

**PERCEPTIONS OF CONSUMERS ON EFFECT OF REPRESENTATION OF
WOMEN IN ADVERTISEMENTS ON THEIR PURCHASING BEHAVIOUR:
A STUDY OF FIVE SUPERMARKETS IN ELDORET TOWN, KENYA.**

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**A THESIS SUBMITTED IN PARTIAL FULFILLMENT OF THE
REQUIREMENTS FOR THE AWARD OF THE DEGREE OF MASTER OF
SCIENCE IN COMMUNICATION AND JOURNALISM IN THE
DEPARTMENT OF COMMUNICATION STUDIES, SCHOOL OF HUMAN
RESOURCE DEVELOPMENT, MOI UNIVERSITY**

2015

DECLARATION

DECLARATION BY CANDIDATE

I hereby declare that this thesis is my own work and has never been submitted in any other university or otherwise for the award of any Degree. No part of this thesis may be produced without the prior written permission of the author and / or Moi University.

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DEDICATION

TO GOD.

When all ways seemed to be dark paths, you shone your light.

MOM, DAD, RUTH AND JONATHAN

Though the journey seemed difficult, you were always there to uplift my spirit.

And my great friend

DENNIS WASWA

Thank you for constantly giving that push that I needed to finish this work and the many lessons you taught me. You are an ideal 'personal assistant'.

ABSTRACT

With the increase of consumer goods in the market, there is bound to be high competition with each manufacturing company trying to edge out their competitors. This has made such companies to go to great extents in trying to make their products sell. Manufacturers have no other way of making their products known to their prospective customers except through advertising. In some of the advertisements, women are represented with a sexual connotation. In relation to this, this study examined the perceptions of consumers on effect of representation of women in advertisements on their purchase behaviour. This study used Friestad and Wright's Persuasion Knowledge model, and Muzafer's e.t. al. social judgement theory. Specifically, the study aimed at answering the following questions: 1. What are consumers' perceptions on the use of sexual images of women in advertisements? 2. How do the consumers perceive representation of women in comparison to representation of men in advertisements? 3. What are the consumers' perceptions on the effect of the representation of women in advertisements on their purchase behaviour? This study made use of the qualitative approach on 21 respondents from five different supermarkets in Eldoret town. These study findings suggest that representation of women in a sexual manner demeans women; wrong messages are sent, are disrespectful and as a result, consumers would not want to associate with products advertised in such a manner. Sexual representation in advertisements is acceptable if the sexual representation has relevance to the product being advertised. It recommends that advertising tactics be used with consumers' needs, motivation, culture, and religion in mind. Further it recommends observance to the consumer protection Act 2012 and lastly recommends classification of advertisements with sexual content or absolute stop. The study suggests a look into other trends that are featured in advertising and also find out which methods to use on particular products and finally why people purchase products of their preference.

ACKNOWLEDGEMENT

Choosing of Moi University's Master of Science in Communication and Journalism was a challenging decision with all options lying bare in Universities that seemed 'better'. In the years I studied here, I faced many challenges that made me not regret my choice. Lectures at times turned into 'friendly meetings' and my insistence on this graduate course paid off handsomely. Arriving at this particular topic for study was equally very challenging. Prof. Khaemba Ongeti's vast experience in the field of research help is much appreciated. I never knew I would find a friend who would work with me every step of this long journey. Thank you so much Prof. Ongeti for believing in me.

I am sincerely appreciative of the amount of dedication and guidance given to me by Dr. Masibo, Dr. Ong'ondo and Dr. Mulwo in getting the best of this work. I would like to thank my parents for making my dream come true and believing in me and constantly encouraging me to forge ahead despite a multitude of challenges. Your persistence assured me of your great love.

To my siblings Ruth and Jonathan, thank you for always supporting me and giving me a reason to work an extra mile. God bless you.

And finally my friends and colleagues: Dennis and family, Andrew, Paul, Lusweti and Edith, thank you for your support and inspiration. God bless you abundantly.

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OPERATIONAL DEFINITION OF KEY TERMS

Advertising : Advertising is an institutional model of communication that is deeply rooted in daily interests and enables consumers and buyers to locate and compare brands and to understand distinctions and innovations among proliferating product offerings and entices us to the products and services.

Advertisement: This is any notice, as printed display in a newspaper, a short film on Television, announcement on radio that is designed to sell goods and services, or publicize an event.

Representation: The description or portrayal of someone or something in a particular way.

Consumer behaviour: Consumer behaviour is what people do as consumers as they seek to live their lives including exchanging some things for value products or services that satisfy their needs. It is the activities people undertake when obtaining, consuming and disposing products and services.

Purchase behaviour: This is the consumers' attempt to evaluate a product through direct use.

Fetishism: The turning of human beings into sexual objects.

Objectification: The turning of human being into objects/ tools

CHAPTER ONE

INTRODUCTION TO THE STUDY

1.1 Introduction

This section will deal with the salient features of the study in summary. It is inclusive of the following: background to the problem, statement of the problem, objectives of the study, research questions, significance of the study, the scope and limitations of the study, and finally the theoretical framework.

1.2. Background to the study

Advertising has evolved over time and today it has become a facilitator of exchange of meaning. Branding has meaning attached to advertisements to the extent that rather than buying a product for its face value, consumers are further compelled to purchase it in the belief that they are buying into a particular image or lifestyle. The display of advertisements with photographs of nude or semi-nude women is commonplace today. Sometimes when it is difficult to promote goods and service, manufacturers use images that will make their potential consumers at least pay attention to it even if they will not buy the product or service. Nudity is used as a marketing tool. This kind of marketing is done with a wide range of goods including vehicles, bags, perfume, chocolate, soft drinks to mention but a few. The incessant repetition of sexually toned feminine images in advertisements normalizes the notion of women as objects. The reduction of a woman into a sexual object is referred to as fetishism (Hall,1997). This is a stereotypical practice of representation that is considered irrelevant or out-dated.

