can be said that respondents are highly educated. 12 % of them have their master degree. The occupation of the respondents are varied. 21 % of them are students, 19 % of them are teachers, 17 % of them are housewives. 13 % of them are independent business people. 20 % of them are engineers-architects and economists-business administrators. Only 4 % of them are doctors-pharmaceuticalists. Another 4 % of them are assistants in University and only 2 % of the respondents are artists. Most of these respondents (40 %) are reading

books, listening music (15 %), involving in sport activities (15 %), knitting (7 %), traveling (7 %), going to walk (10 %), painting (6 %) in their leisure time. Only 24 % of them don't have a car, 39 % do not have a video and 72 % of them don't have dish washing machine. Except these percentages, all the respondents have a refrigerator, washing machine, vacuum cleaner, television, car, video and dish machine. Thus the respondents in this study belong to the higher income group. 39 % of the respondents have more than 300.000 ₺ monthly income, only 8 % of them have income less than 100.000 ₺. 60 % of these respondents know one or more foreign language. 41 % of them know only one foreign language, 18 % of them know 2 foreign languages, 1 % of them know 3 foreign languages. English is the most popular language among them, then comes German and French. So it can be said that these respondents, are highly educated, belong to higher income and social class status in our society.

### 3.1.5. Data Analysis Methods and Limitations of the Study :

In the analysis of data, SPSS program was used. First, frequency analysis was run for all variables. Questions which were structured in itemized comparative rating scale, were analyzed by t-tests. The results of semantic differential were represented by a profile analysis. In order to get means, a weighted scale was used in profile analysis. Also cross tabulation analysis was applied in order to find significant differences for hypothesis stated earlier. Table 3.2. summarizes the various types of analysis conducted referring to the specific questionnaire items.

TABLE 3.2. Types of Analysis Conducted

| Type of Analysis          | Question number for which the analysis was conducted     |
|---------------------------|--|
| Frequency analysis        | Questions no. 2 to 25 (It was applied to every variable) |
| Profile analysis          | Questions no. 13,14,15                                   |
| $\bar{x}$ test and + test | Questions no. 13,14,15                                   |
| t-test                    | Question no. 12 (for each variable)                      |
| Cross Tabulation          | Questions no. 2 to 10 with sex                           |
| Cross Tabulation          | Questions no. 2 to 10 with education                     |

Limitation of the Study :

The major limitation of the study roots from the administration of the study. The questionnaires were filled by the respondents which consisted of the close environment of writer. Most of them come from upper income and education levels of the society. Also some people rejected to answer the questionnaire by saying that they did not understand about the portrayal of women and they had no idea about it. So, only certain people who were educated well, compared to people who rejected answering, accepted to answer. The people interested in a research study on advertisements might be different from the non-participants in their attitudes about sex-appeal and portrayal of women. Then this limits the scope of generalization of findings to other samples. Therefore it can be said that, in some extent the study lacks external validity.

One other limitation of the study is due to the lack-of literature on this subject in Turkey. But this is recovered by articles from the American society.

### 3.2. Findings

First of all, according to the monitoring study which took place between the period from November 1984 to November 1985, in magazine survey, it was seen that women mostly were in alluring roles. Especially in men's magazines, women are treated as decorative objects. Kadınca, Erkekçe, Ses, Hayat and Nokta advertisements are evaluated. Almost 400 advertisements in which women were used as models, were examined and in 75 % of these advertisements, women were portrayed as alluring model or decorative. (This finding depends on the content analysis which was made by writer). Only 2 % of these advertisements showed women in working roles. 23 % of these ads showed women as housewives. Women were shown as housewives in the magazine advertisements, but it was almost impossible to find a woman in working roles. The only advertising showing a woman in working role, belonged to a marketing firm who looked for young marketing people. In this ad a young girl was not alone but she was together with a man who had a case in his hand. They were just standing on the corner of the page. In this ad the girl was not seen in a working situation, but ad gave the image as if she was working.

#### 3.2.1. Summary Findings on Variables Studied (Frequency Analysis)

The results of frequency analysis will be presented to give some information about the questionnaire in general. Especially, the variables which are related with hypotheses of this study, will be explained as percentages.

Sixty four percent of male respondents think using women in advertisements are quite appropriate because of their beauty, attractiveness and aesthetic values. Sometimes woman are exploited and ads are exploited and ads are not convincing, but they attract the attention of men, so they believe that, women must be used in ads.

Only 41 % of male respondents think that, without exaggerating their roles, women can be used in ads by paying attention to product model congruency. For this congruency, model serves a communicative role, her presence is integral to conveying the message desired. Consistency between product and model is important.

A small percent of men (8 %) think that these advertisements which are exaggerating the roles of women, are ineffective and degrading the value of women. On the other hand 32 % of female respondents think that, they like the ads in which women are portrayed and women are more attractive and beautiful than men, so they must be used in ads. Another 38 % of them find using women in ads appropriate but also think these ads sometimes are not convincing, and want to see women in ads without exaggeration of roles. Only 20 % of women disapprove seeing women in decorative roles and as a sex object in advertisements.

As seen in Table 3.3., most of the respondents (51 %), who are reading magazines, are attracted by advertisements. Only small minority (15 %) do not pay any attention to the ads.



**TABLE 3.3. Respondents' Perception about ads**

| Variable Name  | Q# in<br>questionnaire | Yes | Total %<br>Sometimes | No |       |
|--|------------------------|-----|----------------------|----|-------|
| Do magazine ads attract your attention?                                      | Q 4                    | 51  | 44                   | 5  | = 100 |
| Are these advertisements believable for you?                                 | Q 6                    | 6   | 76                   | 18 | = 100 |
| Did you try the product that is advertised as a result of the advertisement? | Q 7                    | 67  | -                    | 33 | = 100 |

Both male and female respondents agree that some of the magazine ads are convincing and believable but not all of them.

When asked : "advertisements of which product attract your attention more?", responses obtained are as in the Table 3.4.

**TABLE 3.4.**

**Product ads which attract attention of people more**

| Product Types                          | %'s | Question : 8<br>in the ques-<br>tionnaire |
|--|-----|---|
| 1) Electronic equipments               | 27  |   |
| 2) Shampoos/Soaps                      | 15  |   |
| 3) Detergents                          | 13  |   |
| 4) Clothing items                      | 10  |   |
| 5) Personal care items                 | 9   |   |
| 6) Cigarette, drinks, travel, agencies | 8   |   |
| 7) Food items                          | 7   |   |
| 8) White goods                         | 6   |   |
| 9) Deodorant                           | 5   |   |
|  | 100 |   |

is also preferred by some of the respondents (14 %). Relatively less respondents prefer women to see in the kitchen.

TABLE 3.6.

Setting preference of respondents

(In an advertisement, in which place and condition do you prefer to see a woman as a model?)

| Setting preferences for woman                        | %s         |
|--|------------|
| 1) During their sport activities                     | 33         |
| 2) On the streets (walking)                          | 22         |
| 3) In front of a certain setting with product itself | 15         |
| 4) In the office, while working                      | 14         |
| 5) In the kitchen                                    | 8          |
| 6) In nature   | 8          |
|  | <u>100</u> |

Table 3.7. shows the match between product advertised and roles which respondents desire to see woman in magazine ads. The first products given by respondents were evaluated for each role.

TABLE 3.7. Product-Model Congruency

| ROLES         | PRODUCTS                              | % of Respondents who are willing to see a woman in these roles |
|---------------|---------------------------------------|--|
| A mother role | Products related with tables          | 44   |
|               | Food items                            | 33   |
|               | Cleaning products                     | 6  |
|               | Durable home appliances               | 4  |
|               | Others (Clothing items, shoes, wools) | 4  |
|               | No answer                             | 9  |
|               |                                       | <u>100</u>   |

| ROLES                          | PRODUCTS   | % of Respondents who are willing to see a woman in these roles |
|--------------------------------|--|--|
| A Housewife role               | Durable Home Appliances                                      | 23   |
|                                | Cleaning products  | 42   |
|                                | Food items   | 20   |
|                                | Clothing items   | 4  |
|                                | Other (Personal care items)                                  | 2  |
|                                | No answer  | 9  |
|                                |  | <u>100</u>   |
| A Teacher role                 | Books, Encyclopedias   | 42   |
|                                | Pencils, Glasses, Suitcases                                  | 6  |
|                                | Products related with school (Computer)                      | 14   |
|                                | Food items   | 3  |
|                                | Others (Bank, Clothing items)                                | 8  |
|                                | No answer  | 27   |
|                                |  | <u>100</u>   |
| An Independent Business Person | Products related with her job                                | 18   |
|                                | White goods  | 7  |
|                                | Banks  | 11   |
|                                | clothing items   | 6  |
|                                | Others (Deodorant, car, pencil)                              | 17   |
|                                | No answer  | 41   |
|                                |  | <u>100</u>   |
| A Manager Role                 | Banks, securities, Bonds                                     | 16   |
|                                | Clothing items   | 6  |
|                                | Pencil, glasses, newspaper                                   | 9  |
|                                | Office equipment, car  | 14   |
|                                | Deodorant  | 7  |
|                                | Others (Personal care items, watches, cigarettes, computers) | 14   |
|                                | No answer  | 34   |
|                                |  | <u>100</u>   |

| ROLES                                   | PRODUCTS   | % of Respondents<br>who are willing to<br>see a woman in<br>these roles |
|---|--|---|
| An artist<br>role                       | Product related with her<br>job                  | 13  |
|   | Paintings, convases                              | 4   |
|   | Clothing items                                   | 8   |
|   | Magazines  | 7   |
|   | Personal care items                              | 20  |
|   | Others (detergent, every<br>kind of products)    | 20  |
|   | No answer  | 36  |
|   |  | <u>100</u>  |
| A woman<br>walking<br>on the<br>streets | Personal care items                              | 9   |
|   | Shoes, clothing items                            | 17  |
|   | Travel agencies, cars,<br>every kind of products | 20  |
|   | Food items, pills, non-<br>alcoholic beverages   | 5   |
|   | Others (Walkman, ciga-<br>rette, newspaper)      | 5   |
|   | No answer  | 44  |
|   |  | <u>100</u>  |

According to Table 3.7., most of the respondents think that a woman in a mother role should be used as a model in the advertisements of products related with babies and food items (77 %). In our society mother role is perceived to be related with babies and food items. This may be partly caused by advertisements showing mother with her children in media quite often.

According to respondents housewife role fits with cleaning products. (42 %). Then, as a second choice, a woman in a housewife role can advertise durable products (23 %). Food items are on the third line.

The respondents want to see a teacher in an advertisement of serious products like books, encyclopedias, also in products related with school. (56 %). 27 % of the respondents indicated that, teachers should not appear in ads.

Most of the respondents (41 %) didn't like to see the role of independent business person in advertisements. Some said they advertise the products related with their jobs or banks (29 %). Some said they advertise the products which bring comfort in conducting their jobs, like cars, deodorants (17 %).

The product classes, in which women can be accepted in managerial roles, are almost related with their jobs and the products which are used in daily (food items) or in houses (durable items) are not convincing in this role. 34 % of the respondents did not like to see women as managers in advertisements.

Personal care items, perfumes are found appropriate with the role in which women are shown as artists, than other products (20 %). 36 % of the respondents didn't give any product name.

Clothing items and personal care items are agreeable with the role in which women shown as walking, wandering on the streets (26 %). 44 % of respondents didn't give any name of a product.

As it is seen from Table 3.7, except mother and housewife roles there are a lot of respondents who didn't mention any product which matches with following roles : teacher, independent business, manager, artist, a woman walking on the streets. But when women are used as housewives and mothers, respondents can easily remember some product categories. For other roles, respondents thought a lot and some of them didn't find a product which matches with these roles.

