

## Women Driving Change: Insights into Gender Roles in Social Advertisements

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### Abstract

Despite significant socio-economic progress and increased awareness of gender equality, advertising continues to reflect a complex interplay of traditional stereotypes and emerging empowered identities. The research integrates theoretical insights from prior literature with empirical analysis to explore how women are represented and perceived in contemporary media. This study examines the evolving portrayal of women in social advertisements in India and analyses audience perceptions of these changing gender roles.

Using Exploratory Factor Analysis (EFA), four key dimensions of women's portrayal were identified: Traditional Role, Transitional Role, Influential Role, and Progressive Role. The results indicate a gradual shift from conventional depictions of women as dependent homemakers toward more dynamic representations as decision-makers, leaders, and agents of social change. Among these, the Influential Role emerged as the most dominant, highlighting women's growing impact on family and societal transformation.

Further statistical analysis using the Kruskal-Wallis test reveals that gender and educational qualification significantly influence audience perception, whereas social class shows no significant impact. Age demonstrates partial influence, particularly in shaping perceptions of influential and progressive roles. These findings suggest that while societal acceptance of changing gender roles is increasing, variations persist across demographic groups.

The study concludes that social advertising plays a crucial role in reshaping societal attitudes by promoting empowered and realistic portrayals of women. While traditional stereotypes have not entirely disappeared, the emergence of progressive narratives indicates a positive shift. Ultimately, the research underscores the potential of media as a catalyst for gender equality, emphasizing the need for more authentic and inclusive representations of women in advertising.

**Keywords:** Women Representation, Social Advertising, Gender Roles, Gender Equality, Perception

## Introduction

With the progression of modern society, the role and status of women have seen a dramatic transformation. Once confined to household responsibilities, women are now stepping into diverse fields and challenging long-standing gender stereotypes. Advertising, which reflects societal values and norms, is gradually beginning to acknowledge this shift. Technological advancements and growing awareness have empowered women to redefine their identities not only as caretakers but also as independent individuals contributing to all spheres of life. However, despite these societal advancements, advertisements often lag behind in accurately portraying these evolving dynamics. Instead of celebrating progress, many continue to reinforce traditional roles, depicting women as subordinate or secondary.

In contemporary India, even with constitutional guarantees of gender equality, cultural perceptions are still largely influenced by patriarchal mindsets. These conservative attitudes persist despite increased access to education, industrialization, globalization, and the rise of feminist discourse. These societal changes have reshaped Indian femininity, presenting women as more self-reliant, goal-oriented, and socially aware. In this context, social advertising—particularly non-commercial campaigns—can be instrumental in promoting empowered portrayals of women and fostering societal change.

Advertising is a public message aimed at promoting products, services, or ideas through various media—print, electronic, or digital. Beyond its commercial purpose, advertising influences cultural ideals, dreams, lifestyles, and unfortunately, continues to perpetuate stereotypes.

Women have consistently been featured in advertisements. However, their portrayal has often remained stagnant, entrenched in traditional stereotypes. In the 1980s, Indian advertisements commonly depicted women as homemakers—nurturing families and managing domestic chores. While society has progressed and the discourse on gender equality has gained traction, advertising still frequently leans on outdated images. Though some campaigns highlight women as empowered and independent, others reinforce unrealistic standards of

beauty—portraying women as tall, slim, and fair—or relegate them to domestic or ornamental roles designed to appeal to male audiences.

These portrayals have significant implications. They can undermine women's self-worth and shape how men perceive them. Research indicates that exposure to the so-called "ideal" female body in advertisements contributes to body dissatisfaction, increased preoccupation with appearance, and can even trigger disorders among female viewers (Grau & Zotos, 2016). Studies further show that even brief exposure—just 30 minutes—can distort women's perceptions of their bodies, leading to unhealthy self-evaluation (Myers, Biocca, & A., 1992).

The portrayal of women in media has long been a mirror reflecting society's prevailing gender norms and expectations.

In Indian advertising, women are typically shown in roles emphasizing physical appearance or familial duties—such as daughters, wives, and mothers. Even when portrayed as professionals, they are usually associated with products like cosmetics, jewellery, or hygiene items, rather than high-value sectors such as real estate or automobiles. Moreover, some advertisements unnecessarily sexualize women, making viewers—especially in family settings—uncomfortable. Interestingly, audiences tend to prefer more relatable, average-looking women in advertisements over overly thin models (Das & Sharma, 2016). Khan and Khalid (2019): in their study on social awareness ads in South Asia, found that campaigns challenging gender norms (e.g., encouraging girls' education or gender equality) significantly impacted public attitudes.