Beyond increasing sales, advertising has several enormous benefits which need to constantly be reinforced with prospects and current clients. The following are the reasons why people should advertise: building awareness, reaching new customers, holding onto existing customers, continuity, competition from rival companies, it has good returns and finally to maintain a healthy and positive image to consumers. Advertisers go into great lengths in making the products they advertise well known to different audiences. This includes the use of nude or semi-nude images of women in the advertisements.

As the next generation blossoms, it grows amidst sexualized stereotypical marketing. The media, (both print and electronic) uses the sexual symbols to promote the sales of a given product for example *Nivea vitalizing* lotion where a male individual gets the attention of a beautiful lady as a result of using *nivea* lotion. *Cocacola* also displays the advert of a woman taking the drink in a certain position that has a sexual connotation. The print media specifically magazines display naked or sexually attractive women to promote themselves for example *pulse* magazine on the Friday Standard newspaper will always have the sexualised image of a young lady. Never has the *pulse* magazine used a male for its top cover. Others include *HM* and *G* magazines. Other products include *nice* and *lovely* in which a lady is seen applying the lotion and the doorbell rings signifying time to dress. Other products seen advertised in a sexual manner include *fresh fry* cooking oil, *cocoa butter* body lotion.

Sex is used to promote economic growth whether marketing miniskirts or beauty soaps (Reichert, 2003). It is used by manufacturing companies and the media for example to exploit the attention of people to make money for themselves. However

the advertisers apparently aren't considering the stereotypes created as a result of this kind of portrayal.

Advertising companies and manufacturers know how to market to the intended audiences. In looking at advertisements on the *Nivea* for men lotion for example, it is not only the young men viewing the advertisement. Young women see it too. Further people from different religious and cultural set-ups come across these advertisements. Over the last few decades, manufacturers and the media have been upping their "game" in advertising using the sexual symbol. This implies that the woman has been turned into a thing/ object. The turning of human beings into sexual objects is referred to as fetishism.

Sexual representation in advertising is the use of sexual or erotic imagery (also called the sex appeal) in advertising to draw interests to a particular product for the purpose of selling. A feature of sexual representation is the imagery used such as that of a pretty naked woman that typically has no connection to the product being advertised. The purpose of imagery is to attract attention to the potential customer or user.

Sexual representation has been employed in advertising since the beginning of advertising (Reichert, 2003). Earlier, wood carvings and illustrations of attractive women adorned posters, signs and advertisements for saloons. In several notable cases, the use of sexual images in advertisements has been acclaimed as the reason for increased consumer interest and sales. The sexual symbol in advertising builds on the premise that people are curious about sexuality and that experience in marketing has

been that sexual representation sells products irrespective of the stereotype it promotes.

Sexual representation can have biological, emotional/physical effects. The biological aspect refers to the reproductive mechanism as well as the basic biological drive that exists in all species which is hormonally controlled. The emotional or physical aspect of sexuality refers to the bond that exists between individuals and is usually expressed through profound feelings or physical manifestations of emotions of love, trust and caring.

When sexual representation occurs in advertisements, certain values and attitudes towards sex are sold along with the product. The message may be that the use of a certain product will make the user more attractive to the opposite sex for example an advert on *Nivea* for men lotion, *Dettol* skincare soap etc. Historically advertising has used women in erotic roles more often than men (Reichert,2003).

Images of pretty women often appear in advertisements even without connection to the product being sold. The question arising is: What are consumers' perceptions on the sexual representation of women in advertisements?? In most of these advertisements, it is the man who is attracted. How do consumers perceive representation of women in comparison to representation of men in advertisements? Further, what are the consumers' perceptions on the effect of representation of women in advertisements on their purchase behaviour? The paucity in available literature points to the need for research in order to create a wider body of literature for future studies to be done.

Much of the study that has been done locally has not touched on whether the use of this feminine representation actually has influence in purchase. It is not known whether the feminine toned advertisements sell products and services especially in a society where sexual matters are taboo to be openly addressed. The society is filled with advertisements that the consumers find it difficult to make sense of the advertisements. In an article about the nude depiction of a famous radio presenter and television host advertising a product (Daily Nation Tuesday October 2013), a *Nation* newspaper columnist says that ‘that the presenters image was seen on billboards located strategically at road junctions and along busy highways, clearly visible even to non- target customers. She further asks if the Kenyan market is ready for such blatant advertisements.

1.3. Statement of the problem

Despite the rapid change of the women’s role in society, the women in advertisements are seen in roles that in today’s society might seem out-dated. Beauty is a universal part of human experience; it provokes pleasure, rivets attention and impels actions that help ensure survival of genes (Etcoff, 1999). A fascinating facet of gender socialization is the emphasis in our culture on women’s attractiveness. Clothing, hair styling, beauty aids, perfumes, special diets, exercise, and fitness aids cost uncountable hours and vast amounts of money. The women’s role forms only half of the commercially choreographed intercourse between the sexes; women agonizing every detail of their appearance and men yearning and vying for the most beautiful playmate they can get. What perception does this representation elicit on gender owing to the fact that both genders are involved in purchase of different items? In most of the advertisements, women only appear in a majority of household items

while men are seen in 'big item' advertisements. Evidently there is gender stereotyping where women are sexually represented in nude and semi-nude advertisement photographs while men are represented having decorum and smartly dressed.

Various experiments have empirically shown the influence of physical attractiveness on our lives, both as individual and as part of a society; its impact is obvious by the amounts of money spent on cosmetics and plastic surgery. Yet, the face of beauty, something we can recognize in an instant, is still difficult to formulate. Over the centuries, the common notion in this area of research has been that beauty lies 'in the eye of the beholder,' that individual attraction is not predictable beyond our knowledge of a person's particular culture, historical era or personal history. The secretary general of the consumer federation of Kenya (Cofek) had received numerous complaints regarding two advertisements in which the information and images was sexually explicit. Despite the fact that the society has transformed, some marketing companies still use stereotypical messages in their advertisements.