### 3.2.2. Comparative Findings on Perceptions about Women's Role Portrayals

The similarities and differences among male and female respondents' opinions about roles portrayed by women in magazine ads will be examined in this section.

#### 3.2.2.1. Cross Tabulation Analysis Results

Here, the differences between the perception of male and female respondents about women's role portrayals were compared. The respondents' perceptions were also compared in terms of education level.

TABLE 3.8.  
Results on hypotheses related to sex (H1 to H9)

| Relationships   | Chi-Square | df | $\alpha$ | cv/cc  |
|---|------------|----|----------|--------|
| Sex and magazine types (V080-V003)**  | 12.4       | 7  | .087     | .35225 |
| Sex and reading without purchasing different types of magazines (V080-V005)***    | 33.167     | 8  | .001     | .5759  |
| (V080-V006)   | 13.835     | 7  | .054     | .3719  |
| Sex and thinking that magazine ads are convincing (V080-V009)                     | 4.695      | 2  | .095     | .216   |
| Sex and the ads about different products which attract people more (V080-V012)    | 24.49      | 9  | .036     | .4949  |
| Sex and the ads about different products which attract people more (V080-V013)*** | 18.44      | 9  | .03      | .4295  |
| Sex and preference of model in ads (V80-V016)                                     | 16.44      | 5  | .0057    | .405   |

| Relationships  | Chi-Square | df |       | cv/cc |
|--|------------|----|-------|-------|
| Sex and preference of setting in which women are seen as models (V080-V019)    | 11.7       | 7  | .1108 | .342  |
| Insignificant relationships :  |            |    |       |       |
| Sex and preference of setting in which women are seen as models (V080-V018)*** | 5.57       | 5  | .3496 | .2361 |
| Sex and being attracted by the magazine ads (V080-V007)                        | 2.183      | 2  | .3357 | .147  |
| Sex and reading especially ads in magazines (V080-V008)                        | .1968      | 2  | .906  | .044  |
| Sex and trying the products that are advertised in magazines (V080-V010)       | .1809      | 1  | .67   | .063  |

\* For the actual cell frequencies see the tables in Appendix 2.

\*\* For variable identification see the coding instructions which take place on the questionnaire, Appendix 1.

\*\*\* Some hypothesis are repeated two times, the reason for the repetition is the evaluation of the first and second mentions of the respondents to the same question.

According to the cross tabulation results most of the women respondents buy women magazines and magazines which give information about television etc. (56 %). Most of the male respondents (32 %) buy magazines which are related with contemporary politics, economics, business. They also buy men magazines. Then, there is a relationship between sex and buying different kinds of magazines.

Female respondents are reading magazines related with women (40 %) and magazines which entertain them (22 %). Only 10 % of them read serious magazines related with contemporary politics and economics. 20 % of them read no magazines. 28 % of male respondents are reading magazines related with contemporary politics, economics and business world.

26 % of them read magazines for men. Only 4 % of them read magazines related with their job. Thus there is a relationship between sex and reading without purchasing different types of magazines.

Eighty-two percent of female respondents think that some magazine ads are convincing, but only 70 % of male respondents agree with this idea. While 26 % of male respondents think, magazine ads are not convincing, only 10 % of females agree with this statement. There is a relationship between sex and finding magazine ads as convincing. It can be said that women find the magazine ads more convincing than men.

As a result of cross-tabulation analysis it is found that, females are attracted by the detergent (18 %), shampoo/ soap (16 %) and beauty equipment (14 %) advertisements, also clothing item ads (14 %). 10 % of females are interested in white good ads and 10 % of them are interested in ads of food items. But male respondents are attracted by ads of electronic equipments (46 %). Detergent ads are also attractive (12 %), they are interested in ads of beverages, cigarettes, watches and travel agencies (10 %). Shampoo/soap advertisements are attractive for males (10 %). Then there is a relationship between sex and the ads about different products, that attract people more. It can be said that males and females are attracted by different kind of products and attracted by different kind of advertisements. Therefore selection of the target market is very important for the product which is advertised. (See Appendix 2, Table 5-6).

There is a relationship between sex and preference of model in advertisements. Males prefer a woman alone as a model (24 %), they also want to see the product without a model (26 %). Some of them prefer to see a group in the ads, but most of the female respondents prefer to see a group (30 %) and a woman & a man together (30 %). Family also can be accepted as models in advertisements (18 %) by females. (See Appendix 2, Table 8).



No statistically significant relationship between sex and preference of setting in which women are seen as models is found. However from the cell frequencies it can be concluded that, males prefer to see women during their sport activities (40 %) and in the place where they work (16 %). Females prefer to see women on the streets, walking (30 %) and 26 % of them like to see women while doing sport, but these differences between ideas of men and women are not significant.<sup>2</sup>

On the evaluation of second mention of the respondents to the same question, it is concluded that most of the male respondents (32 %) prefer to see women while doing their sport activities and walking on the streets. Most of the females (24 %) prefer to see women during their sport activities, but they also prefer to see them in the kitchen (14 %). But only small part of men prefer to see women in the kitchen (6 %). Then, there is a relationship between sex and preference of setting in which women are seen as models (See Appendix 2, Table 7).

According to the cross-tabulation analysis, there is not a significant relationship between

- a) sex and being attracted by the magazine advertisements.
- b) sex and reading ads in magazines.
- c) sex and trying the product that is advertised in magazines.

(2): This evaluation depends on the first answers of the respondents to this question.

### 3.2.2.2. "t" test Results

In order to analyse the differences between perceptions of male and female respondents about roles portrayed by women in magazine ads, cross-tabulation analysis was applied. The statements, which are shown in Figure 3.1 (p. 44), were evaluated with "t" test to find out if there is a significant difference between means of male and female respondents. Figure 3.1. shows the difference between means of female and male respondents as a profile.

Both males and females agree that, the outside looking of a person, who is portrayed as a model in magazine ads, is very important. But there is not significant differences between the means of males and females. (See Table 3.9., page 45).

Again both male and female agree that, the model must be known by everyone for the effectiveness of the magazine ads. (See Figure 3.1., statement # 2).

Males and females have different opinions about the statement :

"In television commercials, women are more impressive than magazine ads". There is a significant difference between means of males and females as supported by "t" test. It can be said that, although both sexes agree that, women in TV commercials are more impressive than women who are seen in magazine advertisements, female respondents strongly agree with this statement but male respondents support this idea less than females.

Both males and females agree that, a beautiful woman in magazine advertisements attract more attention than a man as a model in ads.

Again both sexes agree that, using young males and females is more preferable than using old males and females.

Male and female respondents strongly agree that selection of a model consistent with product itself is very important. There is no differences between ideas of men and women about this topic.

Women and men respondents think that compared to men, women in magazine ads give a better picture.

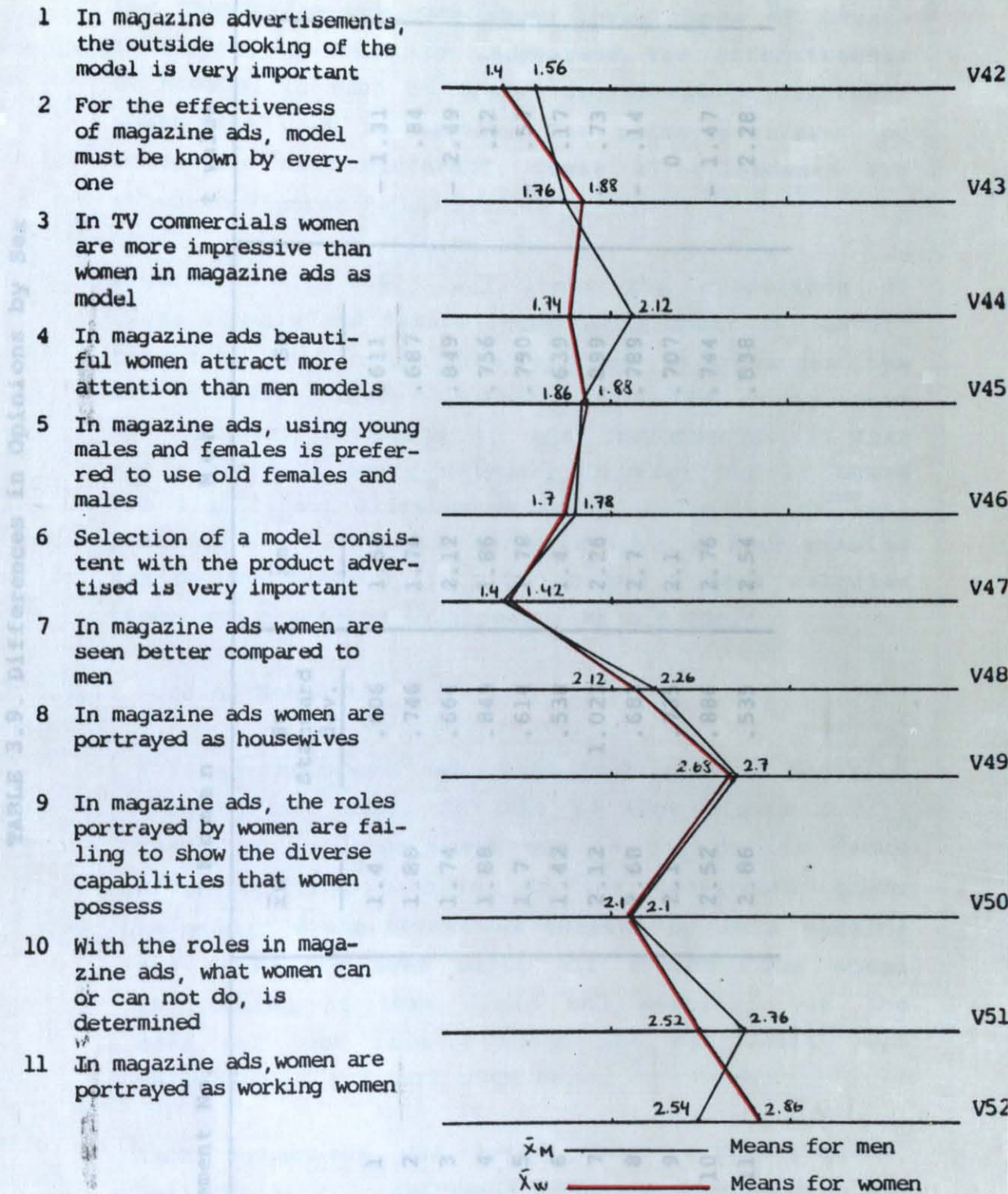
Male and female respondents disagree that women in magazine ads are portrayed as housewives. There is not a significant difference between means of males and females about this topic. (See page 46).

Males and females do not accept the idea that, the roles portrayed by women in magazine ads indicate what women really can do or can not do. But they accept that the roles portrayed by women in magazine ads degrading women and don't show the diverse capabilities of women which they use in everyday life. There is not a significant relationship between means of males and females, but according to the Figure 3.1., it can be said men disagree with the statement "the roles portrayed by women in magazine ads indicate what women can do and can not do." But women neither disagree nor agree with this statement.

Both sexes disagree that women in magazine ads are portrayed as working women. There is a significant difference between means. (See Table 3.9.). While women disagree with this statement, male respondents also disagree but not as much as women. It can be said, respondents agree that women are shown neither in housewife roles nor as working woman roles. Then it is clear that women are portrayed in decorative roles or as sex objects.

The difference between of male and female despondents (※)

Strongly Agree 1      Agree 2      Disagree 3      Strongly Disagree 4



(※) : The sources for these criterias : Robert A. Peterson and Roger A. Kerin, "The Female Role in Advertisements; Some Experimental Evidence", Journal of Marketing, October 1977, p.59-63; Thomas W. Whipple and Alice E. Courtney, "How to Portray Women in TV Commercials", Journal of Advertising Research, Vol.20, No.2, April 1980, pp.53-58; Donald E. Sexton and Phyllis Haberman, "Women in Magazine Advertisements", Journal of Advertising Research, Vol.14, No.4, Aug.1974, pp.41-6.

