

FEMALE CELEBRITY PORTRAYAL IN MALE'S PRODUCTS ADVERTISEMENTS: PERCEPTION OF VIEWERS

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Abstract

This research study is to determine the overall perception of viewers about men's products advertisements in which female celebrities portrayed. The perception of viewers was analyzed in context of culture, emotions, female celebrity and control system (rules and regulations). A survey questionnaire was design for data collection and the total sample size was 218 respondents. Regression analysis was used to test the hypothesis. Research study shows that culture and emotion has a negative impact while female celebrity and control has positive impact on perception of viewers. The study provides a comprehensive guideline to change the strategies keeping in view to making television advertising more effective for the regulator, advertisers and media. No similar studies have been found at this topic, so this study may works as a bench mark.

Keywords – Pakistan, Perception of viewers, Female model, Men's products, T.V. advertisements

1. Introduction

Advertisement is a successful communicational instrument used by the marketing personals to catch the attention of the viewers. Daily the television viewers, viewed different advertisements (Jan, 2005), 10% to 28% of time on television, commercials are presented. It is observed that there is a lot of concern and research about the different features of the male and female models that are "reflected and portrayed" along with the product (McArthur and Resko, 1975). One of

the main concerns in the research on advertisement from last thirty to forty years has been the extreme use of gender role in TV advertisements. There is a big task for advertisers in choosing the suitable gender to be portrayed, and the suitable role for that gender in the advertisement. For an advertised product, advertiser uses male, female or both portrayed at the same time in an ad? If a female is appear in ad, are she portray in a usual stereotyped or more modern role? (Whipple and Courtney, 1985).The experience of customers and viewers to that type of television advertisements has great impact upon thinking, values, purchases decision (Jan, 2005).

Studies on gender role portrayal in advertisements have got the attention of researchers and scholars on a global scale over the past few decades (Furnham and Schofield, 1986), (Nassif and Gunter, 2008). Especially women are used as a marketing instrument by firms in a wide range of marketing practices. They are used as an object mostly in advertisements. In many advertisements, the ideal woman is portrayed as celebrity or model. Advertisers feature aggressive images of attractive female model in advertisements (Reichert, 2002). Mostly women tend to be offered as "rewards" for males who take the right product (Ali & Shahwar, 2011).

Advertising play a very important role in the shaping of culture. Thus, commercials and advertisements are used to change public view toward new products and services that people may not even know but they need. Hong, Muderrisoglu & Zinkhan (1987) describe that culture plays an important role in advertising as it helps in communicating and advertising approach in a well-defined manner.Muslim cultural countries in Asia are so much conservative and traditional about sensual satisfaction. That's why advertisements and products have their own Muslim standards according to their culture (Wazir & Ezaz, 2012). Usman, Ilyas, Hussain & Qureshi (2010) stated that global trends are so much harmful for Pakistani culture. The researcher warn that if the advertisers do not modify the advertising strategies then Pakistani society may suffer a lot in term of ethics and value system.

Female celebrities appear in men's products advertisements, uses emotional appeal by advertisers. They are not mostly based on rationality. Emotional appeal focusing on the customer's emotions and feelings which influence the viewer social needs. Females appear as dominant figures in television commercials, they are used as angorgeous and eye-catching part of the advertisement for the purpose of capturing the attention of viewers (Ali & Shahwar, 2011).The advertiser mostly uses their physical attractiveness and their personal traits in men's products advertisements.

Perception (from the Latin *perceptio, percipio*) is the organization, identification, and interpretation of sensory information in order to represent and understand the environment. When we talk about perception of viewers regarding TV advertisements, there are different observations of viewers. Viewers have different perceptions about female models appearance in men's product advertisements and brands. Mostly viewers get information about these brands. However they also show concern about the female models credibility, reputation, and trustworthiness. Different factors that effect and shape perception of viewers is culture, emotions, control and female celebrity.

Control is a strong factor which is always required when female models portrayed in advertisements. Unethical representation of females in advertisements is a big issue. Viewers demand from regularity authorities that they ban unethical ads and have a strict policy about censorship.

Now-a-days female models are appeared in mostly male's products advertisements. The research topic is about the appearance of women in the advertisements of male's products that whether their appearance is according to the cultural values of Pakistan or not. How appearance of females in TV commercials expressively affect the perception of viewers (Ali & Shahwar, 2011).