With this in view, there is need to put the practice of advertising according to the norms and practice as stipulated by the consumer protection Act. In doing this, the study will explore recent blatant representation of women in advertisements in Kenya. It will explore perceptions of consumers on the representation of women, women in comparison to men and the effect of representation on consumers' purchase behaviour.

1.4. Research questions

1. What are consumers' perceptions on the sexual representation of women in advertisements?
2. How do the consumers perceive representation of women in comparison to representation of men in advertisements?
3. What are the consumers' perceptions on the effect of the representation of women in advertisements on their purchase behaviour?

1.5 Scope of the study

With the increase of consumer goods in the market, manufacturers have stepped up in trying to make their products sell. This is as a result of high competition among manufacturers who try to edge out one another so as to achieve the highest sales. The modes in which the manufacturers advertise their products include the use of photographs that represent women stereotypical roles. Manufacturers expect that there would be change in that there would be preference of certain goods and services over others. In their perception, whoever brings awareness in the best possible way stands out to edge out others.

The study was carried out in an urban setting. This is because much of advertising targets the urban population. This was done between August 2010 and August 2011 and involved 21 shoppers from five different supermarkets in Eldoret town. Semi-structured interviews, unstructured observation and document analysis were conducted.

1.6. Limitations of the study

It is inevitable for any study to have limitations. This study was a multiple case study and in such studies, respondents come from a particular region and therefore the results may not be generalized to entire population of consumers in other urban centres/ towns/ cities.

Interviews were administered. The study used open ended questions and though it is a tool especially in exploratory studies, some of the questions had to be translated to Swahili to yield more responses. The use of a recorder in recording the interviews made some shy away from using the device and some opted to write there would be responses.

Little has been done on this particular study. The study has therefore established a base on which other related studies can be done.

1.7. Justification of the study

The study set out to examine the perceptions of consumers on effect of representation of women in advertisements in their purchase behaviour. Women feature in most advertisements. Manufacturers always try to find ways in which their products will sell through different campaigns. Whenever they meet an obstacle in their campaigns, their marketing departments will always be innovative to overcome the obstacles. First, the study set out to find out consumers perceptions on sexual representation of women in advertisements. The society is made up of people with different beliefs and customs that have influence on their opinion on various matters. Opinions can be shaped by culture and religion of a people.

Secondly, the study sought to find out how consumers perceive representation of women in the advertisements in comparison to representation of men. It is usually assumed that men do most of purchases because of their role of provision; however women turn out to be bigger purchasers and are popularly referred to as 'impulse' buyers. A woman can buy what she sees another woman wearing or using because it is natural for women to appear beautiful. This therefore means that using the image of a woman in an advertisement would not make sense to a woman because women are attracted to men.

Thirdly, the study sought to find the consumers perceptions on the effect of the representation of women in advertisements on their purchase behaviour.

1.8. Significance of the Study

In advertising, the most sought after quality is attractiveness. Women are perceived to be attractive. This is the reason as to why advertisers and manufacturing industries will insist on using women to market their products. Majority of advertisers will look out for beautiful ladies and the following attributes are considered as beauty in a lady; small chin, full lips, high cheekbones, narrow nose and small face (Reichert 2003). For a woman this ideal means having beauty, elegance, passivity and good domestic ability and for a man ideal means being tough, rough and ready, competitive and business minded. Sitting in the 21st century however, it would seem to many, that these ideals are no longer essential in gaining acceptance into society although they may still be prevalent. Today, women are frequently self-reliant and career focused whereas men may feel they have a right to self-expression and self-indulgence, to love and to be loved. (Reichert, 2003).

Despite these changes, advertisers still use old stereotypes like women's passivity and domestic responsibility. The use of attractive images has been used by many manufacturing companies and various media have employed this use of attractive images to sell their products.

The researcher hopes that this study would establish effectiveness in using sexually attractive images of women in advertisements. Further this study would bring into perspective the fact that the stereotypes held on women with regard to roles and responsibilities maybe out-dated.

This study serves as a reference for manufacturers and marketers in their endeavour to make their goods and services sell.

1.9. Summary

In this chapter, I have given an overview of the concept of the sexual representation of feminine images in advertisements and how this has evolved over time. The sexual representation of women has been the source of debates and discussions in the media; I highlighted the reasons why this study is important in view of the emancipation campaigns going on the entire world over against stereotypes held with regard to the female gender. The findings of this research will help lay the basis of for future studies in the field of advertising and also add literature in the practice of advertising.

In the next chapter, I will be discussing knowledge in the field of advertising and also establish a gap that this study will bridge.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

In this chapter, a review of literature related to the study is done. This chapter will begin by situating the topic of study within communication. It will then define the key concepts used in this research. Further, I will discuss advertising, consumer behaviour, gender representation in advertisements and the effect of the sexual representation of women and men in advertisements. I will also discuss the relevant theories used in this study, review of previous research and the rationale for the study based on literature review. The chapter will end with a brief summary of key points from the literature review.

2.2. The key concepts

2.2.1. Advertising

Advertising is an institutional model of communication that is deeply rooted in daily interests and enables consumers and buyers to locate and compare brands and to understand distinctions and innovations among proliferating product offerings and entices us to the products and services.

Advertising presents the most persuasive possible selling message. The emphasis is on selling whether it is through informing or educating or even entertaining. Without advertising, it is impossible to sell anything, be it a product or service. Advertising helps in building up of market education (Jefkins, 2005). Information and education

means making people aware of an available product or service and where to access them. This is normally the first step in advertising. Because of similar product in the market, advertisers will not just inform but also entertain. In some cases, informing and educating of products is done in an entertaining manner in order to appeal to customers. There are a number of appeals used as discussed later in this study.

2.2.2. Representation

This is the description or portrayal of someone or something in a particular way. There are several ways in which human beings can be represented. These include, racial representation, heroic representation, sexual representation and objectification. Racial representation for example began during the slavery period when the Africans were seen differently in the eyes of his master. Representations are based on stereotypes for example the image of a black youth in Great Britain was that of a mugger or rioter. The black men resort to 'toughness' as a defensive response to the prior aggression and violence that characterizes the way black communities were policed. Subsequently, advertisements have reflected these racialised stereotypes. (Mercer and Julien, 1994).