TABLE 3.9. Differences in Opinions by Sex

| Statement No. | Women       |                        | Men         |      | t value | Test Result |
|---------------|-------------|------------------------|-------------|------|---------|-------------|
|               | $\bar{x}_w$ | Sw<br>Standard<br>dev. | $\bar{x}_m$ | Sm   |         |             |
| 1             | 1.4         | .606                   | 1.56        | .611 | - 1.31  | = .192      |
| 2             | 1.88        | .746                   | 1.76        | .687 | .84     | = .405      |
| 3             | 1.74        | .664                   | 2.12        | .849 | - 2.49  | = .014      |
| 4             | 1.88        | .849                   | 1.86        | .756 | .12     | = .901      |
| 5             | 1.7         | .614                   | 1.78        | .790 | - .57   | = .573      |
| 6             | 1.42        | .538                   | 1.4         | .639 | .17     | = .866      |
| 7             | 2.12        | 1.023                  | 2.26        | .899 | - .73   | = .469      |
| 8             | 2.68        | .683                   | 2.7         | .789 | - .14   | = .892      |
| 9             | 2.1         | .735                   | 2.1         | .707 | 0       | = 1         |
| 10            | 2.52        | .886                   | 2.76        | .744 | - 1.47  | = .146      |
| 11            | 2.86        | .535                   | 2.54        | .838 | 2.28    | = .025      |

### 3.2.3. Effectiveness of Three Ads Portraying Women in Different Roles

The comparison was made among three types of advertisements in order to understand the effectiveness of models. In each of these advertisements different women are used as models. The roles portrayed by women are also different. These advertisements are shown in Figures 3.2., 3.3., 3.4.

Figures 3.5., 3.6., 3.7. show the comparison of ideas of male and female respondents about the advertisements. "t" tests were applied to indicate the differences. Figure 3.8 shows which ad among them is the best according to the respondents. F test was applied to every category to find out if there are significant differences among the means of respondents who rated each advertisement. F test results are on the Table 3.11, p.59 (t and F test calculations are presented in Appendix 3A and 3B).

#### 3.2.3.1. Working Woman Ad

This advertisement was taken from a woman magazine "Örgü" (1985 May). In this ad (See Figure 3.2.), there is a blonde woman who is sitting in front of a knitting machine. In the background there is wollen dress which was knitted by this machine and there are some wools all around. The woman is looking at this dress and smiling, but she does not look like a woman who can really use this machine and work with it.

Each respondent was asked about attractiveness, believability, informativeness, complexity and truthfulness of the ad. The respondents were asked to evaluate the quality of the ad, the quality image of the firm, which advertises the

# ÖRGÜ MAKİNESİ ALMADAN ÖNCE ARAŞTIRIN

1

13

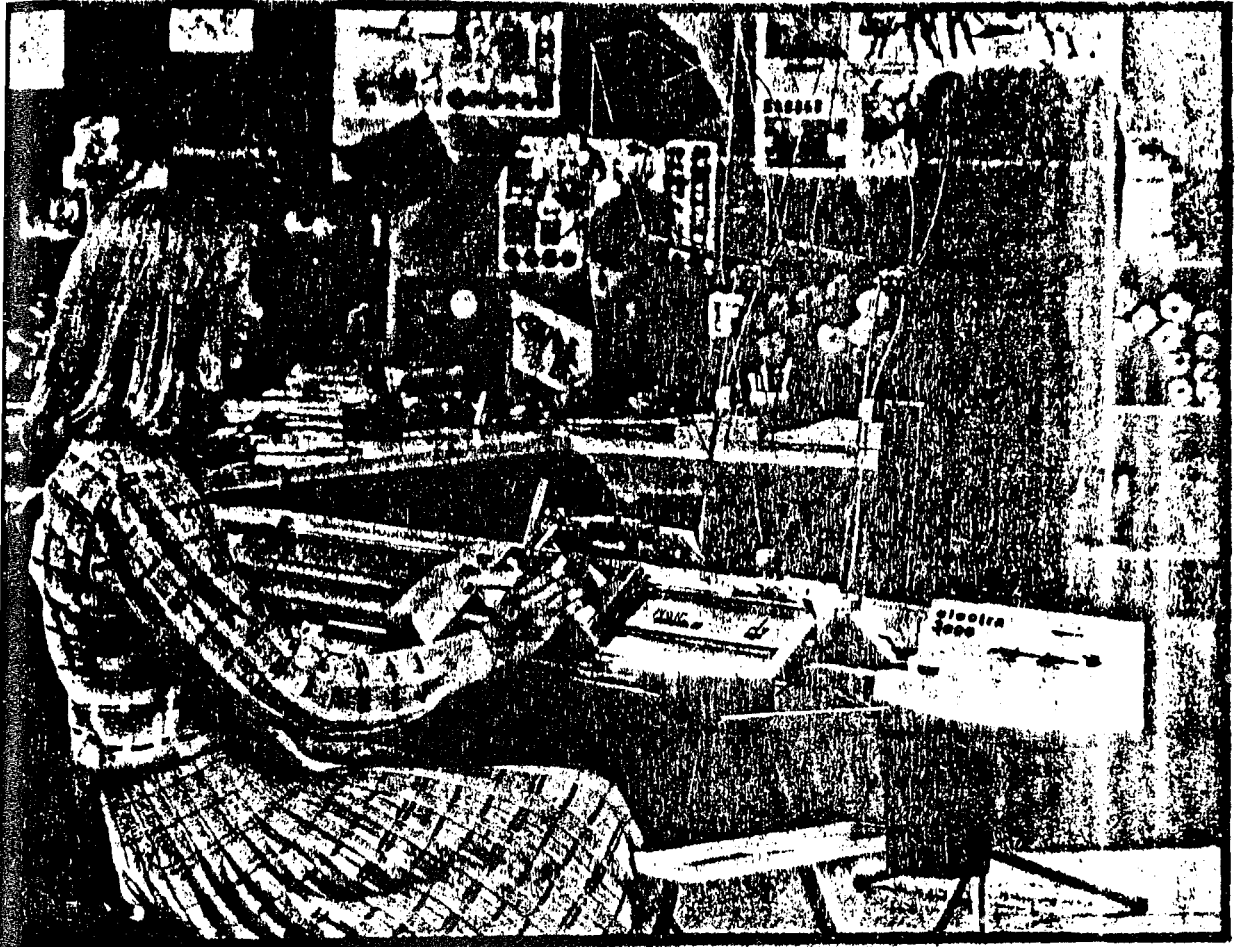
TABLE 3.2.

A Working Woman Ad.

- Bulduğunuz şehirde acentesi varmı?
- Makinenin kullanılması öğretiliyor mu?
- Yedek parçası mevcut mu?
- Tamir bakım servisi var mı?
- Onun için tercihiniz PASSAP olsun

# PASSAP®

en büyük geliri sağlar



PASSAP ÖRGÜ MAKİNALARI  
TÜRKİYE MÜMESSİLLİĞİ  
ORHAN ÇIRAĞAN

Büyükdere Cad. 58 Mecidiyeköy - İstanbul  
Tel:166 48 04 Telgraf: ÇIRAĞAN - İstanbul

BUROŞÜR GÖNDERMENİZİ  
RİCA EDİYORUM.

İSİM: .....  
ADRES: .....  
ŞEHİR: .....



product and the quality of the product which is advertised. In the evaluation of these concepts Semantic Differential scale was used. Here the images associated with ads were measured by setting bi-polar (one end positive, one end negative) attributes. The respondents were given 5 different intervals. The results of Semantic differential scale is shown on figures 3.5., 3.6., 3.7. for each ad. The same evaluations were valid for three advertisements.

Both male and female respondents think that this ad attracts less attention (Figure 3.5.). Males evaluate this advertisements as boring, not attractive, not convincing and less informative than females (Figure 3.5.). It is evaluated neither complex nor deceiving by males and females. They evaluated the quality of this ad, the quality of the firm and the quality of the product as moderate.

Most of the respondents said that the woman in the ad seemed artificial and they said she was used as a decoration in the ad., because of this, the ad. was not convincing. For this ad. there is not a significant difference between means of males and females in terms of all attributes of ad. (See Table 3.10, p.55 for the evaluations See App.3B).

#### 3.2.3.2. The Housewife Ad

This ad was taken from a woman magazine "Kadınca" 1985 July (See Figure 3.3.). There is a woman who is knitting a table cloth with a needle, and two children on her both sides are watching her. It is a thread advertisement. This ad shows the woman while using the product. This ad is more successful than the first one. (Figure 3.8.).



# El Örgüsü Bizim Gelenegimizdir...

TABLE 3.3.

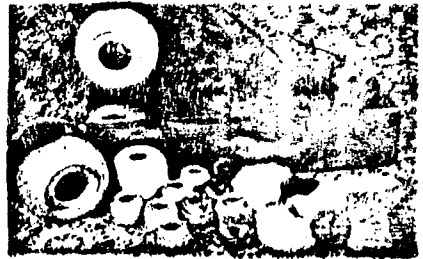
A Housewife Ad.



## ÖREN BAYAN

DİKİŞ-NAKIŞ İPLİKLERİ

Geleneği Yaşatın... Geleceği Öryn.



Bizim nesilden nesile yaşattığımız mirastır el örgüsü. Bilyalar süslenir, zizlikler düzülür özenle. Gecek nesillere aktarılır teller, nakışlar övgüyle. Parlak, ÖREN BAYAN iplikleriyle

Lüleci Han çıkmaazı Karagöl İş Hanı 11/12 Marpuççular İstanbul Tel. 528 15 79 Faks 578 70 80 (5 Hat)

There is not a significant difference between the ideas, on all attributes of ad, of males and females based on the "t" test analysis (See Table 3.10). Both sexes find this ad attractive, convincing, informative, not complex, and more real than the first one. They also evaluated the quality of the ad, the quality image of the firm, and the quality of the product as "good", not moderate (See Figure 3.6.).

### 3.2.3.3. An Alluring Model Ad

This ad was taken from a summer issue of "Kadınca" magazine 1985 July (See Figure 3.4.). There is a woman wearing her bikini, and she is standing near the coast with her feet in the sea. Behind her there is an island with palm trees. The picture of the ad is very good. The products which are advertised, are settled on the corner of the page. According to both males and females this ad is very attractive, but not very convincing. It is interesting but not very informative. It is clear and it is deceiving a bit. Especially males find it deceiving.

Both males and females evaluated the quality of the ad, the quality image of the firm, the quality of the product as "good". Males scored it between good and moderate, but women didn't do the same. (See Figure 3.7.). According to "t" test results, there is a significant difference between means of males and females in terms of informativeness, truthfulness of the ad and convincibility of the ad. While males think that this ad is not informative, females think that it seems informative. While females think this ad is very convincing, males do not agree with women for the degree of convincibility. Again, while males think that,

**FA DUSH-BAD "Fresh"**

Limon çiçeğinin heyecan verici kokusunda  
saç ve ten için etkili bir şampuan.

*Fa Dush-Bad "fresh"*

Yeşil köpüğün vahşi tazeliği, ilkbahar coşkusu...

**FA DUSH-BAD "Soft"**

Saçınızda ve teninizde

Fa şampuanının besleyici yumuşatıcı etkisi.

Copaiya'lı mavi köpüğün verdiği

benzersiz zindelik rahallık...



# Fa

TABLE 3.4.

An Alluring Woman Ad.

Hayatınızın inceliklerine Fa'yı katın...