1.1 Research problem

Female models are endorsed in the advertisements but they are also appearing in the men's products ads. Here the question is why the advertisement agencies use females in men's product ads. What is the perception of those males for whom these ads are made? Also, what is the perception of female viewers of these types of ads?

1.2 Significance of the study

This study is significant because previous research has analyzed general attitude of people towards appearing women as a model in the advertisements (Khraim, 2012). This study will help understand the male as well as female viewer's perception about female models appearance in the ads of products used by men. The study provides a comprehensive guideline to change the strategies keeping in view to making television advertising more effective for the regulator, advertisers and media. There is no such type of research study have been done in the past at this topic, so this study may work as a bench mark.

2. Literature Review

2.1 Female celebrity portrayal in advertisement

For enhancement of effective advertising in modern age utilization of female celebrities is must (Trampe, Stapel, Siero & Mulder, 2010). Prior to this study, there were two streams of researchers who contradict with each other on this issue. One of them is in favor of utilization of gorgeous female celebrity in ads and highlights them (Baker & Churchill 1977). Other stream researchers oppose it (Bower & Landreth, 2001).

Courtney and Lockeretz (1973) note that research has brought into being facts of advertising with: appended of young girls as being more passive than boys; the appearance of women not according to the standard. Research conclude that women are shown in substandard dominated role (Fullerton, 2000), given that females are offered as attracting, eye-catching and appealing for males (Courtney & Lockeretz, 1973). Historically females are usually appeared with their physical appearance (Furnham, Pallangyo & Gunter, 2001).

2.2 Culture

Culture is that the characteristics of a selected group of individuals, outlined by everything from language, religion, cuisine, social habits, music and humanities. McCarty (1994) states in his paper that every person has some novel values that target a culture, it may be different from personal standards. He once more explains in his literature that culture values may be transferred by a spread of helpful resources (resources defined by Samovar, Porter & Stefani (1998) like family, media, school, church, and state). Hong et al. (1987) describe that culture plays an important role in advertising as it helps in communicating and advertising approach in a well-defined manner.

Both male and female have some moral and ethical concerns regarding the use of female models as sex appeals in advertisement, and they respond in a different way to different form of advertisement (LaTour, Pitts & Snook-Luthe, 1990). Different studies verify that response to sex appeal advertisement is not universal but it is specific to the target viewers (Mittal & Lassar, 2000). Muslim cultural countries in Asia are so much conservative and traditional about sensual satisfaction. That's why advertisements and products have their own Muslim standards according to their culture (Wazir & Ezaz, 2012).

Khraim (2012) was conducted his study in Jordan, he expressed that culture and emotions of an individual may be in different ways that will influence the consumer's feelings towards TV

commercials. Some studies defined that females don't influence the media. That's why ladies should not be seen in advertisements. It shows negative effect. Baker (2005) discuss in his study that many studies have shown that girl's violence in promoting practices negatively affects social values and women's role in society. Though the particular position of the many girls in society has improved significantly, females pictures is not appreciated in Islamic prospective. In fact that type of ads degrading women's value.

Kalliny and Gentry (2007) make comparisons between the Arab and U.S cultures. There are many differences in both the cultures, so same ads are not played in both countries with same contents. That is why the advertisers must consider the local culture, because culture closely link with the religion. If the advertiser does not consider those values then it creates a negative impression about the brand.

Khraim (2012) stated that for Pakistani culture global trends are so much harmful. The researcher warn that if the advertisers do not modify the advertising strategies then Pakistani society in term of ethics and value system suffer a lot. Yarborough (2000) found that the representation of female and male in advertisement vary in different cultures. Also in advertisements using sex appeal varies in different cultures.

The study of Hazel, Huang & Richard (2010) supports a socio-cultural view of physical attractiveness. The findings are in line with Callow and Leon (2003) argument that a high-context culture (i.e. Taiwanese) is tending to over-read into the meaning of the model images and connect the dots (e.g. the images) to develop a story (e.g. a positive relationship between the images and adverts). Moreover, the worship of idealized model images observed in Taiwan and the appreciation of realistically idealized model images in Britain may be a transformation from Hofstadter's power distance: hierarchy does not only exist in social status; it exists in physical attractiveness. These differences in interpreting idealized model images encourage advertising companies to re-evaluate the effectiveness of using idealized model images in different countries.