Gilman, 1985 brings out how the African woman was represented during the slave period. A South African Boer took a woman by the name Sarah to England. This woman's physique attracted many and she was exhibited regularly in London and Paris. In her 'performances' she was produced on a raised stage like a wild beast. Her bottom was the main feature of attraction and people crudely said that she carries her fortune behind her. She became known, represented and observed through polarised, binary oppositions. She was primitive and was compared to wild beasts. She was

further subjected to reductionism-a strategy applied to the representation of women's bodies. These were seen in advertisements and some of which we see in advertisements today. . Advertisement text contains dominant and well known characteristics of the reality. Therefore stereotypes are very often used in the commercials as one of the most popular techniques of persuasion. However, they describe specific groups in relation to the whole regardless of individual differences.

Perhaps at this stage, its important to note that representation in advertisements is made clearer by looking at the work of the linguist Ferdinand de Saussure. The development of mass communications confers particular relevance today upon the vast field of signifying media (Fiske, 1968). It is true that objects, images and patterns of behaviour can signify and do so, on a large scale. When there is a visual substance for example, the meaning is confirmed by being duplicated in a linguistic message (which happens in the case of the cinema, advertising, comic strips, press photography). The elements of semiology that the study seeks to clarify in relation to sexual representation of women in advertisements are in Saussurean terminology; the Signified and the Signifier.

In linguistics, the nature of the signified has given rise to discussions which have centred chiefly on its degree of 'reality'. These discussions emphasise the fact that the signified is not a 'thing' but a mental representation of the 'thing'. Saussure has marked the mental nature of the signified by calling it a concept for example the signified of the word ox is not the animal ox but a mental image. In advertising, the use of the captions that accompany the advertising photographs do not imply the thing but a mental image (the meaning conveyed) for example in a nivea advertisement

where there is a woman and the product, the caption is 'what men want'. The signified is the mental image that is implied and in this case, it's the woman.

According to Saussure, the signifier is the form that a sign takes whether it is a sound or image. Signifiers need not to be confined to words but can include any system of representation including drawings, traffic lights, images to mention but a few. The signifier and the signified together form the sign. In the case of this study, the signifier is the image in advertisements (the woman) in the advertisement photograph.

2.2.3. Consumer behaviour.

Consumer behaviour is what people do as consumers as they seek to live their lives including exchanging some things for value products or services that satisfy their needs. It is the activities people undertake when obtaining, consuming and disposing products and services. Obtaining means, the consumer has actually looked for the product and purchased it. New products are obtained as a result of awareness campaigns by advertisers. Consuming is the actual use of the product or service. This happens after the consumer is convinced that the product will serve its purpose as seen in the advertisement. Varey, 2000, says that marketers offer products and services so that consumers will buy from them thus satisfying consumer needs for money which in turn satisfies their own needs. Consumer behaviour is drawn from several disciplines as discussed later.

2.3 Situating the study within communication studies

This study is about advertising defined as an institutional model of communication that is deeply rooted in daily interests and has continued to contribute to the

reproduction of the social conditions and values of a mode of living and a social system. It enables consumers and buyers to locate and compare brands and to understand distinctions and innovations among proliferating product offerings. Thus advertising has a pivotal role in helping to inform purchase decisions. (Varey, 2002). This study is situated in the field of communication studies as described below.

2.3.1. The field of Communication studies

Communication studies entail the study of communication. This study defines communication as the process by which people arrive at shared meanings through the interchange of messages. (Rubin, Rubin and Piele, 2005).

The study is situated within the field of communication studies. This field is divided into the following broad areas, that is, human communication-(interpersonal and intrapersonal communication), group communication and mass communication. Advertising falls under mass communication. Mass communication is the process by which a person, group of people, or large organisation creates a message and transmits it through some type of medium to a large, anonymous, heterogeneous audience. (Campbell et. al 2008).

This study encompasses gender vs. communication and advertising.

2.3.2 Advertising as a Discipline

Advertising is an institutional model of communication that is deeply rooted in daily interests and has continued to contribute to the reproduction of the social conditions and values of a mode of living and a social system. It enables consumers and buyers to locate and compare brands and to understand distinctions and innovations among

proliferating product offerings. Thus advertising has a pivotal role in helping to inform purchase decisions. (Varey, 2002).

Today advertising has a social role in connecting persons with products and images of wellbeing reaching into our personal concerns about personal identity, interpersonal relationships, happiness, affluence, stereotypes, sex roles, cultural traditions, persuasion, personal autonomy and the role of business in society. Advertising is not simply a conveyor of information and persuasive messages; it is a massive and pervasive industry, afforded great prominence in our lives that provides social communication. Today much of people's communication of attitudes, expectations and sense of identity is about and through objects (consumer products). Varey (2002).

Advertising is the art of making commodities communicate with people. (Dichter, 1960). Arguably, much advertising entices us to 'come and get me' but ignores the other part of the bargain, the obligation to pay. (Gabriel and Lang, 1995). Blithe (2000) has distinguished advertising that is wanted by consumers because it is useful to them (sought advertising) from advertisers effort to attract attention (unsought advertising). He suggests that classified advertising helps people to find the products they want whereas display advertisements distract in order to attract. Leis et.al 1986 say the original informational role gave way to product image, brand name and packaging that gave special qualities by means of symbolic relationships.

There are several things that advertising agencies consider in enticing their would-be customers. The following are the criteria for advertising: representation and stereotyping, human psychology, human needs and target audience. (Hall, 1997; Chunawalla et. al 2000; Belch and Belch 1995; Reichert, 2003).

2.3.2.1 Representation and stereotyping in advertising

The description or portrayal of someone or something in a particular way is referred to as representation. A stereotype is an image, idea or character that has become fixed or standardized in a conventional form without individuality (and is therefore perhaps false) (Oxford dictionary). Stereotyping reduces people to a few simple, essential characteristics, which are represented as fixed by nature. (Hall, 1997).

