

Advertisements and Target Audience in Kannada TV Channels- An Analytical Study

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Abstract:

The commercials are designed to give pleasure to the audience, since it is the association of the product with a pleasurable experience that forms the basis for much Indian advertising. Patriarchy, on the other hand, causes males and females to seek pleasure in distinct ways. Advertisers exploit the various deep-seated motives and fears associated with gender identity by portraying a diverse picture of men and women. The clichés that women do insignificant tasks and that a woman's place is in the home are among the stereotypes that are commonly used in advertising by the media. Cultural norms and socialization appears to play an influence in the nature and development of these role stereotypes. Masculinity or gender issues come under the purview of development. It plays a crucial role in formulating and implementing socio-economic-political and cultural developmental policies. Hence, when the discussion of Women's Empowerment crops up, it needs a more in-depth understanding as to why the inequality in our society still persists. The portrayal of masculine advertisements in TV channels predominantly affects the psyche of men and women alike. Therefore, it was felt that "Advertisements and Target Audience in Kannada TV Channels- An Analytical Study" of this nature would yield significant policy learning and generate valuable insights for improving the gender equality process. The Present study has used content analysis method to meet its objectives. The research aims to investigate and critically analyze various portrayals of men and women that were broadcast in Kannada TV Channels' advertising throughout the study period.

Keywords: Advertisements, Target Audience, Kannada, TV Channels, Gender, Masculinity.

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I. Introduction:

The commercials are designed to give pleasure to the audience, since it is the association of the product with a pleasurable experience that forms the basis for much Indian advertising. Patriarchy, on the other hand, causes males and females to seek pleasure in distinct ways. Advertisers exploit the various deep-seated motives and fears associated with gender identity by portraying a diverse picture of men and women. The clichés that women do insignificant tasks and that a woman's place is in the home are among the stereotypes that are commonly used in advertising by the media. Cultural norms and socialization appears to play an influence in the nature and development of these role stereotypes.

Sullivan and Connor (1988) found that "there has been a 60 percent increase in advertisements in which women are portrayed in purely decorative roles. They also claimed that the women's role in advertising is sexy and alluring. Exposure to advertisements employing stereotypical sex roles for women resulted in significantly lower perceptions of women's managerial abilities than exposure to advertisements depicting women in professional roles requiring such abilities."

As Vikram Doctor and Anvar Alikhan (1997) have said, "Advertising is essentially a thing to induce consumers to make people buy things they do not want." Unwittingly, a person who is influenced by marketing absorbs "Masculine" notions. Gender norms and conceptions are instilled in people by society, other social institution, and the media. Even though women have been achievers and are on equal with men in all spheres, misconceptions perpetuated by marketing weaken the position of women in society. Most commercials for men's product show women as "sex objects" invariably.

Advertising is accused of being deceptive since it sends consumers incorrect or exaggerated signals and praises materialism. Advertising might be claimed to be the most powerful socialization institution in modern culture. The content of advertisements is crucial in the creation of gender identity, as it is where consumer values are acquired. It also has an impact on children's and parent's relationship, since it creates unneeded requirements.

II. Review of Literature

Kathrin Karsay, Jörg Matthes, and Valerie Fröhlich (2020) “investigated the role of channel characteristics in gender role portrayals in television advertisements. Drawing on cultivation theory and social cognitive theory, we investigated six key variables in this line of research. We sampled a total of N = 1022 advertisements from four Austrian television channels: a public service channel, a commercial channel, and one commercial special interest channel for men and women, respectively. Their results replicate well-known stereotypic gender role portrayals prevalent in television advertisements. The public service channel and the private channel did not differentiate from each other about gender stereotyping. We found that a channel with a female target group aired advertisements containing the same or even amplified stereotypes compared to a male channel. The potential negative effects of stereotypic gender role portrayals in television advertisements are discussed.”

Namrata Sandhu (2018) “investigates the phenomenological impact of gender cues in advertisements on the perceived gender identity meanings of the advertized product. The study utilizes a randomly assigned participant’s design that exposes three separate groups of participants to differently gendered advertisements for the same product and captures the distinction in the participants’ construction of the gender identity meanings of the advertized product under experimental conditions. Results establish the significant influence of gender cues in advertisements on the perceived gender identity meanings of the advertized product. Results also underscore the difference in the perceptions of men and women under the same stimulus. Theoretical contributions and implications for marketers are discussed.”