2.3 Emotions

Royo, Aldás, KüsterBoludaand and Vila (2001) stated that mostly men are associated with rational things and women are associated with emotional things, but in commercials, this reality is of highlyexploited and an indicator of consumer behavior in culture. Furthermore, the

gradually increasing greater role of emotional processes compared to cognitive response, emotional responses of individuals are more socially positive.

Holtzhausen, Jordaan and North (2011) affirmed that lot of factors like elevated competition in market and its cost on a daily basis which used by businesses. They must use the correct approach to convey their product/service related message to public. This is supposed to be effectively capturing the target market. Ouwersloot and Duncan (2008) define that advertising demand refer to “the cue that should make the advertisement work”. There are two types of advertising appeals used by marketers, rational and emotional. Rational appeals include listing attributes, comparing brands, focusing on price, making an announcement or situation the popularity of the brand (Koernig & Granitz, 2006). On the other hand emotional appeal focusing the customer’s emotions and feelings which influence the audience feeling and social needs. Emotional appeals extract portray personal feelings such as fear, joy, happiness, affection, excitement, acceptance, sadness, love, self-esteem and safety. Females are frequently representing in advertisements to express these personal and social-based approach (Koernig & Granitz, 2006). Holtzhausen et al. (2011) concluded that rational appeals were used in 39.6% and emotional appeals in 29% of the television commercials. A combination of rational and touching appeals featured in 31.4% of the commercials. Garbarino, Ellen, and Edell (1997) studied sex representation in e-commerce advertisements and found that females were widely more likely to be featured in advertisements that used touching appeals.

Current research proof that emotions not only as an effect of the evaluation of information, it also effect consumer classification and processing behavior (Cohen and Kunal, 1987). In the assessment process either the stimulus is evaluated positive or negative that how we perceive irrationality. Point of views that Alden, Ashesh and Wayne (2000) discuss is: "Since categorization produces a reduction in uncertainty, positive affect may result from a successful fit and negative affect from an inability to categorize an item". Normally, emotions’ role in advertisements is affective responses; also their impact on attitudes is as well (Edell, Julie and Marian, 1987). Emotions have strong influence in the evaluation process of both attitudes toward an ad and toward the advertised brand (Edell, Julie and Marian, 1987), (Holbrook, Morris and Batra, 1987).

Two studies conclude that Emotions’ significance is highlighted in advertisement response but viewers have unfairness about culture and societal matters, prior research on positive viewers’

response to sex role confirm by authors (Batra and Morris, 1986), (Jaffe, 1994). The correlation between role incongruity and attitude towards advertisements and different effective measures of emotional dimensions (approval, disapproval, and surprise) was developed (Bhat, Subodh, Thomas and Daniel, 1998).

Meyer, Wulf-Uwe, Rudolph and Schutzwahl (1991) found that there is strong correlation between incongruity and consumer emotional response in case of surprise. So viewers have no predefined perception about female appearance because they are not well aware. But in case of approval or disapproval viewers have complete information.

2.4 Female Celebrity

Holtzhausen et al. (2011) affirmed that 40% of the television commercials attribute the females. Findings of different studies conducted in other countries, which reported that women featured in about 45% of those studies (Furnham et al. 2001), (Nassif & Gunter, 2008). According to Ibroscheva (2007), women are particularly portrayed in advertising in Bulgarian commercials (70.9%). He concluded the actuality that the media create thoughts beauty of females in commercials for enhancing their advertisements. They use women beauty just for attracting the customers for purchasing their product. Some studies don't getting chance to selling their products they just showing the beauty of women which is against in Islamic prospective. Many poster give attention to the female's posters through which every females get inspire. That type of advertisements using in all type of products like in cosmetics and beverages for create a center of attention the customers as compare to competitors.

The result of the study of Holtzhausen et al. (2011) also describing the significance of women representation in ads. Basically he is defining that advertisements predominantly an important subject towards the female attractiveness. Heckler, Susan, and Childers (1992) define that mostly females are using for an effective and eye-catching commercials and ads. Plakoyiannaki, Mathioudaki, Dimitratos, and Zotos, (2008) clarify in his study that in online ads females were presenting an attractive roles while this it is being understood that it is not good or it is perceived that is non-traditional.

2.5 Control

Khattak and Khan (2010) stated that too much highlighting sex appeals in television commercials are ethically wrong. In Pakistani society there is a need to control the advertisement of the products that can harmful. Female college students want to change the regulations about

advertisement. They also insist that regulatory authorities purify the contents of advertisement then allow playing on television.