In the advertisements seen, women have been presented in sexual ways. This may be as a result of a stereotype held for a long time that may be obsolete with the age of communication where roles and responsibilities have changed and therefore certain stereotypes are invalid.

Stereotyping is a central factor in representation. Dyer (1977) posits that human beings are always making sense of things in terms of wide categories. He says that we come to know something about a person by thinking of the roles which he/she performs; is he/she a parent, child, a worker, a lover, boss or an old age pensioner. We assign him or her to the membership of different groups according to class, gender, age group, nationality, race, linguistic group, sexual preference and so on. Our picture of who the person 'is' is built out of the information we accumulate from positioning him/her within these different orders of typification. Stereotypes therefore hold the few, simple, vivid, memorable easily grasped and widely recognized characteristics about a person reduce everything about the person to those traits, exaggerate and simplify them and fix them without change or development to eternity and therefore stereotyping reduces, essentializes, naturalizes and fixes 'difference'.

There is no doubt that mass media mould opinion, thinking attitudes and behaviour. All media have greater reach among men than women but what catches the attention of feminists and other concerned people is the unrealistic negative portrayal of women in this media.

Mass media give coverage to women and their issues but damage done to women is more than the help offered to them. The role of the media in the development of women and enhancement of their status in the society is very depressing. Mass media have been powerful agents of social influence but they have not been effective in portraying women in meaningful, respectable and positive manner. In 1978, a major study by UNESCO on the portrayal of women in the mass media globally was consistently poor with very little improvement today. The study confirmed that there was a sense of underrepresentation of women in the upper cadres of all media organisations and the average woman earns less than her male counterparts.

The mass media representation of women is contradictory to reality. This does not mean that mass media are expected to represent reality. (Joshi 1991) points out that consistently and systematically, women are being exploited to the advantage of men's self esteem. According to her, one important reason is that production, direction and other facets are controlled by men and decision making levels dominated by men.

When space and coverage to women's issues has increased the sex role stereotypes as well as sexual exploitation of women's bodies particularly on television, films and advertisements has persisted. The media play an important role in propagating and perpetuating values of inequality between the sexes. The following are characteristics of the images of women projected in the media:

- A woman's place is in the home

- The most important valuable asset of a woman is her physical beauty.
- A woman's energies and intellect must be directed to finding the right man and keep him.
- Women are dependent, coy and submissive; they are subjected to humiliations and stay quiet even to the physical violence inflicted on them.
- The good woman is the traditional housewife, longsuffering, pious and submissive. The modern woman who asserts herself and her independence is undesirable and can never bring happiness to anybody nor find happiness herself.
- Women are women's worst enemies.
- The working woman is the undesirable exception who must be brought into the marriage fold and submit to the prevalent norms of the society.

The advertising industry as a whole has been subject to controversy over the ethics of propagating factual veracity of its contents, sex and gender portrayals, aesthetic values and its fall out on society. (Sharda Prasad in Dyer, 1982). Women are featured in television commercials as most solicited customers and as instruments of persuasion. Women in commercials are also shown in relation to domestic work. In reality, women's role is changing in the society but advertisements show them basically as a housewife by showing them in advertisements of gas, pressure cookers, grinders, washing and bathing soaps, kitchen appliances, ready-to-make food packets etc. The housewife is shown in a glamorised role. Young girls in advertisements are shown mostly beautifying themselves trying to catch male attention. This negatively enhances her image in society. Advertisements of cosmetics give an excuse to exploit the women's body and sell a false belief. The woman's body is used as a medium to

display goods for example fabrics. The texture of the fabric is being equated with the sensuality of the women's body. Beauty is equated with glamour ignoring the qualitative aspects like intelligence; maturity and wisdom which means are used for selling even when they are not required for the product such as showing cream or shaving blade or cologne.

Working women in advertisements are shown holding lower jobs such as typist, receptionist or a secretary to a male boss. In most of the advertisements men are shown as reassuring authorities and dispensers of expert advices while women are shown as looking up to male advice. In today's society, women's roles have changed and in many organisations, it is women whose advice is sought after because there is a belief that what men can do, women can do better.

The print media shows colourful advertisements on glossy pages. These advertisements also reflect the similar trend on emphasising sexuality of women and greater emphasis on women's body and beauty.

Sethi 1997 classified images of women in advertisements as follows:

- Beautiful object sexual being and exchangeable with an object
- Stereotype wife mother or house keeper.
- Working woman but dependent.
- Women as receptive to male authority and advice.

Besides consumer goods, advertisements sell us something in providing us with a structure in which we and those goods are interchangeable; they are selling us ourselves. Not only do advertisements sell goods and services; they are commodities themselves,' the most ubiquitous form in which we encounter is commercial photography' (Williamson J. in Dyer, 1982). It is important to note the stereotypes as

represented in advertisements may not be valid because gender roles have changed. The women are no longer passive, dependent as seen in much of the advertisements today.

2.3.2.2 Human psychology as a factor in representation.

Manufacturers and the media in general use psychology in their practice of advertising. Advertisers have to know who the consumers are, why they behave in the manner they do, the influences on their behaviour and how they can use the influences and exploit them to their favour. There are roles played by people in the context of human behaviour for example:

- a) Initiator: He/she determines that some need or want is unfulfilled.
- b) Influence: One who willingly/unwillingly influences the decision to buy/purchase or use of the product.
- c) Buyer: One who actually makes the purchase.
- d) User: one who actually uses/consumes the product.

Consumer behaviour here means a decision process and physical activity of making a purchase. The mental activity maybe complex and can happen over a period of time or maybe quick and simple. The consumers as a first step recognizes his unfulfilled need or want which leads to information search and evaluation. (Chunawalla et al; 2000: 93).