Age bias is another notable issue. Older women are scarcely represented in advertisements, whereas older men are more commonly featured. This contributes to an unrealistic standard in which women are expected to be eternally youthful and attractive, sidelining ordinary, middle-aged women and reinforcing harmful gender roles. Furthermore, studies suggest that male spokespersons appear more frequently in advertisements and tend to be more memorable to viewers than their female counterparts (Peirce & McBride, 1999). These trends shape public

expectations about women's appearances, behavior, and societal roles (Stern, 2009).

Globalization, while offering new opportunities for women, also brings new challenges. Media portrayals of women are often shaped by commercial motives, favoring the interests of producers rather than reflecting consumer realities. Women, despite being a vital part of society, remain vulnerable to objectification and stereotyping in media. As Pallavi (2017) notes, the media has a responsibility to present authentic, empowering images of women and to contribute to their social advancement.

Positive portrayals—depicting women as strong, confident, and career-focused—can have a powerful real-world impact by inspiring women to believe in themselves. On the other hand, objectifying portrayals reinforce unattainable beauty standards, foster insecurity, and diminish women's sense of self-worth (Kordrostami, 2017). The media holds significant potential to challenge gender stereotypes and to promote narratives centered around women's rights, achievements, and diverse identities. Goel & Kumar (2015) advocate for more realistic portrayals in advertisements, television programs, and public discourse to build self-esteem among women and drive national development. Echoing Swami Vivekananda's words—“A nation which doesn't respect women will never become great”—they stress that societal progress hinges on the empowerment of women, beginning with the stories we tell.

A historical example of shifting narratives can be found in early 20th-century automobile advertising. In 1923, Cadillac's Type 61 campaign featured a modern woman—stylish, youthful, and independent—symbolizing the ideal of "American womanhood" (Rabinovitch-Fox, 2016). Such portrayals marked a departure from traditional roles and indicated a broader cultural shift, showcasing the potential of media to influence and reshape the perception of women's roles in society.

Some examples of the social advertisements that explain the changing role of women can be witnessed in Acid Attack Survivor Campaign – “Beauty of Courage” that is created to Support for acid attack survivors and a fight against gender-based violence and the depiction of

Survivors in confident careers with defying societal judgments encourages resilience with a notion “I am more than my scars.” and scars can't keep me aloof from the change which is needed in the societal norms . Another social advt. example pf Proctor & Gamble named Like a Girl” Campaign is a step to Empower young girls and redefines what it means to do things “like a girl

By analyzing past research and examining current trends, this paper provides insights into how women are driving change—not just within the frame of the advertisement, but in the broader cultural narrative.

## Review of Literature

The portrayal of women in social advertisements has evolved significantly over the decades, moving from traditional, often stereotypical roles to more empowering and multifaceted roles.

This shift reflects broader societal changes in gender norms and the increasing visibility of women as agents of change. Elsamni (2024) explores how brand storytelling in advertising can challenge stereotypes and promote gender equality through qualitative analysis of two campaigns: Allianz Classics (2015) from Germany and Badya Stories (2022) from Egypt. Allianz Classics successfully challenged traditional gender roles in professions and domestic responsibilities by portraying men and women in non-traditional roles. Early studies on gender representation in media highlighted how women were predominantly shown in passive, domestic roles (Courtney & Whipple, 1983). These portrayals reinforced traditional gender norms and limited the perception of women's capabilities in the public and professional spheres. Goffman's (1976) seminal work also discussed how visual cues in advertisements subtly communicated dominance, subservience, and objectification of women.

However, more recent research indicates a growing trend towards progressive representation. According to a study by Das (2011), social advertisements, especially those promoting public health, education, and empowerment, have begun to showcase women as decision-makers and community leaders. These narratives challenge patriarchal structures and serve as tools for gender sensitization.

Suman & Sharma (2024) emphasised on advertising contribution to norms and increasing consciousness among youth for more diverse and realistic presentations of gender roles in the media. Eirini (2020) revealed portrayal of women in advertising, uncovering both long standing stereotypes and emerging shifts. Traditionally, women were shown in domestic, often limiting roles whereas recent advertisements aim to be more empowering and subtle forms of stereotyping still persist. Concepts like femvertising and dadvertising are reshaping narratives, though not without criticism specially around the commercialization of empowerment. The researcher emphasizes the need for modern research tools that reflect today's complex gender identities and calls attention to how blurred media boundaries complicate our understanding of advertising messages.