Banerjee Shourini & Kakade Onkargouda (2016) have reported in their study on 14 Primetime TV Advertisements that they reflect a stereotyped image in which smelling and good-looking elevates a person's standing in society. They noted that the advertisements reinforced that it is important to transmit manliness or femininity through using body frames or by using particular items.

Das M (2011) “examined portrayals of men and women in Indian television commercials, selected in three different languages (English, Hindi, and Tamil) from four national, international, and regional channels in 2004 for the period of two weeks. Results indicated that, as against women, men were preferred by advertisers to portray central figures and their voice-over is dominated in most of the commercials, whereas women were mainly depicted in relationship roles to others. It may be noted that so far only a few studies have been conducted to understand the gender portrayals in Indian print and television advertising, that are again limited in terms of their scope. Only one study is conducted in the case of gender representation in television advertising in India.”

Dwivedy et. al. (2009) “examined the role portrayals of men and women that appeared in India's most popular general-interest magazines of the year 2006-07. Content analyses of 1,400 advertisements were carried out to identify the role portrayal patterns of male and female images appearing in contemporary Indian magazine advertisements. It was revealed that males and females are portrayed in traditional roles.”

Furnham (2010) “examined specifically at advertisements for food products in Britain. Studies have also found some sex differences in daytime and evening commercials with very clear and stereotypic differences in role, age, product appeal, and end product. Results revealed that during the daytime, female audience prefer a greater proportion of non-stereotypic female depictions. They noted that it would be particularly interesting to look at portrayals in fast food and confectionery products. Researchers found more evidence for sex-role stereotypes in Western-made advertisements as opposed to Chinese-made advertisements but overall relatively little evidence of sex-role stereotypes, The writers conclude that advertisements also differ from channel to channel. Sex roles are portrayed on channels clearly aimed at quite different audiences, such as shopping and cooking channels versus science, history, or geography channels.”

According to Ibroscheva (2007), who conducted a study on European television advertisements, just 21.6 percent of male voice-overs and 0 percent of female voice-overs find remarkable results.

III. Need for the study

Undoubtedly, the media has a huge impact on people, and it can be a powerful tool for advocating for gender equality and improving women’s current situation in society. Unfortunately, conventional images of women and their responsibilities in the society are reinforced by the media. As a result, media procedures must embark on a quest for social change through entertainment because they can speed up the process of social change through media production. Broad ethical content with more female roles should be promoted by media producers.

Masculinity or gender issues come under the purview of development. It plays a crucial role in formulating and implementing socio-economic-political and cultural developmental policies. Hence, when the discussion of Women's Empowerment crops up, it needs a more in-depth understanding as to why the inequality in our society still persists. The portrayal of masculine advertisements in TV channels predominantly affects the psyche of men and women alike. Therefore, it was felt that “Advertisements and Target Audience in Kannada

TV Channels- An Analytical Study” of this nature would yield significant policy learning and generate valuable insights for improving the gender equality process. Besides, there are not many serious research studies conducted in this area. Hence, with this advantage, the present investigation is conceived.

IV. Statement of the Problem

“Advertisements and Target Audience in Kannada TV Channels- An Analytical Study”

V. Objectives of the Study

- 1) To study the pattern of advertisements in Kannada TV Channels
- 2) To identify the categories of products in Advertisements
- 3) To trace the target audience in Kannada TV advertisements
- 4) To study the different products targeted which audience

VI. Methodology

i)Research design and Area of the study : The Present study has used content analysis method to meet its objectives. The research aims to investigate and critically analyze various portrayals of men and women that were broadcast in Kannada TV Channels’ advertising throughout the study period. To corroborate the findings and results, the study correlates man and woman with the codes using text analysis of commercials. The varied role depictions of men and women in Television advertisements were studied utilizing statistical approaches for data analysis and interpretation. The study has been carried out only for the Kannada TV Channels from the five genres-News, Entertainment, movies, music and sports. TV9 Kannada from News, Zee Kannada from entertainment, Udaya Movies from movies genre, Udaya Music from music channel and Star sports Kannada from sports. As per Television Rating Point (TRP) 2020, TV9 Kannada, Zee Kannada, Udaya Movies, Udaya Music and Start Sports Kannada is the top-rated ones.