A vast amount of time, money and energy go into the creative work of developing advertising appeals, influence either rationally or irrationally, the prospects' purchase decisions. For this reason, they take the help of varying product features or attributes

in their advertising appeals. These appeals maybe product oriented or consumer oriented.

The use of 'psychological warfare' and its effects on consumers can be seen in its most horrifying extension in the use of motivational research by many advertising agencies. Motivational research was developed to probe people's unconscious sales resistance. (Packard, 1970).

Depth interviews, projective tests and 'living laboratories' were techniques developed to uncover a person's hidden anxieties and insecurities, guilt feelings or secret desires. Armed with such knowledge, the advertisers have transposed MR revelations into deceptively simple or outrageous advertisements. One classic advertising campaign for example based on this type of research was a series of advertisements for a make of a car which presented the sports car as the personification of a man's mistress and the saloon car as the wife. (Dyer, 1982). Volvo cars are considered the most reliable vehicles and in fact some of the safest in the world but the low purchases made are attributed to its block shape that makes it unattractive. Recently the manufacturers have had to make their models curvy to increase their attractiveness. It is assumed that the men are the purchasers of such vehicles. The purchase of a curvy car is attributed to winning the heart of a beautiful woman. Naturally women should be attracted to men. Why aren't advertisers using men to advertise products that women would be attracted to?

2.3.2.3 Human needs as a factor in representation

Product and services are offered by a marketer to satisfy one need or another. In most cases needs are well known, but sometimes it is the marketer who creates consumer demand. Ultimately all advertising appeals are created for the purpose of activating human needs and wants and showing how the advertised brand can satisfy those needs and wants. It's difficult at times to arrive at the right human needs or wants which would be the basis for advertising appeals (Chunawalla et.al., 2000). There are some generally accepted standard lists of need structure which provide some guideline to the marketer for developing advertising appeals i.e. the one given by A.H. Maslow's. It states 5 levels: Physiological (Hunger, thirst, sex) biological needs, Safety (security/protection), Love (attention/belongingness), Esteem (self- respect, prestige, social approval, achievement) and Self-actualization (self-fulfilment, self-experience).

Maslow states that each higher need dominates the organism as the lower ones become satisfied or nearly (sufficiently) satisfied. A person who has basically satisfied his physiological and safety needs will become concerned about satisfaction of progressively higher needs for example: (love, self- esteem, and self-actualization).

It is difficult to ignore the psychoanalytic approach in furthering our understanding of consumer behaviour. These insights can often be used as a basis for advertising messages aimed at buyers deeply rooted feelings, hopes, aspirations and fears. These strategies are often more effective than rationally based appeals. Some advertising agencies have used motivation research to gain further insights into how consumers

think. Buyers are sometimes motivated by symbolic as well as functional drives in their purchase decisions (Belch and Belch, 1995).

Advertising creates artificial needs. We all have needs and desires beyond food, clothing and shelter in a free society. People can choose the degree to which they indulge their desires, needs and fantasies. Some people crave material possessions, others desire less material and more cultural or spiritual enhancement in their lives (Arens and Boree, 1994). An advertising appeal refers to the approach used to influence their feelings towards the product, service or cause. It can also be viewed as what moves people, speaks to their wants or needs and excites their interest. Creative execution – the way a particular appeal is turned into an advertising message presented to consumer.

William Werl`baker in Belch and Belch, (1995) posits that an appeal can be said to form the underlying content of the advertisement. Execution is the way in which the content is prescribed. Advertising appeals and executions are usually independent of each other for example a particular appeal can be executed in a variety of ways and a particular means of execution can be applied to a variety of advertising appeals. Advertising appeals tend to adapt themselves to all media where some kinds of executional devices are more adaptable to some media than others.

Appeals are either informational or emotional. Informational appeal focuses on the consumers' practical, functional or utilitarian need for the product or service and emphasize on features of a product or service and / or benefits or reasons for owning or using a particular brand. The content of these messages emphasizes facts, learning

and the logic of persuasion. For example the advert on *Ariel* soap shows facts on the goodness of the soap although it shows the woman as the washer and the man in the advert is the expert.

Advertisers use the rational appeal to convince consumers that their product or service has a particular attribute (s) or provides a specific benefit that satisfies their needs. Their objective is to persuade the target audience to buy the brand because it is the best available or does a better job of meeting consumers' needs.

Emotional appeals relate to the customers social and/or psychological needs for purchasing a product or service. Many feelings or needs serve as the basis for advertising appeals designed to influence consumers on an emotional level. These appeals are based on the psychological skills or feelings diverted to the self (such as pleasure or excitement) as well as those with a more social orientation i.e. status or recognition.

Advertisers can use emotional appeals in many ways in their creative strategy. Advertisements using humour, sex and other appeals that are very entertaining, arousing, upbeat and/ or exciting can affect the emotions of consumers and/or put them in a favourable frame of mind. Many television advertisers use poignant advertisements that create a lump in the throats of viewers. Research has shown that emotional advertising is better remembered than non-emotional messages. (www.witiger.com).

2.3.3. Consumer behaviour in advertising

Consumer behaviour is what people do as consumers as they seek to live their lives including exchanging some things for value products or services that satisfy their needs. This includes browsing i.e. window shopping, reading magazines, watching television and selection; purchase, use, evaluation, influencing others and disposal. There are two sides of the consumer behaviour coin: Consumers decide how to spend their time and money to buy and consume products and services that satisfy their own recognized needs (response to hunger, love, vanity, fear, identity, recognition, insecurity and stimulation) Marketers offer products and services so that consumers will buy from them thus satisfying consumer needs for money which in turn satisfies their own needs. Varey (2000).

Consumer behaviour has contributions from psychology, economics, sociology, organizational behaviour and anthropology. Economists have explained consumer behaviour as engagement in securing scarce resources in a free market. Thus marketing is an allocation process.

Consumer behaviour has logical/cognitive and emotional/affective aspects. Psychology helps to explain the processes one enacts as an individual in interacting with one's world. Thoughts feelings and attitudes are emphasized. Sociology emphasizes the effects of social arrangements on consumer behaviour. The art of consumption is rarely a solitary one. Anthropology on the other hand focuses on the effects of culture and values on direct and symbolic choices.