Bayraktar (2011) shows his research clearly that firm using women as a marketing instrument in promoting their strategy. Some firms consider that it is not as such bad policy but other female's looks as ethical practices. Ansarali (2011) stated that women are demoralizing in media generally. It is mostly saying that females becoming a goods which can be sold and buy. Companies for presenting their products use women as a model who gives attractive gestures and showing her bodies sensitive parts. General public face that types of ads in streets, main cities, in T.Vs and also in newspapers. Ansarali (2011) clearly discuss that in this type of commercials consumers don't focus on product prices, innovation, features, packages and quality but they take an eye on women quality and body.

In his study Khraim (2012), notices that control have a strong interpreter of overall attitude of consumer. He said advertisement must be regulated and controlled. Government should notice the advertising industry. Khattak and Khan (2010) concluded that viewers demanded that to block unethical TV ads which are harmful for society. Female college students in Pakistan required tough regulation and policies about advertisements.

2.6 Theoretical Framework

After review of vast literature on advertisements and the role of female models in it, following dimension found by the researchers that would not be explored by anyone. So, the researcher make model for this study.

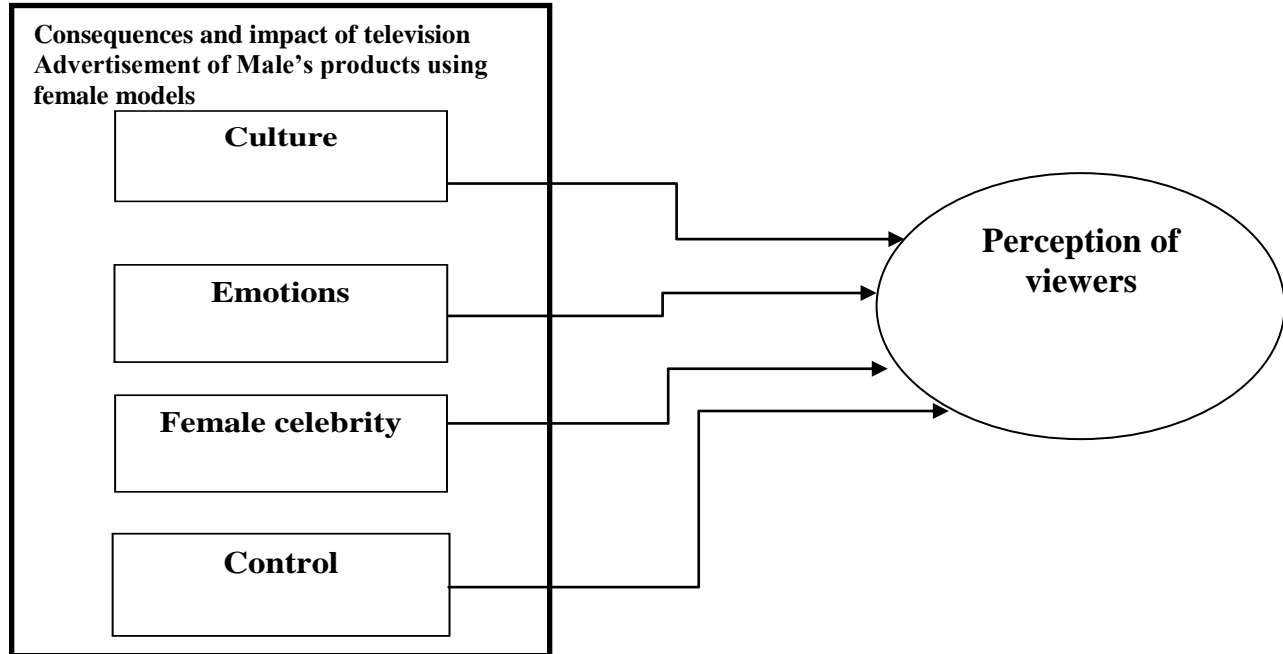


Figure 1: Theoretical Framework

2.8 Hypothesis statements

H1: Culture has strong impact on the perception of viewers about the ads of males' product in which females celebrity are used.

H2: Emotions has strong impact on the perception of viewers about the ads of males' product in which females celebrity are used.

H3: Female celebrity used in the ads of males' products has strong impact on the perception of viewers.

