

## Abuse of women in Indian advertisement

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Indian Advertising industry is a talking business today. It has evolved from a small scale business to a full-fledged industry. It has emerged as one of the major industries and tertiary sectors and has broadened its horizons be it the creative aspect, the capital involved or the personnel employed. Indian advertising industry in a very little time has carved a niche for itself and placed itself on global map. It handles both national and international with which definitely there is no looking back and to win accolades from all over the world.

But when you grow you also have shadows which make something dark. The growth of Indian advertising industry has made the women segment darker. Studies indicate that women are generally portrayed in ads as homemakers, dependent on men and sex objects while men are portrayed in ads as dominant, authoritative figures. Abuse of women in India advertisement has been a major ethical and social issue. There are several advertisements in which marketers insist the ad-makers to portray women in such ads when there was no need to present them. There might be some conceptual reason behind taking them in such advertisement, but such display of negative image of women has created an issue in society.

The research paper focuses and discusses this issue and try to analyze the impact of certain things on society. To have more insight the authors have also done the primary survey to find out public views and opinions regarding the role portrayals of women and its influence on different factors like, product sales, attractiveness and visibility of the advertisement, etc. For research, questionnaire is used for the data collection, the sampling area is Ahmedabad city (deemed Metro city) and the sample size is 200. The respondents will be male and female between the age of 15 to 50.

**Key words:** Advertising industry, Role of women, Media and culture, Advertising and business.

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