The psychological effects of advertising on women's self-concept (Dai et al. 2025) considers how traditional advertising, femvertising and new media affect outcomes such as body image, self-esteem and gender role attitudes. It indicates that traditional advertisements still reinforce unhealthy stereotypes, perpetuating body dissatisfaction and self-objectification is now amplified by ever present digital visibility. Femvertising has the potential to make a positive contribution, but only when it is experienced as real. The research highlights the shifting nature of advertising impact, prompting the need for new theory and encouraging future cross-cultural, longitudinal research.

The influence of feminist media theory has been instrumental in reshaping these portrayals. Gill (2007) argues that contemporary media has witnessed a shift from objectification to "subjectification," where women are portrayed as autonomous and self-determined, though not without contradictions. In the context of social advertising, this can manifest through campaigns that highlight women's empowerment while still adhering to aesthetic ideals rooted in gender norms.

Campaigns like India's "Beti Bachao Beti Padhao" and Ariel's "Share the Load" have been widely studied for their role in challenging gender stereotypes. These campaigns not only depict women as capable and resilient but also place responsibility on men to break gendered expectations

(Kumar, 2019; Singh & Joshi, 2021). They use emotional storytelling and relatable scenarios to encourage societal change, positioning women as central figures in the narrative of progress.

Negm (2024) investigates the impact of women empowerment and gender-stereotypical advertising on consumer attitudes and purchase intentions. Women empowerment ads significantly impact brand attitude among women but not their purchase intent, and have no effect on men. Both ad types shape perceptions of gender roles. The study offers valuable insights for advertisers in masculine cultures to craft more effective, gender-conscious marketing strategies that resonate across audiences.

Gupta & Arora (2023) focused on the historical and cultural representation of women in advertising, especially in Indian and global television commercials. While traditional gender roles persist, evolving societal norms have led to more diverse portrayals, with women increasingly shown in professional roles. Indian ads often reflect strong family values and cultural influences like Hinduism, resulting in fewer depictions of women as sexual objects compared to Western ads. However, women are still sometimes portrayed ornamentally. The paper highlights a lack of recent research on Indian TV ads and stresses the need for culturally specific studies to better understand gender representation.

Tripathi et al. (2022) examine how sociocultural shifts, including increased education and economic development, affect the creative representation of women in advertisements. As women's social position becomes better, they increasingly opt out of decorative, objectified representations and instead choose empowered representation. With reference to self-congruence theory, the research contends that marketers respond to these changes by modifying advertisement content to align with women's changing self-image. Examining two decades worth of TV commercials in five product categories in an emerging nation, the research identifies that empowered depictions have risen but principally in product categories where women have purchasing power. This points to a qualified shift in advertising practices.

Despite these advancements, research shows that the shift in roles of women in social advertisements is uneven. Women from marginalized communities are still underrepresented, and their portrayals often lack depth and authenticity (Banaji, 2011). Furthermore, advertising tends to celebrate individual success stories rather than advocating for structural changes needed to achieve gender equality.

### Data analysis

Exploratory Factor Analysis has been used to explore factors from variables to establish theoretical constructs through the grouping of items with high inter-correlated values to explore the gender roles of women in social advertisements. From the factor loadings, the researcher assesses the relationship strength of every variable to the underlying factor so that an effective analytical model can be developed for further statistical analysis to describe the

variables and estimate the values of model construct.

### Table: List of variables included in the questionnaire

The factor extraction of the factors governing the role of women in social advertisements was conducted to find the underlying dimensions of the dataset. Kaiser–Meyer–Olkin (KMO) and Bartlett's Test of Sphericity were conducted to measure the appropriateness of the data. The KMO measure value of 0.879 shows a high sampling adequacy, thus ensuring the suitability of the data for factor analysis. Additionally, the high significant value of Bartlett's Test of Sphericity confirms the existence of enough correlations between variables for effective factor extraction. Principal Component Analysis (PCA) was used to extract the factors, and then Varimax rotation to improve the interpretability of the factor structure.