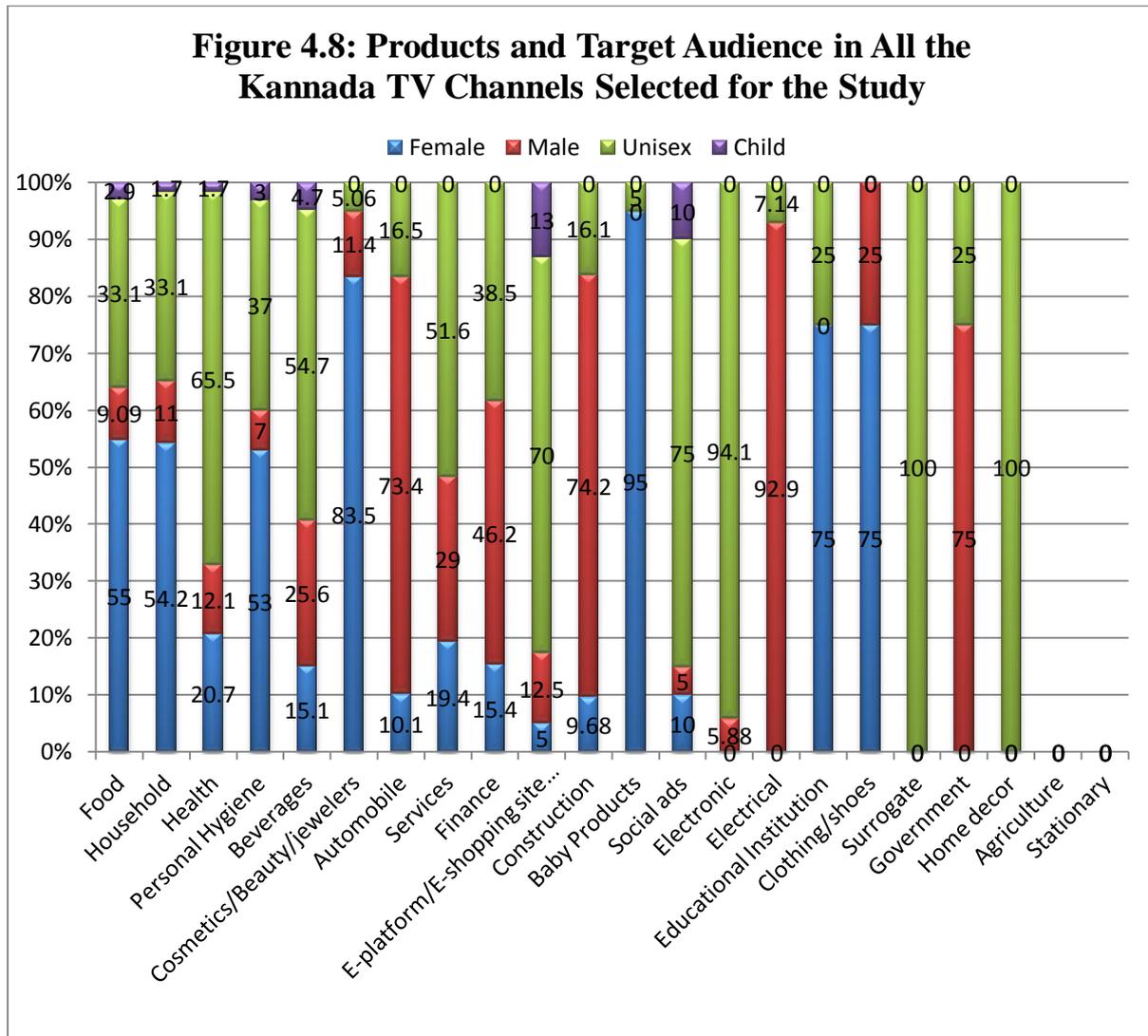
ii)Sampling of viewing dates: The dates for viewing the channels have been selected through Systematic Sampling technique. Each channel has been studied for 12 hours in a month for a period of six months. Date ranges from 1st July 2020 to 31st December 2020. A total of 368 hours (July= 62, August-62, September-60, October- 62, November-60, December- 62) have been studied for five channels from five genres. Advertisements have been viewed during the prime time of TV channels, i.e. from 8pm to 10pm as it has more number of viewers than any other slot in a day.