**AVOR**

A.Ş. (1) 1408918-19 İstanbul

Kurgu

the ad is deceiving a little bit, females think that it seems truthful. So women believed the alluring model ad more easily than men. (See Table 3.10).

FIGURE 3.5.  
A WORKING WOMAN AD

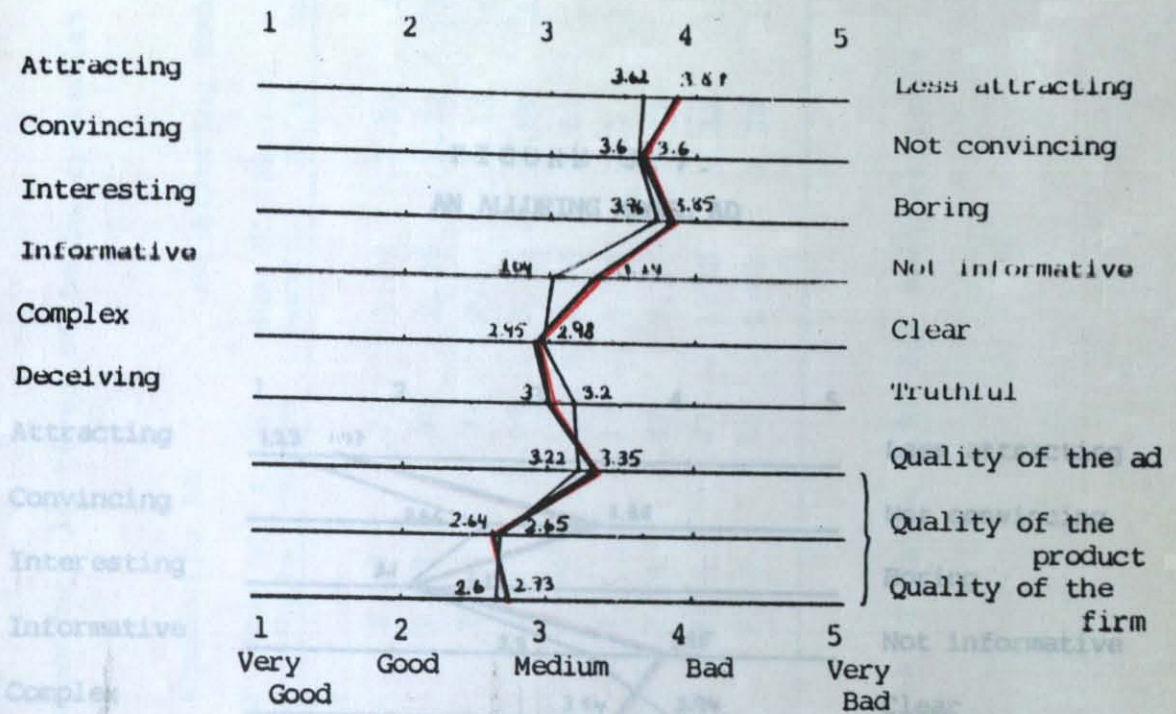
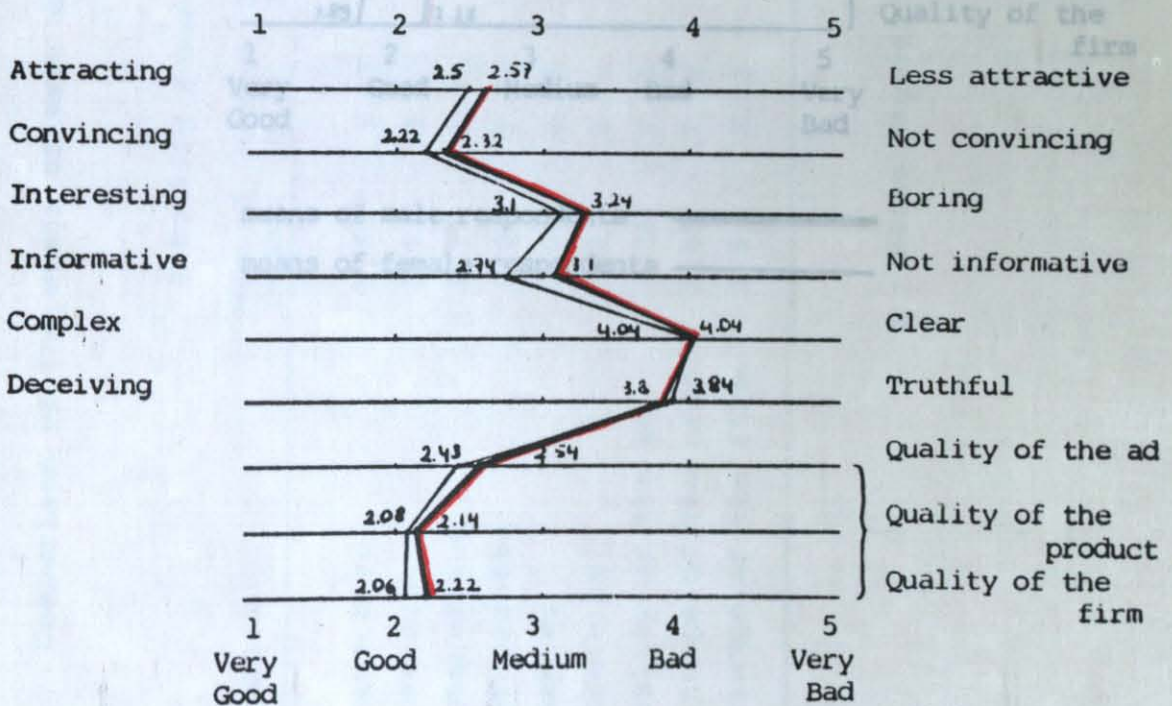


FIGURE 3.6.  
A HOUSEWIFE AD



— means of male respondents  
 — means of female respondents



TABLE 3.10  
 Comparison of the means of male and female respondents for each criterion

An Alluring Model Ad

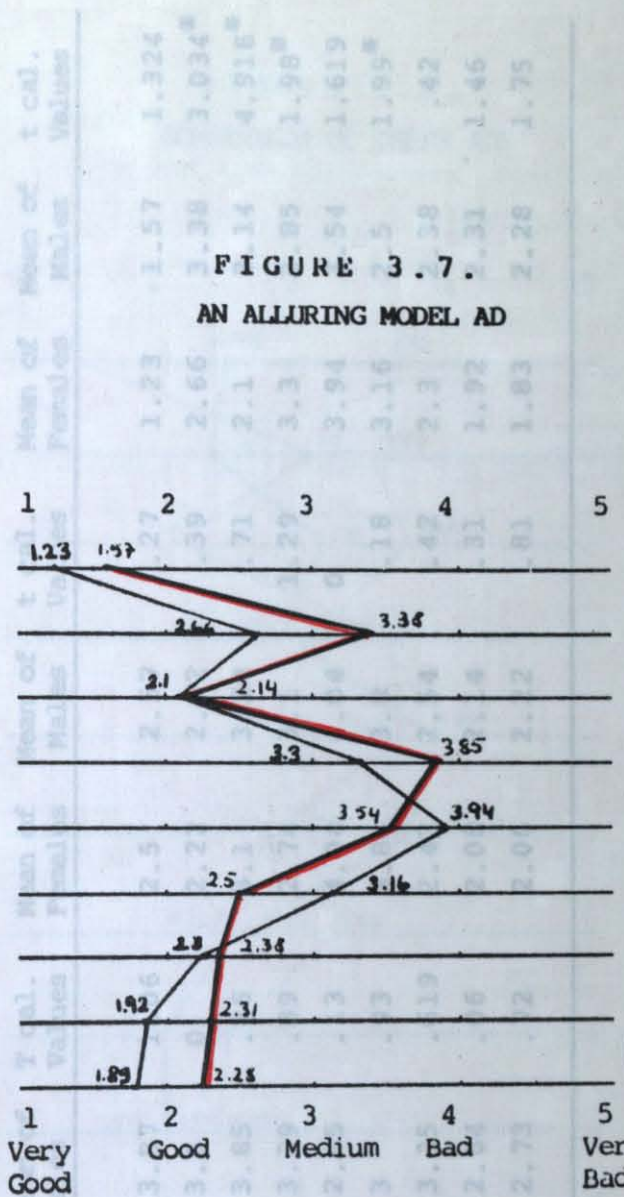


FIGURE 3.7.  
 AN ALLURING MODEL AD

means of male respondents ———  
 means of female respondents ———

TABLE 3.10

Comparison of the means of male and female respondents in terms of below criterias

| Criterias              | A Working Woman Ad |               |               | A Housewife Ad  |               |               | An Alluring Model Ad |               |               |
|------------------------|--------------------|---------------|---------------|-----------------|---------------|---------------|----------------------|---------------|---------------|
|                        | Mean of females    | Mean of Males | T cal. Values | Mean of Females | Mean of Males | t cal. Values | Mean of Females      | Mean of Males | t cal. Values |
| 1 Attractive           | 3.62               | 3.87          | 1.06          | 2.5             | 2.57          | .27           | 1.23                 | 1.57          | 1.324         |
| 2 Convincing           | 3.6                | 3.6           | 0             | 2.22            | 2.32          | .39           | 2.66                 | 3.38          | 3.034*        |
| 3 Interesting          | 3.76               | 3.85          | .36           | 3.1             | 3.24          | .71           | 2.1                  | 3.14          | 4.916*        |
| 4 Informative          | 3.04               | 3.29          | .89           | 2.74            | 3.1           | 1.29          | 3.3                  | 3.85          | 1.98*         |
| 5 Complex              | 2.98               | 2.95          | .13           | 4.04            | 4.04          | 0             | 3.94                 | 3.54          | 1.619         |
| 6 Deceiving            | 3.2                | 3             | .93           | 3.84            | 3.8           | .18           | 3.16                 | 2.5           | 1.99*         |
| 7 Quality of the ad    | 3.22               | 3.35          | .619          | 2.43            | 2.54          | .42           | 2.3                  | 2.38          | .42           |
| 8 Q.image of the prod. | 2.65               | 2.64          | .06           | 2.08            | 2.14          | .31           | 1.92                 | 2.31          | 1.46          |
| 9 Q.image of the firm  | 2.6                | 2.73          | .72           | 2.06            | 2.22          | .81           | 1.83                 | 2.28          | 1.75          |

\* : Shows Significant differences. T tab = 1.98 for each criteria.

In answering the questions about quality of the product, which is advertized and the quality image of the firm, respondents scored the advertisement good when the brand name is familiar to them. They scored bad or they didn't score by saying that they didn't hear the brand name and they had no idea about the product, and the firm itself.

Looking at the Figure 3.8. it can be said that most attractive ad. is the advertisement in which the alluring model is used. But this does not show that, this advertisement is evaluated as believable or convincing at the some time.

The housewife ad. is evaluated as understandable, convincing and believable. This may show that respondents are accustomed to watching women in housewife roles, or this evaluation can be caused by the quality of the ad. only.

The working woman ad. is the least attractive, but the cause of it is the bad quality of ad. Another ad. which is prepared with good layout, may get more positive attitude. In the working woman ad., most of the respondents complained about the product-model incongruency and they criticized the woman which was used as a model. So this ad. attracts less attention than others.

As it is seen in the Figure 3.8., the most interesting and attracting ad. is the alluring woman ad. Both sexes enjoyed examining this ad., when it was shown to them in the questionnaire. Although it is very interesting, it was not scored or evaluated in a "good" category. Some respondents said, the alluring model and her pose misfited with the product.

It can be said that people are also interested in product-model congruency in advertisements.



As seen Figure 3.8., F test analysis was made in order to understand the effect of using different models in ads. F test is the most appropriate analysis for measuring the differences between three means. The Table 3.11. shows the results. F test makes it possible to measure wether there is a significant differences among the means of three advertisements in terms of the below concepts. Then it shows which ad and the model are more effective.