The concern of advertisers is where and when they can cause representations of themselves and their products to enter the minds of relevant buyers and consumers. Consumption is communicative and requires human interaction for it to make sense.

2.3.4 Gender representation in advertisements

Advertising can be viewed as a persuasive and powerful form of communication that uses ‘sexploitation- of the female body’ (Berger 2004: 75) as one of its key communication tools, especially when viewed within the context of some products and services. Many of the advertisements can be deemed as a manifestation of false materialistic needs that ultimately work to continue the seemingly never-ending cycle of consumption of sexualized goods. The advertising media have the motivation (profit), the means (media exposure), and the mechanism (use of language and photographs) to promote and perpetuate ideal standards of beauty (Wilson 1995: 31) which are often packaged in a sexual manner. Often, these beauty ideals are unrealistic, thus unattainable by ‘real’ women and have clearly been put in place to feed dominant ideologies that perpetuate commercial interests. Thus, it seems that whatever a consumer’s aim: desire, need or fear, the array of products advertised throughout the publications, often seamlessly interwoven with the editorial content, promise a solution for all tastes, problems and dreams as outlined by Phillips (1997:109):

‘Advertising associates a brand or product with a prestigious or romanticised lifestyle, and suggests that the use of the product will transform the consumer into a more beautiful, more desirable or more energetic human being. The consumer, believing or half-believing this, and consciously or subconsciously coaxed by the suggestion in the advertisement, buys the product.’

Sexual content in advertising is manifest in the following ways: showing a lot of skin especially chest and breast, open shirts, tight fitting clothing and actions involving touching, kissing and embracing. Most advertisements with the above characteristics

feature women. Sex is the strongest of the psychological appeals. Its strength is biological and instinctive, the generic imperative of reproduction. However its effectiveness and application are gender linked. The differences in male and female psychobiology cause different approaches to perceptions of sex both the act and the outcome. (Pawlowsky, 2009).

In a thesis titled *Gender as constructed and maintained by the television: the Kenyan experience* (2007) Mainye, D. notes that ‘In car advertisements, the key words are power, precision, and performance. Almost always, the males drive. Sometimes the car is the woman. Responding to the touch and will of the male driver, more directly and pliant than any woman with a mind of her own. The dominance, status and power are male attributes. With this in mind, what can be said of female drivers?’

2.3.5 Effect of gender representation on consumer behaviour

Women and men are represented differently in advertisements. In selling products to men, advertisers use a biological criterion to make the product or service sell by presenting the woman as healthy, young, receptive, sexy and impregnable. As seen here, the sex act is important to the man. (Reichert 2003). On the other hand, for women, getting of the best possible man is the biological criterion used. The sex act doesn’t have to be of particular interest to her. In this case men are represented as smart and gentle. This, however, appears in very few advertisements targeting women.

Product and services are offered by a marketer to satisfy one need or another. In most cases needs are well known, but sometimes it is the marketer who creates consumer

demand. Ultimately all advertising appeals are created for the purpose of activating human needs and wants and showing how the advertised brand can satisfy those needs and wants. It's difficult at times to arrive at the right human needs or wants which would be the basis for advertising appeals (Chunawalla et. al, 2000).

It is intriguing that actually, more women buy products that use the sexual representation than men do. It was important for this study to establish the perceptions on the prevalence of the female gender in advertisements using the sexual representation.

2.4. Review of relevant theories

This study made use of two theories namely: The persuasion knowledge model by Friestad & Wright, 1994 and the social judgement theory by Muzafer and Carolyn Sherif, Carl Hovland and Rodger Nebergall, (1965).

The persuasion knowledge model will help in understanding and interpreting the relationship between the consumer and the advertisers as seen in the advertisements. It will also justify the reason as to the use of sexual representation in advertisements when there are many options lying bare.

The social judgement theory will further interpret why consumers support or reject a particular kind of persuasive information. This study is about perceptions and these can be negative (against) or positive (for) towards the type of persuasive communication. This theory will explain the decisions why consumers accept or detest the persuasive communication in this case using sexual representation of women in advertisements.

2.4.1 The Persuasion Knowledge model

The persuasion knowledge model (Friestad & Wright, 1994) is uniquely marketing-focused. Its focus has been on the interaction between marketers and consumers. Friestad and Wright decompose the persuasion process into two primary elements: the target and the agent. The target refers to the intended recipient of the persuasion attempt (the consumer), whereas the agent represents whomever the target identifies as the creator of the persuasion attempt (the marketer). The persuasion attempt encompasses not only the message of the agent, which itself is influenced by the agent's knowledge of the topic, target, and the effectiveness and applicability of different persuasion tactics, but also the target's perception of the agent's persuasion strategy.

A number of studies have provided support for key components of the model. For example, one key component is the notion that consumers have well-developed knowledge structures about persuasion tactics and that people generally understand the motives of persuasion tactics. Consistent with this proposition, research suggests that lay people do have clear knowledge of persuasion tactics of advertising, and the beliefs of lay people about how advertising works are actually quite similar to those of academic marketing scholars (Friestad & Wright, 1995). Moreover, these persuasion knowledge structures are evident in middle school children. Children's knowledge of advertising tactics tends to increase with age, and knowledge about these tactics is positively correlated with skepticism toward advertising (Boush, Friestad, & Rose, (1994)

Another aspect of the model that has received support is that consumers make spontaneous, active inferences about agent tactics when consumers encounter persuasive appeals. People use simple cues such as perceived effort a company puts into an appeal as a signal of the company's belief in their product (Kirmani & Wright, 1989) and that these inferences can result from cues as simple as the size of an ad (Kirmani, 1990). Consumers also have schemas (and thus expectations) of tactics used for various product categories and that these schemas guide processing of the persuasion attempts (Hardesty, Bearden, & Carlson, 2007). Moreover, consumers use their knowledge of persuasion tactics and underlying motives to form strategies to cope with marketers' persuasion attempts, and aspects of the consumer (their relationship with the marketer and their experience with persuasive tactics) guide which strategy is employed (Kirmani & Campbell, 2004). The general notion that consumers understand the motives of companies as well as salespeople, and that consumers have schemas and expectations about persuasion tactics, has important and sometimes counterintuitive implications about the effectiveness of persuasion attempts. In persuasion knowledge terms, in these instances, consumers may not have a persuasion knowledge schema fully activated.