**Table: KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.879
Bartlett's Test of Sphericity	Approx. Chi-Square	6340.451
	df	760
	Sig.	.000

Total 20 variables were used in the study. Four factors were extracted from these, which together explained 48.998 percent of the total variance. Communality values for all the variables were more than 0.6, which shows that a very high proportion of variance was explained by the extracted factors for every variable under consideration in the analysis.

**Table: Factor Analysis of the Items about the perception of the Respondents regarding the Portrayal of Women in Non-commercial Television Advertisements with their Factor Loadings**

Label	Items	Factors with their Loadings				Total factor loading
		Traditional Role	Transitional Role	Influential Role	Progressive Role	
6	The depiction of women as the care taker of family	0.879	-	-	-	3.813
18	The social pressure of living as a nurturer and care taker	0.836	-	-	-	
8	No participation in family decisions	0.753	-	-	-	
16	The media and television advertisements do not portray women as career oriented	0.765	-	-	-	
10	All advertisements portray women as subordinate to men	0.580	-	-	-	

Label	Items	Factors with their Loadings				Total factor loading
		Traditional Role	Transitional Role	Influential Role	Progressive Role	
10	All advertisements portray women as subordinate to men	0.580	-	-	-	3.431
19	The portrayal of women in advertisements shows she is more or less dependent on men	-	0.863	-	-	
17	The advertisements always show that women is having less authority than men	-	0.764	-	-	
7	women is always portrayed as she can do anything if given a chance to do	-	0.661	-	-	
9	The women is not an object but he has her own aspirations	-	0.591	-	-	
11	Women chooses a profession by the decision of her family	-	0.552	-	-	4.230
2	Women can mark a big difference if she has an opportunity.	-	-	0.776	-	
20	Women can influence the family and society if she is empowered	-	-	0.753	-	
15	Advertisements depict women as social change agent	-	-	0.652	-	
14	Social advertisements can change the mindset of people	-	-	0.524	-	
12	Bold and beautiful women are considered for creating the advertisements	-	-	0.515	-	
4	different aspects of women can change the thinking and it can be followed by others	-	-	0.501	-	2.357
13	Women portrayed in advertisements can transform the viewers	-	-	0.509	-	
5	women are not dependent on men for making decisions	-	-	-	0.898	
3	social justice can act as a catalyst in progression	-	-	-	0.849	
1	gender equality and freedom to take decesions can revolutionize their existence	-	-	-	0.610	

The factor loadings, as seen in the above table, reflect the association between observed variables and the newly formed factors.

Out of the 20 items, five loaded on both the first and second factors, seven on the third, and the last three on the fourth. These factors were then named as Traditional Role, Transitional Role, Influential Role, and Progressive Role, respectively.

### Factor Description

**Traditional Role:** The first factor has a total factor loading of 3.813 including five variables which represents the traditional portrayal of women as dependent homemakers, whose primary role is to cater to the needs of the family, with their lives confined within domestic boundaries. Women under this construct are perceived as subordinate to

men, lacking autonomy or aspirations for a personal career. Such a role reflects a conservative outlook, where women are denied the right to make independent decisions. It is labelled as Traditional Role, as it embodies the persistence of traditional societal norms, restricted rights for women, and deeply rooted gender stereotypes.

**Transitional Role:** The next factor consists of five variables with a cumulative factor loading of 3.431. The shared characteristics among these variables depicts the changing role of women from subordinate to prominent, reflecting a societal structure dominated by male authority where women are portrayed as lacking the power to voice their opinions, make choices, or exercise control over their own lives—an image often reinforced through media and advertising.

Despite these limitations, the factor also highlights a transitional phase, where women are permitted to pursue a career, but only with the approval of the family. This signifies a partial departure from traditional domestic roles, marking the early stages of women's professional engagement. Consequently, this factor has been labelled as Transitional Role, as it captures the beginning of women's involvement in the workforce, albeit within socially imposed constraints.

**Influential Role:** The third factor comprises seven variables and holds the highest cumulative factor loading of 4.230. This factor captures a significant shift in the portrayal of women, highlighting a transformation in how their identity and agency are represented. Advertisements associated with this factor present women as empowered individuals who assert their choices and are no longer confined by traditional expectations. Women are portrayed as strong, confident, and even superior to men in various aspects, including physical appearance, personal appeal, and responsibility in achieving success.