VII. Results and Discussion

**Table 4.8- Advertisements and Target Audience in All the Kannada TV Channels Selected for the Study
N=1098**

Sl No	Category of Products	Advts	Female	Male	Unisex	Child
1	Food	242	133 (55%)	22 (9.09%)	80 (33.1%)	7 (2.9%)
2	Household	118	64 (54.2%)	13 (11%)	39 (33.1%)	2 (1.7%)
3	Health	116	24 (20.7%)	14 (12.1%)	76 (65.5%)	2 (1.7%)
4	Personal Hygiene	100	53 (53%)	7 (7%)	37 (37%)	3 (3%)
5	Beverages	86	13 (15.1%)	22 (25.6%)	47 (54.7%)	4 (4.7%)
6	Cosmetics/Beauty/jewellers	79	66 (83.5%)	9 (11.4%)	4 (5.06%)	0 (0%)
7	Automobile	79	8 (10.1%)	58 (73.4%)	13 (16.5%)	0 (0%)
8	Services	62	12 (19.4%)	18 (29%)	32 (51.6%)	0 (0%)
9	Finance	52	8 (15.4%)	24 (46.2%)	20 (38.5%)	0 (0%)
10	E-platform/E-shopping site (Online)	40	2 (5%)	5 (12.5%)	28 (70%)	5 (13%)
11	Construction	31	3 (9.68%)	23 (74.2%)	5 (16.1%)	0 (0%)
12	Baby Products	20	19 (95%)	0 (0%)	1 (5%)	0 (0%)
13	Social ads	20	2 (10%)	1 (5%)	15 (75%)	2 (10%)
14	Electronic	17	0 (0%)	1 (5.88%)	16 (94.1%)	0 (0%)
15	Electrical	14	0 (0%)	13 (92.9%)	1 (7.14%)	0 (0%)
16	Educational Institution	8	6 (75%)	0 (0%)	2 (25%)	0 (0%)
17	Clothing/shoes	4	3 (75%)	1 (25%)	0 (0%)	0 (0%)

18	Surrogate	4	0 (0%)	0 (0%)	4 (100%)	0 (0%)
19	Government	4	0 (0%)	3 (75%)	1 (25%)	0 (0%)
20	Home decor	2	0 (0%)	0 (0%)	2 (100%)	0 (0%)
21	Agriculture	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)
22	Stationary	0 (0%)	0 (0%)	0 (0%)	0 (0%)	0 (0%)
	Total	1098	416	234	423	25



In the Table 4.8 and Figure 4.8 it can be observed that more than half of the food product advertisements telecasted in the five Kannada TV channels were targeted Female (55%; N=133) followed by Unisex 33.1 percent (N=80) and a meagre number towards the male audience which amounts to 9.09 percent (N=22). Adding to it, there were food product advertisements which were directed towards children only 2.9 percent (N=7).

From the above table, it is quite evident that it can be seen that food products were mostly targeted at a Female population. More advertisements in the kitty were aiming at women than their male counterparts. This can primarily be understood that food has always been considered the territory of a woman. However, it is a noticeable move from all the five Kannada TV channels that they aired fair number of advertisements on Food products which has the presence of both males and females.

Furthermore, Household products were aimed mostly at women (54.2%; N=64) followed by Unisex 33.1 percent (N=39) and a less number of advertisements targeting the male 11 percent (N=13). Children's 1.7 percent (N=2) presence also contributed to the household category advertisements, but on a very minimal scale.

From the figures discussed, it is clear that Household products are not only used by women but with the rise of the urban metrosexual men, the rise in the usage of such products by men has risen to a considerable extent. Yet, women are the target audience when it comes to advertisers concerning household ads.