TABLE 3.11

## EFFECTIVENESS OF THREE ROLE PORTRAYALS

| #                   | Working Woman Ad |          |           | A Housewife Ad |          |           | An Alluring Model Ad |          |           | $\bar{x}_{ii}$ | F Cal.<br>Value |
|---------------------|------------------|----------|-----------|----------------|----------|-----------|----------------------|----------|-----------|----------------|-----------------|
|                     | Mean             | (St.Dev) | # of resp | Mean           | (St.Dev) | # of resp | Mean                 | (St.Dev) | # of resp |                |                 |
| 1 Attractiveness    | 3.72**           | (1.264)  | 99        | 2.45           | (1.250)  | 99        | 1.4                  | (.711)   | 100       | 2.523          | 40.7            |
| 2 Convincibility    | 3.57             | (1.257)  | 100       | 2.33           | (1.035)  | 99        | 3.05                 | (1.242)  | 100       | 2.983          | 11.47           |
| 3 Interesting       | 3.73             | (1.332)  | 98        | 3.11           | (1.136)  | 100       | 2.16                 | (.950)   | 100       | 3              | 17.728          |
| 4 Informativeness   | 3.11             | (1.435)  | 99        | 2.93           | (1.402)  | 99        | 3.53                 | (1.417)  | 99        | 3.19           | 15.488          |
| 5 Complexity        | 2.82             | (1.598)  | 99        | 3.89           | (1.333)  | 97        | 3.67                 | (1.34)   | 98        | 3.46           | 7.1954          |
| 6 Truthfulness      | 3.03             | (1.381)  | 98        | 3.78           | (1.133)  | 99        | 2.83                 | (1.272)  | 100       | 3.213          | 12.644          |
| 7 Quality of the ad | 3.26             | (.981)   | 99        | 2.49           | (.969)   | 85        | 2.31                 | (.950)   | 100       | 2.686          | 8.47            |
| 8 Q. of the product | 2.46             | (1.141)  | 90        | 2.01           | (.772)   | 95        | 2.03                 | (.904)   | 96        | 2.166          | 2.078           |
| 9 Q. ou the firm    | 2.42             | (1.027)  | 91        | 2.06           | (.789)   | 96        | 2.02                 | (.921)   | 96        | 2.166          | 1.085           |

\* : .01 probability level was used for F table.

\*\* : 1 = very good; 5 = very poor

Except 8<sup>th</sup> and 9<sup>th</sup> categories in Table 3.11, in all the other categories F value is significant (See Appendix 3A).

The results of F tests can be summarized as follows :

1. The model herself affects the attention of people. Best attraction of people is achieved when model is alluring. (Figure 3.8).
2. The model herself makes people believe in the magazine ads. According to Figure 3.8., the ad is believable when the model is in housewife role and when there is a product-model congruency.
3. The model herself makes the magazine advertisements interesting. In this study, the magazine ad is very interesting when the model is an alluring one. (Figure 3.8.).
4. The model herself affects the information which the ad gives. Here, the most informative advertisement is the ad in which a housewife is used. Here, product-model congruency is important.
5. The model affects the understanding of the ads. According to the Figure 3.8., housewife ad is the most understandable one.
6. The model affects the image of truthfulness of the magazine ads. In Figure 3.8., the most truthful advertisement is an ad in which a housewife is used.
7. The model affects the people for the quality of an ad. According to Figure 3.8., the ad in which the alluring model was used, has the highest quality.
8. The model has no effect on people for the quality of the product.
9. The model has no effect on people for the quality of the firm.

With cross tabulation analysis, it is understood that, both men and women want to see beautiful women in magazine advertisements. Education changes the perception of people about roles portrayed by women in advertisements to some extent. But at the same time, the advertisement in which an alluring model is used, attracts the attention of people more than the advertisements in which a housewife or a working woman are used as models. As a result, it is understood that, model herself is very effective as it can be seen from F test results on the previous page.

In the final chapter, the results will be summarized and conclusions will be presented, also some implications for advertisers and academicians will be given.

## CHAPTER IV

### CONCLUSIONS and IMPLICATIONS

In this chapter, some of the significant conclusions of the study will be discussed. Implications of findings for advertisers and academicians will be provided.

#### 4.1. Interpretation of the Findings and Conclusions :

In the recent years, advertising sector in Turkey has been gaining great importance. In order to increase sales or to make their products known, most firms are using different and interesting advertisements to attract the attention of people. Women are mostly the models and they are seen frequently in these advertisements. This study was conducted to learn the perceptions of people about the roles portrayed by women in magazine advertisements. In order to learn their perception, a questionnaire was given to them and three types of advertisements which show women in different roles were shown to respondents. Perceptions about these advertisements were taken from both male and female subjects and differences among their ideas were evaluated. In evaluating this, different analysis were used, like frequency, cross-tabulation analysis, t-tests and F tests.

After all the analysis about roles portrayed by women in magazine advertisements, it is understood that males and females have different ideas about the roles of women in magazine ads.

In general highly educated\* men say, some magazine ads are degrading the value of women and failing to show the diverse capabilities that women possess. They disapprove the magazine ads in which women are used as sex objects. In spite of these thoughts, males agree that attractive female models must be used, because women are more impressive in advertisements than males models.

While males are finding the above statement quite reasonable, especially less educated women think, whatever roles portrayed by women in magazine ads are quite appropriate. And they say beautiful women must always be used in the magazine advertisements. They have no idea about degraded values of women. Only higher educated women do not approve the exaggerated usage of women in magazine ads.

As a result both sexes agree for using women in magazine advertisements, but their roles must not be exaggerated.

Women are attracted more than men by advertisements in magazines. As a result of this, women buy and try the product which attracted them in ads. Very few males try the product by being attracted. According to males, magazine ads are not convincing, they are attracted only when a beautiful woman is used in the ads. But this model does not cause them to buy the product.

Different kind of products attract males and females. While men are interested in advertisements which show electronic equipments and products related with their jobs, females are interested in the ads of products which they use in their everyday life (in the kitchen, at home or for themselves). But product-model congruency is important for both sex.

\* : Higher educated = University or Master degree

Less educated = at most Lycee degree

It can be said that target market can be divided in to two : for males and for females. Both sex have different interests on different products. It is easy to sell some products to males. The same thing is valid for females. Here, according to target market, selection of model is also very important. While preparing the advertisements, advertisers should seriously take this point into consideration. Selection of a model in magazine ads, changes according to sex.

While most of the males prefer to see a woman alone or product itself, females prefer to see a group or a woman and a man together. It can be said that if the aim of an advertisement is to attract the attention of men, to use a woman or the product only is the best idea. On the other hand, if the advertisement of a product is related with women, it is better to use a group in the ad. This increases the probability of attracting attention of an advertisement.

Although the effectiveness of the models on purchasing activity is not included in this study, by evaluating the answer of respondents, it can be said that, models have no great impact on consumers to make them buy the products which are advertized.

The position or the place where models are seen in the advertisements is also important as the model itself.

Males prefer to see women while engaging in sports and working in the offices or in the place where they work. They don't like to see women in the kitchen at all. But females do not object the roles which show women in the kitchen. It can be said that in Turkish society most of

the female respondents accept to see the women in traditional roles (e.g. working in the kitchen). On the contrary, males do not want to see women in traditional roles but in the roles which modern living conditions bring (as working in the office or during their sport activities).

Some roles portrayed by women are not approved by both sexes. Roles of teacher, manager and independent business woman are not accepted as models in advertisements by respondents. Most of the respondents disapprove portraying women in these roles in magazine ads.

A mother and a housewife roles are the two roles which most of the respondents accept without hesitation. Although respondents want to see women working in the offices or doing the sport activities, but for them, mother and housewife roles are the most appropriate roles for women to be portrayed in magazine ads.

Respondents prefer to see younger females and males in ads rather than older males and females. They also agree that, product-model congruency is very important in ads. Both male and female respondents think, women in magazine ads are portrayed in decorative roles or as sex objects.

As a result, they agree that advertisements in which the product-model congruency is given importance, attract the attention of both males and females. Both sexes, but males especially like to see beautiful women in the advertisements.

According to the F and t test results, which were used to find out the effectiveness of models portrayed in three advertisements and to measure the significance of differences between means of male and female respondents in terms of attractiveness, believability, informativeness, truthfulness and complexity of three types of advertisements, setting of the portrayal, the appropriate match between the model and the product and the portrayal's realism are very important.



If there is not appropriate match between the model and the product, respondents think that, the advertisement is not convincing but it is deceiving. When they don't have any idea about the brand name, respondents suspect about the quality of the product. At the same time, even if the ad is the unappropriate one, the respondents who have some information about the brand name think highly about the product.

Female respondents think advertisements are informative even if the ad is not informative. The reason for this can be the shopping which women make frequently and see different products. But males disagree about the informativeness of the ad in which women are used.

Although respondents think, the ad in which an alluring model is portrayed, is deceiving, this ad attracts them more than the other ads in which a housewife and a working woman are used as models. It can be said that both sexes like to see beautiful women in ads. According to the F test results, model, setting of portrayal and appropriate match between product and model are three important aspects which make the advertisement effective.

#### 4.2. Implications

This research has some implications for marketers and advertisers about the design of advertisements.

By giving attention to the selection of a model, the product-model consistency, the setting of portrayal and the target market which is exposed to the advertisements, advertisers can design the ads which attract more attention of consumers.

The advertisements, in which women are used only as sex objects, make people suspicious about the quality

of product and the quality of the firm. So advertisers should avoid using women only as a sex object.

Depending on the informations which were gathered from the literature reviews in the U.S.A., people do not like to see a nude woman model in the ads. Advertisements which are related with eroticism and nudity do not attract the attention of people in the U.S.A. anymore. While the number of working and educated women are increasing, the advertisements of this kind are out of fashion in the latest years. So the advertisers have to portray women in the roles which reflect their capabilities. The advertisers have to think specially the working women, because they represent the greater port of the target market. The advertisers also have to portray women while working.

Comparing the Turkish advertising sector with the USA advertising sector, the first one is very young and this sector tries to reach a higher level in the same way as the U.S. advertising sector used once. The advertisers in Turkey are now trying to use nudity and eroticism in advertisements. But both Turkish and American society are not attracted by the ad in which nude women are used as models.

There were some prototypes for women in the USA society once, but now with the feminism movements, this ideas are rapidly changing. In Turkish society there are still some prototypes and it is almost impossible to change for some people. According to ordinary people in Turkey the word women is equal to housewives and mothers.

In the USA, what seems to be needed is the portrayal of women in roles which actually reflect their positive attributes and their individuality and which reflect the changing role of women in society.

In Turkish society, as the number of working women are increasing, it can be seen that there is not only one

target market including all women but different target markets including women with different values, and life styles. In order to communicate properly with these women, more careful market distinctions are necessary.

Similarly as the number of working women increases and as the actual role of women in the society changes, advertising which remains locked to an older, more traditional image of women becomes less appropriate. Some roles can portray women in roles which are in addition to a more traditional role in the home (e.g. mother/professional or wife/manager). Role blending in which no sex dominates can be used in ads (e.g. man and woman shopping or joint decision making activity).

Products which would have traditionally been purchased by men alone are now increasingly purchased by women who head their own households. In addition, as the role orientation of the woman changes, she increases influence in the family decision process. Considering this, an increasing number of "masculine" products (e.g. batteries) now direct part of their promotion to women, or include women as an active part of the commercial message.

Finally as the actual role of women in society changes, the benefits they demand and expect from products will also change. Products must be marketed by considering what is important to women. A working woman may be less interested in, for instance, a floorwax which offers a bright shiny finish as much as one which offers a long lasting, easy to apply finish which allows more time to devote to herself or her family.