This portrayal positions women as agents of social change—individuals who redefine their own identities while positively influencing their families and the broader society. Accordingly, this factor is named the Influential Role, as it reflects the emergence of women from conventional, restrictive roles into dynamic, self-assured figures. This role challenges long-standing norms and stereotypes, promoting gender equality and contributing to the dismantling of gender disparity, inequality, and related

societal misconceptions.

**Progressive Role:** The last factor includes three statements and has a cumulative factor loading of 2.357. It represents a set of variables that portray women as independent individual with the autonomy to make decisions regarding both their personal and professional lives. Such role depictions are often observed in non-commercial advertisements, where women are shown exercising freedom of choice and participating actively in socio-economic and political domains.

These portrayals highlight women's access to education, property rights, professional opportunities, and equal standing in marriage—emphasizing their empowerment through legal and societal recognition. Accordingly, the factor is named the Progressive Role, reflecting a strong and self-assured image of women who not only shape their own lives but also contribute to transforming societal norms. This role embodies a vision of women as confident, capable, and empowered individuals driving meaningful change.

**Objective:** To study the perception of respondents towards changing gender roles in social advertisements

**Ho:** Gender has no significant impact on the perception of respondents towards changing role of women in social advertisements

**Ha:** Gender has significant impact on the perception of respondents towards changing role of women in social advertisements

**Table: Kruskal Wallis test**

Dependent Variable	Independent Variable	N=1000	Mean Rank	Chi square Value	P value (Sig)
	Gender				
Traditional Role	Male	500	253.2	54.562	.000
	Female	500	53.81		
Transformational Role	Male	500	326.72	66.246	.000
	Female	500	361.41		
Influential Role	Male	500	229.6	42.642	.000
	Female	500	198.77		
Progressive Role	Male	500	265.85	49.563	.000
	Female	500	237.89		

**Interpretation:** Kruskal Wallis test is applied to study the impact of socio demographic variables on the perception towards changing role of women in social advertisements.

The test results shown in the above table reveals that the perceptual difference among the group regarding the changing role of women is significant at 95% level of significance. As the P value is less than 0.05 the null hypothesis for this variable is rejected and it is concluded

that gender has no impact on the perception of respondents towards changing role of women in social advertisements.

Ho: Age has no significant impact on the perception of respondents towards changing role of women in social advertisements

Ha: Age has significant impact on the perception of respondents towards changing role of women in social advertisements

Dependent Variable	Independent Variable	N=1000	Mean Rank	Chi square Value	P value (Sig)
	Age Group				
Traditional Role	Less than 20 Years	284	244.02	20.663	.000
	20-30 Years	502	352.65		
	30-40 Years	180	213.57		
	More than 40 Years	34	205.01		
Transformational Role	Less than 20 Years	284	301.06	32.676	.000
	20-30 Years	502	285.89		
	30-40 Years	180	222.07		
	More than 40 Years	34	262.76		
Influential Role	Less than 20 Years	284	257.69	9.441	0.074
	20-30 Years	502	247.75		
	30-40 Years	180	169.44		
	More than 40 Years	34	221.77		
Progressive Role	Less than 20 Years	284	221.36	8.315	0.079
	20-30 Years	502	205.53		
	30-40 Years	180	236.24		
	More than 40 Years	34	241.65		

**Interpretation:** The results of the Kruskal Wallis test shows that the hypothesis is partly rejected and partly accepted. We can say that there is no significant difference in perception among respondents towards changing role of women in social advertisements

The null hypothesis is rejected for traditional and transformational role i.e. age is not impacting these roles but the null hypothesis for influential and progressive role is accepted as the value of P is more than 0.05 at 95% level of significance. It can be interpreted that Age has no

significant impact on the perception of respondents towards influential and progressive changing role of women in social advertisements

Ho: Educational Qualification has no significant impact on the perception of respondents towards changing role of women in social advertisements

Ha: Educational Qualification has significant impact on the perception of respondents towards changing role of women in social advertisements

Dependent Variable	Independent Variable	N=1000	Mean Rank	Chi square Value	P value (Sig)
	Educational Qualification				
Traditional Role	Illiterate	257	216.74	32.767	0.000
	Primary	204	182.43		
	Below Metric	132	196.34		
	Metric	218	242.44		
	Graduate	135	301.75		
	Post Graduate	54	212.09		
Transformational Role	Illiterate	257	205.04	30.764	0.000
	Primary	204	218.23		
	Below Metric	132	275.62		
	Metric	218	215.63		
	Graduate	135	231.75		
	Post Graduate	54	284.07		
Influential Role	Illiterate	257	163.25	47.838	0.000
	Primary	204	198.77		
	Below Metric	132	206.06		
	Metric	218	257.49		
	Graduate	135	269.09		
	Post Graduate	54	242.48		
Progressive Role	Illiterate	257	167.73	42.468	0.000
	Primary	204	204.98		
	Below Metric	132	312.26		
	Metric	218	269.14		
	Graduate	135	147.58		
	Post Graduate	54	171.29		