Interestingly, a maximum number of Health products were predominantly targeted at Unisex 65.55 percent (N=76) followed by Female 20.7 percent (N=24) and few health ads targeted at Men 12.1% (N=14). Children were seen minimal 1.7 percent (N=2). From the above table, it is very much evident that Health products are targeted at a mixed population thereby trying to establish a gender balance environment, yet women are seen in the second position concerning advertisements telecasted on Health products.

From the study of advertisements of Personal Hygiene products were completely directed at Female (53%: N=53) followed by Unisex contributing 37 percent (N=37). Males accounted for a considerable 7 percent (N=7) and Children had a very less number of 3 percent (N=3). Personal Hygiene advertisements have targeted at Female population by creating gender disparity. The products ranged from toothpaste to handwash, hand sanitizer to other Personal Hygiene products.

Coming to the Beverages, beverage advertisements are targeting unisex with (54.7%: N=47) followed by male population contributing 25.6 percentages (N=22). Female accounted for a considerable 15.1 percentage (N=13) for beverage advertisement. Children had a fair number of 4.7 percentages (N=4). From the above data, it is evident that advertisement on beverages is targeted at a mixed population of male and female. When sexes were studied separately the male population had number beverage advertisements compared to the female population, interestingly children also had a considerable contribution.

Advertisements on cosmetics / Beauty / Jewellers predominantly aimed at the female population (83.5: N=66) followed by male 11.4 Percentage (N=9). Unisex 5.06 Percent (N=4) also had a fair number of advertisements on Cosmetics / Beauty / Jewellers, no presence of children found in the advertisement for above-mentioned category. All the five Kannada TV Channels clearly show that women are the primary consumers of Cosmetic / Beauty/jeweller products, thereby reinforcing the stereotypical portrayal of women in television advertisements. The ads range from Fairness cream, face wash to deodorants on Cosmetic / Beauty/jeweller product.

Automobile advertisements directing male population with (73.4%: N=58), followed by a mixed population of men and women at 16.5 Percent (N=13), Women 10.1 Percent (N=8) were found in moderate no of automobile advertisements. No Children's presence is seen in the advertisement for automobile products.

Thus, the Kannada TV Channels revealed that males are the primary consumers of automobile products, whereas women are also seen in fewer numbers as the product includes Scooty. The automobile ads range from gear bikes, stunt bikes to Cars.

Advertisement on services had unisex (51.6%: N=32) in the prime position, followed by male 29 percent (N=18). Womenfolk 19.4 percent (N=12) also accounts for a considerable scale, no presence of a child is found in the respective category.

Advertisement on services primarily focusing on mixed population. When sexes were studied independently, Male grabbed the higher position when compared to females. These results drawn show that disparity in the gender roles still prevailing in the advertisement for services. The ads on services range from Google pay, Phonepe, Byju's, Unacademy, and dream11.

Coming to the advertisement for finance, male population grabbed prime position (46.2%: N=24) in the table, followed by unisex 38.5 percent (N=20). Women accounted for a considerable 15.8 (N=8) in the respective category. Children have seen nil in the ads of finance.

Thus making it clear that advertisements no services in all the five Kannada TV channels are aiming at male folk. It is a noticeable move from the respective channels that they incorporated unisex and females in the ads related to finance. The ads range from Life insurance, to gold and other investments.

Advertisement on E-platform focusing unisex (70%: N=28) focusing on unisex (70%: N=28) Followed by male 12.5 percent (N=5). Surprisingly, children accounted for a considerable no of ads 13 percent (N=5) women 5 Percent (N=2) is less seen in ads on E- Platform.

From the above data, it can be observed that mixed population of male and female made justice to ads for shopping websites online services, etc. interestingly, channels move towards inclusion of children in such ads are remarkable. The ads on e-commerce range from Flipkart, myntra to Zomato.

Advertisement on construction predominantly aimed at male population (74.2%: N=23) followed by unisex 16.1 Percent (N=5). Women also found 9.6 Percent (N=3) women also found in fair no of an advertisement on construction, No presence of the children is seen in the respective ads.