H4: Control has strong impact on the perception of viewers about the ads of males' product in which females celebrity are used.

3. Material and Method

3.1 Data collection method

To carry out our research, data collection was very important phase. For the purpose of data collection a questionnaire is designed carefully to specifically focus the research problem and objectives. First part of the questionnaire a brief introduction of research was given and also asks some demographic questions about age, gender, marital status, education and occupation. Age and gender are very important factors for our study from this we measure the age groups and

gender of viewers. Then the main part of the research was conducted to keeping in consideration the objectives and hypotheses framed in this research. 5- point Likert scale has been used to measured dependent variable perception of viewers' and independent variables culture, emotions, female celebrity and control ranging from 1 to 5 where 1 is coded as "strongly disagree" to 5 is coded as "strongly agree".

The researcher includes the questions and statements from different prior studies Usman et al. (2010), Ashill & Yavas (2005), Baker (2005), Khraim (2012), Nordén (2006), Al-Makaty, Tubergen, Whitlow, & Boyd (1996). There are seven items used to measure culture, four items for emotions, six items for female celebrity, and seven items for control.

3.2 Data Source

For data collection questionnaire survey was used to gain insight of the viewers' perception towards advertisement of males' products in which female models are portrayed. Data was collected from different government, semi government and private organizations, colleges, universities, businessmen and households. A total of 250 questionnaires were administered to potential respondents chosen from various areas of Attock, Wah Cantt, Rawalpindi and Islamabad. From 250 questionnaires, 231 were backed. In 231 questionnaires there were 13 with missing values, they were also remove from the study. The researcher was assuming that they were not interested in the survey that is why they don't provide complete information. The researcher assumes that they were not interested or pay attention in survey. The number of questionnaires included in study was 218. The response rate was 87.20%.

3.3 Data Analysis Tool

For data analysis SPSS 18 was used.

4.Results

4.1 Reliability statistics

All the variables were tested for the consistency reliability of the items within the variables by using Cronbach's alpha reliability analysis. Based on Table 3, the results indicated that the Cronbach's alpha for all the five variables were well above 0.70 as recommended by Cavana et al. (2001). Cronbach's alpha for the variables were 0.730 (culture), 0.747 (emotions), 0.715 (female celebrity), 0.746 (control) and 0.815 for Perception.

Table 1: Reliability statistics

Variable Name	No. of items	N	Cronbach's Alpha
Culture	7	30	0.730
Emotions	4	30	0.747
Female Celebrity	6	30	0.715
Control	7	30	0.746
Perception	18	30	0.815

4.2 Demographics Analysis

Table 2 summarized the demographic information of respondents.

Table 2: Demographics Analysis

Description	Frequency	Percent %
Gender		
Male	126	57.80
Female	92	42.20
Total	218	100.00
Age		
18-25	100	45.90
26-35	79	36.20
36-45	20	9.20
46-55	19	8.70
Total	218	100.00
Marital Status		
Married	73	33.50
Single	144	61.10
Others	1	0.50
Total	218	100.00

Educational Level		
Undergraduate	49	22.50
Graduate	104	47.70
Postgraduate	65	29.80
Total	218	100.00
Occupation		
Govt. Services	57	26.10
Semi Govt. Services	37	17.00
Private Services	15	6.90
Own Business	11	5.00
Student	98	45.00
Total	218	100.00

4.3 Results of main study

4.3.1 ANOVA Test

The research was about the perception of the viewers about those TV advertisements of males' products in which female celebrities are actively used. The researcher performs one way analysis of variance, ANOVA, to calculate the overall significance of the model.

The result of ANOVA test shows the impact of independent variables on the perception of viewers about males' products advertisements in which female celebrities used. Table 9 shows the direct impact of all independent variables that include culture, emotions, female celebrity and control has a significant impact (0.00) on perception of viewers towards those advertisements. The result shows that the model is overall significant.

Table 3: ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	14.097	4	3.524	36.755	.000 ^a
	Residual	20.423	213	.096		
	Total	34.520	217			

a. Predictors: (Constant), Culture, Emotions, Female Celebrity, Control

b. Dependent Variable: Perception

4.3.2 Regression analysis

Regression analysis was used for hypothesis testing; results were presented in table 4. To test the **H1**, Culture has strong impact on the perception of viewers about the ads of males' product in which females celebrity are used. The p value of the t-test ($p = 0.001$) for culture is less than the alpha value of 0.05, it shows its' significance. Therefore, the analysis examines that culture influence negatively to the perception of viewers about the males' products advertisements in which female celebrities were appears. The independent variable culture has Beta = -0.192 thatshows each unit change in culture change the perception of viewers (about the males' products advertisements in which female celebrities were appears) negatively -0.192 times.