**Interpretation:** The respondents are grouped into 5 categories on the basis of their educational qualification to study the impact on perception of the respondents towards changing role of women in social advertisements

The above table shows the result of the Kruskal wallis test which reveals the statistically significant difference among the six groups on the basis of their educational level towards changing role of women in social advertisements as the value of P is less than 0.05 at 95% level of significance.

Thus, the null hypothesis is rejected for all the four roles portrayed by women.

To study the impact of changing role of women in social advertisements on the socio-economic status of women

**Ho:** the changing role of women in social advertisements has no dependability on her social class

**Ha:** the changing role of women in social advertisements has dependability on her social class

Dependent Variable	Independent Variable	N=1000	Mean Rank	Chi square Value	P value (Sig)
	Social status				
Traditional Role	Upper Class	276	221.69	7.046	0.064
	Middle Class	511	286.35		
	Lower Class	213	211.31		
Transformational Role	Upper Class	276	166.52	6.669	0.056
	Middle Class	511	138.98		
	Lower Class	213	160.12		
Influential Role	Upper Class	276	224.58	8.066	0.077
	Middle Class	511	275.67		
	Lower Class	213	244.62		
Progressive Role	Upper Class	276	142.53	9.034	0.073
	Middle Class	511	175.64		
	Lower Class	213	182.45		

Interpretation: Since the P value for all the roles defined is more than 0.05 at 95 % level of the null hypothesis is accepted which shows that the changing role of women in social advertisements has no dependability on her social class grouped into three upper, middle and lower class. Thus, we can conclude that the difference is insignificant and women of each class have an equal opportunity to be a part of the changing role of women in social advertisements.

### Findings & Conclusion

As modern society evolved, women's roles have seen a big drastic change. No longer restricted to conventional roles, women are venturing into various fields, defying traditional gender roles. Advertising, as an offshoot of societal morals and values, is slowly reflecting this shift. With developments in technology and societal awareness, women have gained the strength to redefine their roles—personal and professional alike—shifting from helplessness to autonomy. Even with these changes advertisements have generally fallen behind in representing these changing dynamics accurately and sometimes perpetuated outdated stereotypes by portraying women as subordinate or passive. In modern-day India, while constitutional guarantees provide women equal rights, social perceptions remain entrenched in patriarchy. This conservative way of thinking continues despite improvements in education, industrialization, globalization, and the emergence of

feminist movements. These advances have helped redefine the image of Indian femininity—more independent, more ambitious, and more socially active. Social advertising, particularly non-commercial television commercials, has an important part to play in projecting this change. Such commercials tend to promote awareness and social reform by depicting women in strong roles.

The research shows that gender and educational level of respondents is having similar perception towards changing role of women in social advertisements but age wise the perception differs for the two factors identified namely influential and progressive role as people with varied agegroups have different perception towards these two roles defined. The study supported the assumption that changing role of women in social advertisements has no dependability on her social class. All women irrespective of their social status are observing a change in their roles and identity which is a clear sign of change in the depiction of Gender Roles in Social Advertisements.

This research investigated how women are being portrayed in non-commercial TV commercials and what the audience makes of these representations.

It highlighted four major gender role representations: traditional, transformational, influential and progressive. Of these, the transformational and influential role was prominent, picturing women as agents of change and leaders within the family and society. With globalization

promoting cultural exchange and broader access to media, Indian women increasingly find the motivation to educate themselves, seek careers, and become independent. While progress is evident, full social acceptance continues to evolve. Non-commercial adverts are found to be effective in shaping rural attitudes and encouraging gender equality, rendering them valuable weapons in the quest to create a more inclusive and progressive society.

Traditional gender stereotypes are still present but have been increasingly challenged. The changing empowered women portrayals in social ads can lead to attitude shifts, especially when tied to education, economic independence, and leadership. Ultimately, women in social advertisements are not just symbols—they are storytellers and change agents, redefining gender roles and inspiring a more equitable society.

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