From the above data, it is observed that all the five Kannada TV Channels focusing exclusively on the male population concerning advertisements aired on construction. It is a noticeable move from the channels that women are shown, at least in minuscule. The ads on construction range from Steel, Cement to pumps and pipes.

Advertisement on baby products exclusively focusing on women (95%: N=19) followed by unisex 5% percent (N=1) No occurrence of the male is found in the ads of baby products. From the data drawn, it is clear

that baby product advertisers are targeting women folk for the endorsement. This apparently exhibits the stereotypical role of women as caregivers and nurturers.

Approaching to social ads, a great majority of products grabbed by unisex population (75%: N=15) trailed by women and children 10 percent (N=2) together shared 2nd position in the table. Male 5 Percent (N=1) occupied 3rd position in the table. Since social ads are for the betterment of society and the nation. The respective Kannada TV channels tried to include both males and females in the advertisements of a social ad as both parties are equally responsible. Remarkably, children's presence in the social ad helps in inculcating good etiquettes among children, thereby creating awareness among the masses. Social ads range from COVID-19 guidelines, vaccination to Swach Bharath 2.0.

Similarly, the majority of Electronic advertisements are taken by Unisex (94.1%: N=16) shadowed by male 5.88 percent (N=1). There is no existence of Women and children at the table. Hence, it is obvious from the table 4.8 that the electronic advertisements were also endorsed to the unisex population. From the drawn, it is quite obvious that electronic goods are for the consumption of both males and females; hence the unisex contribute much to this category. The ads range from Vivo, Oppo, Xiaomi, iPhone to Samsung QLED 4k TV.

The study indicates that the electrical products contributed highest to the male population (92.9%: N=13) followed by unisex 7.14 Percent (N=1), No presence of women and children found in ads related to electrical products. Thus, it is claimed that advertisers exclusively focusing on male folk when it comes to the advertisements of electrical products. It is still a passive image that women are nowhere highlighted in electrical ads. The ads range from wires and cables, polycab green wires to syska LED.

On the other hand, advertisement educational institution primarily focusing on females (75%: N=6) Followed by a mixed population of 25 percent (N=2) in the table. No male and no children were found in the ads related to the educational institution. Hence, it is fairly notable that ads on educational institutions targeting the women population, which is again a bias towards gender.

Approaching to an advertisement on clothing and shoes, products prominently objected at women (75%: N=2) Followed by men 25 percent (N=1) and together men and women are not seen in ads on clothing and shoes and children also found nil. Shockingly, footwear brands also targeting women to a greater extent. The product ranges from footwear, undergarments, and women's clothing.

All the Advertisements of surrogates focused on the utterly Unisex population (100%: N=4) in the table. No Male or female appeared independently in the respective advertisements. Surrogate product means the products which are banned. The products range from pan masala, Elaichi to alcohol products.

In the study of advertisement for government male population (75%: N=3) occupied the top position in the table followed by Unisex 25 percent (N=1), no presence of female and children found in government ads. Hence, it can be claimed that government ads are focusing on the male population.

The Unisex (100%: N=2) population has wholly reserved the category of home décor advertisements and no presence of male, female and children found in the above-mentioned category. Thus, advertisement clarifying it for the nation that home is not only the sole responsibility of women but also the men. The products range from mattresses to sofas.

It is noticeable that none of the channels have telecasted a single advertisement on Stationary and Agriculture products during the study.

VIII. Conclusion

The study specifically found that the pattern of advertisements directed at Unisex with a total number of 423 depicts all the five Kannada TV Channels are trying to establish a gender-neutral world. Women are seen in the second-highest position (N=416) where she appeared mostly in the ads related to food, cosmetics, beauty, personal hygiene, and household, whereas male numbered 234 is seen in ads related to Automobile, Finance, and construction. This data represents that TV advertisements still portray Stereotyping and glorifying the masculine ideals. On the other hand, Female is still being represented as the responsibility of household activities. The present study findings are agreeing with Munshi (1998) and Gupta & Jain (1998). These two scholars have reaffirmed through their study that women are depicted as traditional and stereotypical in television advertisements.

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