To test the **H2**, Emotions has strong impact on the perception of viewers about the ads of males' product in which females celebrity are used. The p value of the t-test ($p = 0.026$) for emotions is less than the alpha value of 0.05, it shows its' significance. Therefore, the analysis examines that emotions influence negatively the perception of viewers about the males' products advertisements in which female celebrities were appears. The independent variable emotions has Beta =-0.116 that shows each unit change inemotions change the perception of viewers (about the males' products advertisements in which female celebrities were appears) negatively -0.116 times.

To test the **H3**, Female celebrity used in the ads of males' products has strong impact on the perception of viewers. The p value of the t-test ($p = 0.000$) for female celebrity was less than the alpha value of 0.05, it shows its' significance. Therefore, the analysis examines that female

celebrity has positively influence the perception of viewers about the males' products advertisements in which female celebrities were appears. The independent variable female celebrity has Beta =0.538 that shows each unit change infemale celebrity change the perception of viewers (about the males' products advertisements in which female celebrities were appears) positively 0.538 times.

To test the **H4**, Control has strong impact on the perception of viewers about the ads of males' product in which females celebrity are used. The p value of the t-test ($p = 0.001$) for control is less than the alpha value of 0.05, it shows its' significance. Therefore, the analysis examines that control influence positively the perception of viewers about the males' products advertisements in which female celebrities were appeared. The independent variable female celebrity has Beta =0.201 that shows each unit change infemale celebrity change the perception of viewers (about the males' products advertisements in which female celebrities were appears) positively 0.201times.

4.3.2.1 Residual Variance and R-square

Perception of viewers about the males' products advertisements in which female celebrities were used can be explained 40.8 percent by a combination of the various independent variables (R square = 0.408) which includes culture, emotions, female celebrity and control. Or in other word R square (40.8%), which means that the change in dependent variable (Perception) because of independent variable (Culture, Emotions, female Celebrity and Control) is 25.9%.

4.3.2.2 Interpreting the Correlation Coefficient R

Correlation coefficient R in regression analysis was 0.639, and β value was also positive, that shows that a positive relationship between dependent variable perception and independent variables culture, emotions, female celebrity and control.

Table 4: Result of regression analysis

Model	Unstandardized		Standardized	t	Sig.
	Coefficients		Coefficients		
1	B	Std. Error	Beta		
(Constant)	1.9634	0.252		7.806	0.000
Culture	-0.155	0.047	-0.192	-3.269	0.001
Emotions	-0.056	0.028	-0.116	-2.003	0.026
FC	0.335	0.038	0.538	8.892	0.000
Control	0.173	0.049	0.201	3.529	0.001

a. Dependent Variable: Perception

b. Predictors: (Constant), Culture, Emotions, Female Celebrity, Control

R= 63.9 R square = 40.8 Adjusted R Square = 39.7 F = 36.755 P value = 0.000

(P > 0.05)

The regression line is as follows,

$$\text{Perception of viewers} = 1.9634 - 0.192 \text{ Culture} - 0.116 \text{ Emotions} + 0.538 \text{ Female Celebrity} + 0.201 \text{ Control}$$

The values of un-standardized Beta coefficient among the independent variables ranged from the strongest relationship of 0.538 (between female celebrity and perception of viewers about males' products advertisements in which female celebrities used) to the weakest relationship of -0.116 (between emotions and perception of viewers about males' products advertisements in which female celebrities used). Female celebrity is the most important forerunner in affecting perception of viewers. Two other variables are control (0.201) and culture (-0.192).

5. Discussion

The results of cultural variable show that the respondents in Pakistan mostly they don't like the western females in Pakistani advertisements. They also agreed that advertisements presented on Pakistani TV don't match with cultural values of our country. Results also show that the culture is opening up and western culture deviate us from our cultural values and traditions. The Islamic culture doesn't allow the female celebrities appeared in males' products advertisements in these manners. All the items included in culture show higher mean values.