The increasing growth of advertising sector uses women more often than ever in magazine ads. While number of educated and working women increases in this society, there will be negative response to the ads in which women are portrayed as sex objects.

In the future studies, not only the perception of men and women about roles portrayed by women in magazine advertisements but also the effect of different roles portrayed by women in purchasing the product has to be investigated. In order to find out the role portrayal differences of women, different media have to be examined.

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**APPENDIX 1**

**QUESTIONNAIRE**



1. Magazinelrde kadınların model olarak kullanıldığı reklamlar hakkında ne düşünöyorsunuz? \_\_\_\_\_

V1-3 2. Hangi magazinleri satın alıyorsunuz? \_\_\_\_\_

V4-6 3. Kendiniz satın almadığınız halde hangi magazinleri okuma fırsatı buluyorsunuz? \_\_\_\_\_

V7 4. Magazinelrdeki reklamlar dikkatinizi çekiyor mu?

Evet  Bazen  Hayır

V8 5. Magazinelri okurken özellikle reklamlara baktığınız oluyor mu?

Evet  Bazen  Hayır

V9 6. Magazinelrdeki reklamları inandırıcı buluyor musunuz?

Evet  Bazılarını  Hayır

V10 7. Hiç magazin reklamlarından etkilenererek reklamı yapılan malı denediğiniz oldu mu?

Evet  Hayır

V11-15 8. Genelde, daha çok hangi malın reklamları dikkatinizi çekiyor? İşaretlediklerinizi dikkat sırasına koyunuz.

—  Deterjan

—  Yağ ve yiyecek maddeleri

—  Giyecek/Yün

- Şampuan/Sabun/Dişmacunu
- Güzellik Malzemeleri
- Deodorant
- Beyaz Eşyalar
- Elektronik malzemeler
- Diğer (Belirtiniz) \_\_\_\_\_

V16 9. Değişik ürün çeşitlerini gözönüne almadan, herhangi bir reklamda model olarak kimi görmek istersiniz?

- Tek başına bir kadın
- Tek başına bir erkek
- Çocuklar
- Aile
- Kadın/Erkek beraber
- Kadınlar ve erkekler toplu halde (Grup)
- Diğer (Belirtiniz) \_\_\_\_\_

V17-20 10. Reklamda kadını en çok nerelerde görmeyi tercih edersiniz? İşaretlediklerinizi tercih sırasına koyunuz.

- Evde, mutfakta
- Sokakta, yürürken, gezerken
- İş yerinde çalışırken
- Spor yaparken
- Herhangi bir fonun önünde, reklamı yapılan ürünün yanında
- Diğer (Belirtiniz) \_\_\_\_\_

11. Kadınları aşağıdaki rollerde, hangi ürünlerin reklamını yaparken görmek istersiniz?

| Roller               | Ürünler |
|----------------------|---------|
| Anne                 | V21-V23 |
| Ev kadını            | V24-V26 |
| Çalışan kadın:       |         |
| Öğretmen             | V27-V29 |
| Serbest meslek       | V30-V32 |
| Yönetici             | V33-V35 |
| Sanatçı              | V36-V38 |
| Gezmeye çıkmış kadın | V39-V41 |

12. Aşağıdaki cümlelerle ilgili görüşlerinizi uygun kutuya işaret koyarak belirtiniz.

|   | Tanımiyle<br>Aynı<br>Fikirdeyim | Aynı<br>Fikirdeyim       | Karşıt<br>Fikirdeyim     | Tanımiyle<br>Karşıt<br>Fikirdeyim |
|---|---------------------------------|--------------------------|--------------------------|-----------------------------------|
| — Magazın reklamlarında model olarak kullanılan kişinin görünüşü önemlidir (V42)                                | <input type="checkbox"/>        | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>          |
| — Magazın reklamlarının etkili olması için model herkes tarafından beğenilen biri olmalıdır (V43)               | <input type="checkbox"/>        | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>          |
| — TV reklamlarında kadınlar magazın reklamlarında olduğundan daha etkileyicidir (V44)                           | <input type="checkbox"/>        | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>          |
| — Magazın reklamlarında modelin hanım oluşu ve güzelliği, erkek oluşuna kıyasla daha çok dikkat çeker (V45)     | <input type="checkbox"/>        | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>          |
| — Magazın reklamlarında genç bayan ve erkeklerin kullanılması, yaşlılara kıyasla daha çok tercih edilir (V46)   | <input type="checkbox"/>        | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>          |
| — Tanıtılan ürüne göre, reklamda model seçimi çok önemlidir (V47)   | <input type="checkbox"/>        | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>          |
| — Magazın reklamlarında kadın erkeğe kıyasla daha iyi görüntü verir (V48)                                       | <input type="checkbox"/>        | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>          |
| — Kadınlar magazın reklamlarında genellikle evin hanımı rolündedir (V49)  | <input type="checkbox"/>        | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>          |
| — Kadınların magazın reklamlarında canlandırdığı roller onların toplum içindeki rollerini eksik anlatıyor (V50) | <input type="checkbox"/>        | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>          |
| — Magazın reklamlarındaki rolleyle kadınların neler yapıp/yapamayacağı belirtiliyor (V51)                       | <input type="checkbox"/>        | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>          |
| — Magazın reklamlarında kadınlar genellikle çalışan kadın rolündedir (V52)                                      | <input type="checkbox"/>        | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>          |

13. Bu reklamı aşağıdaki özellikler açısından değerlendiriniz.

|     | 1             | 2   | 3   | 4   | 5   |                    |
|-----|---------------|-----|-----|-----|-----|--------------------|
| V53 | Dikkat çekici | --- | --- | --- | --- | Az dikkat çekici   |
| V54 | İnandırıcı    | --- | --- | --- | --- | İnandırıcı değil   |
| V55 | İlginç        | --- | --- | --- | --- | Sıkıcı             |
| V56 | Bilgi verici  | --- | --- | --- | --- | Bilgi verici değil |
| V57 | Karışık       | --- | --- | --- | --- | Anlaşılır          |
| V58 | Aldatıcı      | --- | --- | --- | --- | Gerçekçi           |

V59 \_\_\_ Bu reklamı genel olarak nasıl değerlendirirsiniz?

Çok iyi  İyi  Orta  Kötü  Çok kötü

V60 \_\_\_ Reklamı yapılan ürünün kalitesi hakkında ne düşünüyorsunuz?

Çok iyi  İyi  Orta  Kötü  Çok kötü

V61 \_\_\_ Reklamı yapılan ürünü üreten firma hakkında ne düşünüyorsunuz?

Çok iyi bir firma

İyi bir firma

Orta derecede bir firma

Kötü bir firma

Çok kötü bir firma

14. Bu reklamı aşağıdaki özellikler açısından değerlendiriniz.

|     | 1             | 2 | 3 | 4 | 5 |                    |
|-----|---------------|---|---|---|---|--------------------|
| V62 | Dikkat çekici | — | — | — | — | Az dikkat çekici   |
| V63 | İnandırıcı    | — | — | — | — | İnandırıcı değil   |
| V64 | İlginç        | — | — | — | — | Sıkıcı             |
| V65 | Bilgi verici  | — | — | — | — | Bilgi verici değil |
| V66 | Karışık       | — | — | — | — | Anlaşılır          |
| V67 | Aldatıcı      | — | — | — | — | Gerçekçi           |

V68 \_\_\_ Bu reklamı genel olarak nasıl değerlendirirsiniz?

Çok iyi  İyi  Orta  Kötü  Çok kötü

V69 \_\_\_ Reklamı yapılan ürünün kalitesi hakkında ne düşünürsünüz?

Çok iyi  İyi  Orta  Kötü  Çok kötü

V70 \_\_\_ Reklamı yapılan ürünü üreten firma hakkında ne düşünürsünüz?

Çok iyi bir firma

İyi bir firma

Orta derecede bir firma

Kötü bir firma

Çok kötü bir firma

15. Bu reklamı aşağıdaki özellikler açısından değerlendiriniz.

|     | 1             | 2 | 3 | 4 | 5 |                    |
|-----|---------------|---|---|---|---|--------------------|
| V71 | Dikkat çekici | — | — | — | — | Az dikkat çekici   |
| V72 | İnandırıcı    | — | — | — | — | İnandırıcı değil   |
| V73 | İlginç        | — | — | — | — | Sıkıcı             |
| V74 | Bilgi verici  | — | — | — | — | Bilgi verici değil |
| V75 | Karışık       | — | — | — | — | Anlaşılır          |
| V76 | Aldatıcı      | — | — | — | — | Gerçekçi           |

V77 \_\_ Bu reklamı genel olarak nasıl değerlendirirsiniz?

Çok iyi  İyi  Orta  Kötü  Çok kötü

V78 \_\_ Reklamı yapılan ürünün kalitesi hakkında ne düşünüyorsunuz?

Çok iyi  İyi  Orta  Kötü  Çok kötü

V79 \_\_ Reklamı yapılan ürünü üreten firma hakkında ne düşünüyorsunuz?

Çok iyi bir firma

İyi bir firma

Orta derecede bir firma

Kötü bir firma

Çok kötü bir firma

V80 16. Cinsiyetiniz

Kadın  Erkek

V81 17. Medeni durumunuz

Evli  Bekâr  Dul/Boşanmış

V82 18. Yaşınız

≤ 24  45-54

25-34  55-64

35-44  > 65

V83 19. Eğitim Durumunuz

İlkokul  Orta  Lise  Üniversite  Master

V84 20. Mesleğiniz : \_\_\_\_\_

V85-87 21. Eve alınan günlük gazeteler : \_\_\_\_\_

V88-91 22. Boş vakitlerinizi nasıl değerlendirirsiniz? \_\_\_\_\_

V92= # 23. Aşağıdakilerden ailenizin sahip olduklarınının marka-  
sını belirtiniz.

V93  Çamaşır makinası \_\_\_\_\_

V94  Buzdolabı \_\_\_\_\_

V95  Araba \_\_\_\_\_

V96  Televizyon \_\_\_\_\_

V97  Video \_\_\_\_\_

V98  Bulaşık makinesi \_\_\_\_\_

V99  Elektrik süpürgesi \_\_\_\_\_



V100 24. Ailenizin toplam aylık gelirini belirtiniz.

$\leq$  100.000,- ₺

101.000,-/200.000,- ₺

201.000,-/300.000,- ₺

$>$  300.000,- ₺

V110 25. Oturduğunuz semt \_\_\_\_\_

**APPENDIX 2**

**Computer Outputs for Cross Tabulation Analysis  
(Significant Results)**

TABLE 1

Relationship Between Sex and Kinds of Magazines Purchased

| V002   |     |              |          |           |      |       |           |           |              |       |       |      |       |       |
|--------|-----|--------------|----------|-----------|------|-------|-----------|-----------|--------------|-------|-------|------|-------|-------|
| ROW    | PCT | 1            | 2        | 3         | 4    | 5     | 6         | 7         | 8            | 9     | 10    | 11   | TOTAL |       |
|        |     | Contemporary | Politics | Women     | TV   | Men   | Magazines | Magazines | related with | Art   | Other |      |       |       |
|        |     | Economics    | Mag.     | Magazines | Mag. | Mag.  | their job | Mag.      |              |       |       |      |       |       |
| 1      | I   | 15           | I        | 5         | I    | 18    | I         | 10        | I            | 1     | I     | 1    | I     | 50    |
|        | I   | 30.0         | I        | 10.0      | I    | 36.0  | I         | 20.0      | I            | 2.0   | I     | 2.0  | I     | 50.0  |
| Women  | I   | 55.6         | I        | 27.8      | I    | 100.0 | I         | 71.4      | I            | 50.0  | I     | 25.0 | I     |       |
|        | I   | 15.0         | I        | 5.0       | I    | 18.0  | I         | 10.0      | I            | 1.0   | I     | 1.0  | I     |       |
| 2      | I   | 12           | I        | 13        | I    |       | I         | 4         | I            | 16    | I     | 1    | I     | 50    |
|        | I   | 24.0         | I        | 26.0      | I    |       | I         | 8.0       | I            | 32.0  | I     | 2.0  | I     | 50.0  |
| Men    | I   | 44.4         | I        | 72.2      | I    |       | I         | 28.6      | I            | 100.0 | I     | 75.0 | I     | 100.0 |
|        | I   | 12.0         | I        | 13.0      | I    |       | I         | 4.0       | I            | 16.0  | I     | 1.0  | I     |       |
| COLUMN |     | 27           |          | 13        |      | 18    |           | 14        |              | 16    |       | 2    |       | 100   |
| TOTAL  |     | 27.0         |          | 13.0      |      | 18.0  |           | 14.0      |              | 16.0  |       | 2.0  |       | 100.0 |

Relationship Between Sex and Reading Magazines Without Purchasing

V005

| COUNT   | I | Magazines             |            |               |           |            |          |                                  |          |      |   | ROW TOTAL |   |      |   |       |
|---------|---|-----------------------|------------|---------------|-----------|------------|----------|----------------------------------|----------|------|---|-----------|---|------|---|-------|
|         |   | Contemporary Politics | Women Mag. | Home Decorat. | TV Magaz. | Sport Mag. | Men Mag. | Magazines related with their job | Art Mag. |      |   |           |   |      |   |       |
| RCW PCT | I | 01                    | 11         | 21            | 31        | 41         | 51       | 61                               | 71       | 81   |   |           |   |      |   |       |
| COL PCT | I |                       |            |               |           |            |          |                                  |          |      |   |           |   |      |   |       |
| TOT PCT | I |                       |            |               |           |            |          |                                  |          |      |   |           |   |      |   |       |
| 1       | I | 10                    | I          | 5             | I         | 20         | I        | 2                                | I        | 11   | I | 1         | I | 1    | I | 50    |
|         | I | 20.0                  | I          | 10.0          | I         | 40.0       | I        | 4.0                              | I        | 22.0 | I | 2.0       | I | 11.0 | I | 50.0  |
| Women   | I | 47.6                  | I          | 26.3          | I         | 80.0       | I        | 100.0                            | I        | 78.6 | I | 7.1       | I | 35.0 | I | 50.0  |
|         | I | 10.0                  | I          | 5.0           | I         | 20.0       | I        | 2.0                              | I        | 11.0 | I | 1.0       | I | 1.0  | I | 50.0  |
| 2       | I | 11                    | I          | 14            | I         | 5          | I        | 1                                | I        | 3    | I | 13        | I | 2    | I | 50    |
|         | I | 22.0                  | I          | 28.0          | I         | 10.0       | I        | 6.0                              | I        | 2.0  | I | 26.0      | I | 4.0  | I | 50.0  |
| Men     | I | 52.4                  | I          | 73.7          | I         | 20.0       | I        | 1                                | I        | 21.4 | I | 100.0     | I | 92.9 | I | 50.0  |
|         | I | 11.0                  | I          | 14.0          | I         | 5.0        | I        | 3.0                              | I        | 1.0  | I | 13.0      | I | 2.0  | I | 50.0  |
| COLUMN  |   | 21                    |            | 19            |           | 25         |          | 2                                |          | 14   |   | 14        |   | 2    |   | 100   |
| TOTAL   |   | 21.0                  |            | 19.0          |           | 25.0       |          | 2.0                              |          | 14.0 |   | 14.0      |   | 2.0  |   | 100.0 |

V006

| COUNT   | I | Magazines |            |         |            |          |                       |          |    |       |   | ROW TOTAL |   |       |
|---------|---|-----------|------------|---------|------------|----------|-----------------------|----------|----|-------|---|-----------|---|-------|
|         |   | Politics  | Women Mag. | TV Mag. | Sport Mag. | Men Mag. | Mag. related with job | Art Mag. |    |       |   |           |   |       |
| RCW PCT | I | 01        | 11         | 21      | 31         | 41       | 51                    | 61       | 71 | 81    |   |           |   |       |
| COL PCT | I |           |            |         |            |          |                       |          |    |       |   |           |   |       |
| TOT PCT | I |           |            |         |            |          |                       |          |    |       |   |           |   |       |
| 1       | I | 25        | I          | 4       | I          | 13       | I                     | 1        | I  | 6     | I | 2         | I | 50    |
|         | I | 53.2      | I          | 8.0     | I          | 26.0     | I                     | 12.0     | I  | 12.0  | I | 4.0       | I | 50.0  |
| Women   | I | 53.2      | I          | 44.4    | I          | 65.0     | I                     | 60.0     | I  | 66.7  | I | 2.0       | I | 50.0  |
|         | I | 25.0      | I          | 4.0     | I          | 13.0     | I                     | 6.0      | I  | 3.0   | I | 2.0       | I | 50.0  |
| 2       | I | 22        | I          | 6       | I          | 5        | I                     | 7        | I  | 2     | I | 4         | I | 50    |
|         | I | 44.0      | I          | 12.0    | I          | 10.0     | I                     | 14.0     | I  | 4.0   | I | 8.0       | I | 50.0  |
| Men     | I | 46.8      | I          | 100.0   | I          | 55.0     | I                     | 35.0     | I  | 100.0 | I | 40.0      | I | 50.0  |
|         | I | 22.0      | I          | 6.0     | I          | 5.0      | I                     | 7.0      | I  | 2.0   | I | 4.0       | I | 50.0  |
| COLUMN  |   | 47        |            | 6       |            | 9        |                       | 20       |    | 2     |   | 10        |   | 100   |
| TOTAL   |   | 47.0      |            | 6.0     |            | 9.0      |                       | 20.0     |    | 2.0   |   | 10.0      |   | 100.0 |

TABLE 4

Relationship Between Sex and Finding Magazine Ads  
Convincing

| V009   |         |      |           |      |       |     |  |  |  |
|--------|---------|------|-----------|------|-------|-----|--|--|--|
|        | COUNT   | 1    | 2         | 3    | TOTAL | ROW |  |  |  |
|        | ROW PCT | 1    | 2         | 3    | TOTAL | ROW |  |  |  |
|        | COL PCT | Yes  | Sometimes | No   | TOTAL | ROW |  |  |  |
|        | TOT PCT | 1    | 2         | 3    | TOTAL | ROW |  |  |  |
| V080   |         |      |           |      |       |     |  |  |  |
| 1      |         | 4    | 41        | 5    | 50    |     |  |  |  |
| Women  |         | 8.0  | 82.0      | 10.0 | 50.0  |     |  |  |  |
|        |         | 66.7 | 53.9      | 27.8 |       |     |  |  |  |
|        |         | 4.0  | 41.0      | 5.0  |       |     |  |  |  |
| 2      |         | 2    | 35        | 13   | 50    |     |  |  |  |
| Men    |         | 4.0  | 70.0      | 26.0 | 50.0  |     |  |  |  |
|        |         | 33.3 | 46.1      | 72.2 |       |     |  |  |  |
|        |         | 2.0  | 35.0      | 13.0 |       |     |  |  |  |
| COLUMN |         | 6    | 76        | 18   | 100   |     |  |  |  |
| TOTAL  |         | 0.0  | 76.0      | 18.0 | 100.0 |     |  |  |  |

Relationship Between Sex and Attractive Product Advertisements

V012

Ads of

| COUNT  | ROI   | COL PCT | TOT PCT | UI   | Detergents | Food items | Clothing items | Shampoo Soap | Personal Care items | Deo   | White Goods | Electronic Eq. | Other | TOTAL |
|--------|-------|---------|---------|------|------------|------------|----------------|--------------|---------------------|-------|-------------|----------------|-------|-------|
| 1      | 1     | 9       | 1       | 5    | 1          | 7          | 1              | 6            | 7                   | 2     | 5           | 1              | 4     | 5     |
| 1      | 18.0  | 10.0    | 1       | 14.0 | 1          | 16.0       | 1              | 14.0         | 1                   | 4.0   | 1           | 8.0            | 1     | 5     |
| 1      | 60.0  | 74.4    | 1       | 70.0 | 1          | 61.5       | 1              | 77.8         | 1                   | 50.0  | 1           | 14.8           | 1     | 50    |
| 1      | 9.0   | 5.0     | 1       | 7.0  | 1          | 8.0        | 1              | 7.0          | 1                   | 2.0   | 1           | 4.0            | 1     | 50    |
| 2      | 1     | 6       | 1       | 2    | 1          | 3          | 1              | 5            | 2                   | 2     | 1           | 1              | 1     | 5     |
| 1      | 2.0   | 12.0    | 1       | 4.0  | 1          | 6.0        | 1              | 10.0         | 1                   | 4.0   | 1           | 23             | 1     | 5     |
| 1      | 100.0 | 40.0    | 1       | 28.6 | 1          | 38.5       | 1              | 22.2         | 1                   | 50.0  | 1           | 16.7           | 1     | 50    |
| 1      | 1.0   | 6.0     | 1       | 2.0  | 1          | 3.0        | 1              | 3.0          | 1                   | 2.0   | 1           | 23.0           | 1     | 50    |
| COLUMN | 15    | 7       | 10      | 13   | 9          | 6          | 27             | 8            | 100.0               | 27.0  | 8.0         | 100.0          | 100.0 |       |
| TOTAL  | 1.0   | 15.0    | 7.0     | 10.0 | 13.0       | 9.0        | 6.0            | 27           | 8                   | 100.0 | 27.0        | 8.0            | 100.0 |       |

V013

| COUNT  | ROI  | COL PCT | TCT PCT | OI   | Detergents | Food items | Clothing items | Shampoo Soap | Personal Care items | Deo  | White Goods | Electronic Eq. | Other | TOTAL |
|--------|------|---------|---------|------|------------|------------|----------------|--------------|---------------------|------|-------------|----------------|-------|-------|
| 1      | 1    | 5       | 1       | 4    | 1          | 10         | 1              | 16           | 3                   | 4    | 1           | 1              | 1     | 1     |
| 1      | 2.0  | 10.0    | 1       | 8.0  | 1          | 20.0       | 1              | 32.0         | 1                   | 8.0  | 1           | 10.0           | 1     | 50    |
| 1      | 14.3 | 83.3    | 1       | 57.1 | 1          | 66.7       | 1              | 59.3         | 1                   | 50.0 | 1           | 55.6           | 1     | 50    |
| 1      | 1.0  | 5.0     | 1       | 4.0  | 1          | 10.0       | 1              | 16.0         | 1                   | 4.0  | 1           | 5.0            | 1     | 50    |
| 2      | 1    | 4       | 1       | 3    | 1          | 5          | 1              | 11           | 2                   | 4    | 1           | 4              | 1     | 1     |
| 1      | 12.0 | 2.0     | 1       | 6.0  | 1          | 10.0       | 1              | 22.0         | 1                   | 4.0  | 1           | 8.0            | 1     | 50    |
| 1      | 35.7 | 16.7    | 1       | 42.9 | 1          | 33.3       | 1              | 60.7         | 1                   | 50.0 | 1           | 44.4           | 1     | 50    |
| 1      | 6.0  | 1.0     | 1       | 3.0  | 1          | 5.0        | 1              | 11.0         | 1                   | 4.0  | 1           | 4.0            | 1     | 50    |
| COLUMN | 7    | 6       | 7       | 15   | 5          | 8          | 11             | 9            | 100.0               | 9.0  | 5.0         | 100.0          | 100.0 |       |
| TOTAL  | 7.0  | 6.0     | 7.0     | 15.0 | 5.0        | 8.0        | 11.0           | 9.0          | 100.0               | 9.0  | 5.0         | 100.0          | 100.0 |       |