The ethical prospective of the result indicate that female students in Pakistan have a negative attitude towards moral prospective of TV commercials (Khattak and Khan, 2010). He also verified that female students admit TV commercials to be a cause of encouraging indecent values between the adolescence. This study also supports the previous research. He also shows that in Pakistan the attitude of female students towards TV commercial's social effect is negative effects on the public (Khattak and Khan, 2010). The study also supports the previous research findings.

This study found that culture influence negatively to the perception of viewers about the males' products advertisements in which female celebrities were appears. According to Khraim (2012), cultural values of a country have positive influence on consumer attitude towards advertising. But current research, findings contradict the extant literature. It shows that cultural values of our country do not support the female celebrities in the males' products advertisements.

The descriptive statistics shows the mean of first two items are high other items are moderate and low. The first item shows that the advertisements of males' products in which females appeared as models were mostly based on emotions rather than rationality. These female models were mostly used to hide the product weaknesses. Most of the respondents think that those products also damage the professional values at workplace. Very few respondents say that they allow any member of their family or relative that they work as female celebrity in ads.

The researchers explore that emotions influence negatively the perception of viewers about the males' products advertisements in which female celebrities were appears. According to Khraim (2012), emotions have positive influence on consumer attitude towards advertising. But current research, findings contradict the previous literature. It shows that the female celebrities in the males' products advertisements are created negative emotions in viewers those were not based on rationality.

Pakistani viewers, mostly female viewers think that it is wrong for females to perform in TV commercial on the background of Islamic culture. Most of the viewers doesn't familiar with the female celebrities who appeared in the males' product ads. The viewer's think that female celebrity endorse in males' products, they are not good fit for each other. Female celebrities appeared in these type of ads are not so much believable (Khattak and Khan, 2010). Results show that the female celebrities and their relatives are not the product users in which they appeared.

Khraim (2012) concluded that women appearance has no significance effect on male consumers' attitude in Jordan because that culture was purely Islamic and traditional. According to their

country values he explained that many respondents' opinion; women will not affect the male consumers. But current research, findings contradict the previous literature. It shows that the female celebrities in the males' products advertisements are heavily liked by the Pakistani viewers, specially the male viewers.

In his study Khraim (2012), found that control has positive impact on buyer attitude in the direction of TV commercials. He notices that control has a strong interpreter of overall attitude of consumer. He said advertisement must be regulated and controlled. Government should notice the advertising industry. Khattak and Khan (2010) concluded that viewers demanded that to block unethical TV ads which are harmful for society. Female college students in Pakistan required tough regulation and policies about advertisements. In their study (Wazir & Ezaz, 2012), suggest that the regulatory authority ban unethical advertisement, because both genders have negative attitude towards these TV commercials and advertised products.

Current research findings also support the previous literature. Currently in Pakistan censorship policy of TV commercials is not according to the standard. The viewers demanded a complete policy about the advertisement regulations, they restricts the advertising agencies to purify their advertisements before presenting on TV. It shows that the more control needed in the males' products advertisements in which female celebrities were used because mostly they expose their bodies and these ads are unethical.

6. Conclusion

Cultural values of Pakistan differ from Europe and USA, so the global advertising strategy does not work everywhere, because cultural values differ. The marketers must consider the perception and cultural values of local audience. Females presented in males' products advertisements are mostly presented in unethical ways and that will leads negative perception about ads as well as those brands.

These types of ads are frequently depends on emotional appeal in reality things are happen differently. The advertisers use female models to increase brand likeability and sales. The majority of the respondents understand that these types of ads based on unrealistic, deceiving, embellishing nature and strongly emphasis on emotions for opposite gender. Television advertisements force viewers for unwanted brands in Pakistan.

The advertisements of males' products in which females appears, most of the time they are not congruent. They must be congruent and matchup with each other. Female celebrities are mostly

use without purpose in males' product ads. Researchers suggested that to make effective ad it is highly recommended that celebrity and brand must be congruent. They conclude that an advertisement is said to be congruent if feature of target viewers, celebrity and brand advertised are matched.

Our results of study clearly show that viewers of such type of advertisements want to control unethical parts from them. They want a comprehensive regulatory policy to censor controversial ads. Researchers also conclude that consumers need a strong control on TV commercials in Pakistan.

6.1 Recommendations

Advertising agencies need to develop local ads for Pakistan; the global strategy for ads will be fail most of the times because culture and traditions differ. In the TV commercials marketers must focus on brands rather than female models.

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