TABLE 7

Sex and Setting Preference

| V019    |     |        |         |        |          |              |            |       |          |      |         |      |       |       |       |       |   |       |
|---------|-----|--------|---------|--------|----------|--------------|------------|-------|----------|------|---------|------|-------|-------|-------|-------|---|-------|
| COURT I |     |        |         |        |          |              |            |       |          |      |         |      |       |       |       |       |   |       |
| ROW     | PCT |        |         |        |          |              |            |       |          |      |         |      |       |       |       | ROW   |   |       |
| COL     | FCT | In the |         | On the |          | In the place |            | Doing | Near the |      | Others  |      | TOTAL |       |       |       |   |       |
| TOT     | FCT | 0I     | kitchen | 1I     | streets, | 2I           | where they | 3I    | sports   | 4I   | product | 5I   | 8I    | 9I    | TOTAL |       |   |       |
| V019    |     |        |         |        |          |              |            |       |          |      |         |      |       |       |       |       |   |       |
| 1       | I   | 12     | I       | 7      | I        | 4            | I          | 5     | I        | 12   | I       | 6    | I     | 1     | I     | 3     | I | 56    |
|         | I   | 24.0   | I       | 14.0   | I        | 8.0          | I          | 10.0  | I        | 24.0 | I       | 12.0 | I     | 2.0   | I     | 6.0   | I | 50.0  |
| Women   | I   | 34.3   | I       | 70.0   | I        | 33.3         | I          | 55.6  | I        | 60.0 | I       | 60.0 | I     | 100.0 | I     | 100.0 | I |       |
|         | I   | 12.0   | I       | 7.0    | I        | 4.0          | I          | 5.0   | I        | 12.0 | I       | 6.0  | I     | 1.0   | I     | 3.0   | I |       |
| 2       | I   | 21     | I       | 3      | I        | 8            | I          | 4     | I        | 8    | I       | 4    | I     |       | I     |       | I | 51    |
|         | I   | 46.0   | I       | 6.0    | I        | 16.0         | I          | 8.0   | I        | 16.0 | I       | 8.0  | I     |       | I     |       | I | 50.0  |
| Men     | I   | 65.7   | I       | 30.0   | I        | 66.7         | I          | 47.4  | I        | 40.0 | I       | 40.0 | I     |       | I     |       | I |       |
|         | I   | 23.0   | I       | 3.0    | I        | 8.0          | I          | 4.0   | I        | 8.0  | I       | 4.0  | I     |       | I     |       | I |       |
| COLU#N  |     | 35     |         | 10     |          | 12           |            | 9     |          | 20   |         | 10   |       | 1     |       | 3     |   | 100   |
| TOTAL   |     | 35.0   |         | 10.0   |          | 12.0         |            | 9.0   |          | 20.0 |         | 10.0 |       | 1.0   |       | 3.0   |   | 100.0 |

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TABLE 8

Relationship Between Sex and Model Preference

| V016  |     |       |          |        |                 |          |       |       |    |    |  |     |
|---|-----|-------|----------|--------|-----------------|----------|-------|-------|----|----|--|-----|
| COURT I   |     |       |          |        |                 |          |       |       |    |    |  |     |
| ROW   | PCT |       |          |        |                 |          |       |       |    |    |  | ROW |
| COL   | PCT | Woman | Children | Family | A man & a woman | A        | other | TOTAL |    |    |  |     |
| TOT   | PCT | alone | 11       | 31     | 41              | together | 51    | Group | 61 | 91 |  |     |
| -----+-----+-----+-----+-----+-----+-----+-----+-----+-----+-----+-----+----- |     |       |          |        |                 |          |       |       |    |    |  |     |
| VC80  | 1   | 1     | 2        | 4      | 9               | 15       | 15    | 5     | 50 |    |  |     |
|   | 1   | 4.0   | 8.0      | 18.0   | 30.0            | 30.0     | 10.0  | 50.0  |    |    |  |     |
| Women   | 1   | 14.3  | 57.1     | 56.3   | 71.4            | 62.5     | 27.8  |       |    |    |  |     |
|   | 1   | 2.0   | 4.0      | 9.0    | 15.0            | 15.0     | 5.0   |       |    |    |  |     |
| -----+-----+-----+-----+-----+-----+-----+-----+-----+-----+-----+-----+----- |     |       |          |        |                 |          |       |       |    |    |  |     |
|   | 2   | 1     | 3        | 7      | 6               | 9        | 13    | 50    |    |    |  |     |
|   | 1   | 24.1  | 6.6      | 14.0   | 12.0            | 18.0     | 26.0  | 50.0  |    |    |  |     |
| Men   | 1   | 85.7  | 42.9     | 43.8   | 28.6            | 37.5     | 72.2  |       |    |    |  |     |
|   | 1   | 12.0  | 3.0      | 7.0    | 6.0             | 9.0      | 13.0  |       |    |    |  |     |
| -----+-----+-----+-----+-----+-----+-----+-----+-----+-----+-----+-----+----- |     |       |          |        |                 |          |       |       |    |    |  |     |
| COL   |     | 14    | 7        | 16     | 21              | 24       | 18    | 100   |    |    |  |     |
| TOTAL   |     | 14.0  | 7.0      | 16.0   | 21.0            | 24.0     | 18.0  | 100.0 |    |    |  |     |



**APPENDIX 3 A**

**F Tests for Different Categories in Table 3.11**



| Source of Variation          | SS       | df          | $\left(\frac{SS}{df}\right)$<br>MSS | F    | $\alpha$  |
|------------------------------|----------|-------------|-------------------------------------|------|-----------|
| Between Group Sum of Squares | 268.4084 | (+1)<br>2   | 134.204                             | 40.7 | .01 level |
| Within Group Sum of Squares  | 316.761  | 96<br>(n-1) | 3.29                                |      |           |
| Total SS                     | 585.1694 | 98<br>n-1   |                                     |      |           |

F tab df 2,96 = .01 = 4.79

F cal > F tab. Then Reject Ho

40.7 > 4.79

The model herself affects the attention of people. Best attraction of people is achieved when model is alluring. (See Figure 6)

### Convincibility

H<sub>0</sub> : The model herself does not make people believe in the magazine advertisements.

H<sub>A</sub> : The model herself makes people believe in the magazine ads.

| Source of Variation | SS      | df | MSS    | F     | $\alpha$ |
|---------------------|---------|----|--------|-------|----------|
| Between group SS    | 83.363  | 2  | 41.681 | 11.47 | .01      |
| Within group SS     | 348.831 | 96 | 3.6336 |       |          |

Reject Ho

### Interestingness

$H_0$  : The model herself does not make the magazine ad interesting.

$H_A$  : The model herself makes the magazine ad interesting.

| Source of V. | SS      | df | MSS    | F      | $\alpha$     |
|--------------|---------|----|--------|--------|--------------|
| Btwn GSS.    | 123.994 | 2  | 61.997 |        |              |
|              |         |    |        | 17.728 | .01          |
| Within GSS.  | 335.718 | 96 | 3.497  |        |              |
|              |         |    |        |        | Reject $H_0$ |

### Informativeness

$H_0$  : The model herself has no effect on the information which the ad gives.

$H_A$  : The model herself affects the information which the ad gives.

| Source of V. | SS      | df | MSS    | Fcal   | $\alpha$     |
|--------------|---------|----|--------|--------|--------------|
| Btwn GSS     | 134.531 | 2  | 67.26  |        |              |
|              |         |    |        | 15.488 | .01          |
| Within GSS   | 416.892 | 96 | 4.3426 |        |              |
|              |         |    |        |        | Reject $H_0$ |

### Complexity

$H_0$  : The model herself has no effect on the understanding of the ads.

$H_A$  : The model affects the understanding of the ads.

| Source of V. | SS      | df | MSS    | F      | $\alpha$     |
|--------------|---------|----|--------|--------|--------------|
| Btwn. GSS    | 62.806  | 2  | 31.403 |        |              |
|              |         |    |        | 7.1964 | .01          |
| Within GSS   | 414.552 | 95 | 4.3637 |        |              |
|              |         |    |        |        | Reject $H_0$ |

## Truthfulness

$H_0$  : The model does not affect the image of truthfulness of the magazine ads.

$H_A$  : The model affects the image of truthfulness of the magazine ads.

| Source of V. | SS      | df | MSS    | F      | $\alpha$ |
|--------------|---------|----|--------|--------|----------|
| Btwn G SS    | 97.706  | 2  | 48.853 | 12.644 | .01      |
| W.G.SS       | 370.912 | 96 | 3.8636 |        |          |

Reject  $H_0$

## Quality of the Ad

$H_0$  : The model has no effect on the people for the quality of an ad.

$H_A$  : The model affects the people's ideas about the quality of an ad.

| Source of V. | SS      | df | MSS    | F     | $\alpha$ |
|--------------|---------|----|--------|-------|----------|
| Btwn G SS    | 50.014  | 2  | 25.007 | 8.471 | .01      |
| W. G. SS     | 271.584 | 92 | 2.952  |       |          |

Reject  $H_0$

## Quality of the Product

$H_0$  : The model has no effect on people about the quality of the product.

$H_A$  : The model affects the people about the quality of the product.

| Source of V. | SS      | df | MSS    | Fcal. | $\alpha$ |
|--------------|---------|----|--------|-------|----------|
| Btwn G SS    | 11.8665 | 2  | 5.933  | 2.076 | .01      |
| Within G SS  | 259.997 | 91 | 2.8571 |       |          |

Reject  $H_A$

### Quality of the Firm

$H_0$  : The model has no effect on people for the quality of the firm.

$H_A$  : The model affects the people for the quality of the firm.

| Source of Var. | SS     | df | MSS    | Fcal.        | $\alpha$ |
|----------------|--------|----|--------|--------------|----------|
| Between G SS   | 8.9958 | 2  | 4.4975 | 1.605        | .01      |
| Within G SS    | 254.88 | 91 | 2.8008 | Reject $H_A$ |          |

**APPENDIX 3 B**

**T test**

## APPENDIX 3B

### T test

In order to find out the differences between means of male and female respondents or figures 3.6., 3.6. and 3.7., "t" test calculations were made by hand.

Here some of the calculations will be presented. The "T cal" results are presented on Table 3.10., pp. 55.

For working woman ad; about the informativeness of the ad.  
 Ho : There is no significant difference between the means of men and women.

$$t \text{ cal} = \frac{3.04 - 3.29}{\sqrt{\frac{2.161}{50} + \frac{1.742}{48}}} = \frac{.25}{.281} = .89$$

$$+ \text{ tab } \alpha = .05, \text{ df } 50 + 48 - 2 = 1.98$$

$$t \text{ tab. } > t \text{ cal.} \\ 1.98 > .89$$

Accept Ho. There is not significant difference between means of males and females.

For housewife ad; about the informativeness of the ad.

Ho : There is no significant difference between means of men and women in terms of informativeness of the ad.

$$t \text{ cal} = \frac{3.1 - 2.74}{\sqrt{\frac{2.44}{50} + \frac{1.479}{50}}} = \frac{.36}{.279} = 1.29$$

$$t \text{ cal} < t \text{ tab} \\ 1.29 < 1.98 \\ \text{Accept Ho.}$$



For an alluring model ad; for the truthfulness of the ad.

$H_0$  : There is no significant difference between means of male and female respondents in terms of truthfulness of the ad.

$H_A$  : There is a significant difference between means of male and female respondents in terms of truthfulness of the ad.

$$t_{cal} = \frac{3.16 - 2.5}{\sqrt{\frac{2.173}{60} + \frac{1.56}{47}}} = \frac{.55}{.276} = 1.99$$

$$t_{cal} > t_{tab}$$

$$1.99 > 1.98$$

So Reject  $H_0$ .