Other research also supports the notion that the activation of persuasion knowledge can have a detrimental effect. For example, take the case of flattery in personal selling. A substantial amount of research has shown that flattery can have positive effects on attitudes toward the flatterer in a variety of domains (Gordon, 1996). However, the persuasion knowledge model suggests that if this flattery comes from a salesperson, and persuasion knowledge (e.g., ulterior motives) is activated, then flattery may actually backfire. In fact, research suggests that this is indeed the case.

Flattery by salespeople can spontaneously activate suspicions of ulterior motives, oftentimes even more than a situation warrants (sinister attribution error, Kramer, 1994), and thus decrease rather than increase persuasion (Campbell & Kirmani, 2000). Although the findings regarding detrimental effects of salesperson flattery fit nicely within the persuasion knowledge model, other research suggests that the process may not be that simple.

In a provocative set of studies, Chan and Sengupta (2010) showed that flattery by marketers actually produces two attitudes, one explicit (of which one is aware and can control) and (outside a person's awareness), which coexist with each other in memory. The explicit attitude, which is what most prior research has assessed, did indeed appear to be corrected for, or discounted. Explicit attitudes were always more negative than implicit ones. More importantly, implicit attitudes were much stronger predictors of behavioral intention than were explicit attitudes. These results suggest that even though consumers are knowledgeable of persuasive tactics and attempt to correct for them, they may not always be successful, even though their responses on attitude scales suggest they are.

As the research reviewed clearly shows, persuasion knowledge can be easily activated by environmental cues. One implication of the model, and a challenge for marketers, is to understand how to navigate consumers' propensities to activate persuasion knowledge. For example, one marketing persuasion tactic that has seen a large increase in usage is product placement (Shrum, 2004, 2012), which is the practice of inserting branded products into films, television, programs, and other media (McCarty, 2004; McCarty & Lowrey, 2012). One question that has worried

advertisers is which placements are most effective. Placements can vary greatly, from simple, subtle background placements to more overt placements that include a shot of the brand name or even a mention in the dialogue. Although effectiveness may depend on how it is measured (e.g., via recall, attitudes, etc., Law & Braun-LaTour, 2004), the persuasion knowledge model makes some predictions about this process. If prominence of a placement in film is sufficient to cause viewers to notice the placement, it may activate persuasion knowledge and thus reduce brand attitudes. Consistent with this reasoning, Cowley and Barron (2008) found that prominent placements produced more negative attitudes for those who were high in program involvement (and thus more likely to notice the placement) than for those who were low in program involvement, thus, not properly managing consumers' persuasion knowledge activation.

2.4.2. Target agents and their goals

The theory of persuasion knowledge focuses on marketing in the interaction between the targets who are the consumers and the agents who are the marketers. It presumes that consumers formulate coping strategies in order to decide how to respond to marketers' persuasion attempts in a way that optimally aligns with their own goals each has his own goal to achieve. The marketers want to make profit and the consumers wants to get value for their money. Friestad and Wright (1994).

Essentially advertisements are representations of a product that bring people and products into meaningful relationships. The task of the viewer is to interpret advertisements in order to make sense of them.

Advertising tactics include:

Inform: present news of the product without explanation/argument

Argue: relate reasons why a purchase is desirable

Motivate: explicitly state benefits using emotional appeals of self-interest.

Repeatedly assert: repetition of a central point generally unsupported by proof.

Command: reminder which may be reinforced by an authoritative figure

Familiarize: friendly conversation with new facts suggesting loyalty to and trustworthiness of the advertiser

Symbolically associate: subtle presentation of a simple fact linking the associate product with a person event or symbol.

Imitate: celebrity testimonial or person(s) with whom consumers can readily identify due to recognized characteristics.

Obligate: offer of free gift or information for which the customers will feel grateful

Initiate a habit: offer a sample or introductory discount to start routine behaviour.

The consumer will respond to the tactic by formulating ways in which they are going to achieve their goals and therefore he /she will respond to whatever tactic that works for them and ignore what may not work for them which is a coping strategy not to make unwanted decisions, (Leis et., al. 1986).

2.4.3. Strategies used

As mentioned earlier, consumers and marketers will always formulate strategies so as to achieve their goals. When creating such strategies, consumer targets are said to be motivated to utilize and allocate cognitive resources between three different

knowledge structures: knowledge of persuasion, knowledge of the agent, and knowledge of the persuasion topic.

2.4.3.1 Knowledge of persuasion

A target's knowledge of persuasion typically depends on three factors: experience, cognitive ability, and motivation. Experience and cognitive ability are straight forward but motivation can be influenced in a number of ways. It can be enhanced by factors such as unfamiliarity with the agent, similar persuasion behaviours having been observed in a different context, use of an uncharacteristic persuasion tactic, or belief that knowledge of the agent is outdated. It can also be deterred by factors such as difficulty in the identification of the agent, perceived leeway of a salesperson, or perceived irrelevance of the agent in the target's personal, professional, and marketplace relationships (Friestad and Wright 1994).

2.4.3.2. Effectiveness and appropriateness

The persuasion knowledge model also asserts that consumers utilize persuasion knowledge to evaluate marketers' persuasion behaviour on two primary dimensions: perceived effectiveness and perceived appropriateness (Friestad and Wright, 1994). For an advertising to be effective, there are three things that an advertiser needs to have in mind. These are: connectedness, appropriateness and novelty.

2.4.3.3. Connectedness

Connectedness addresses whether an advertisement reflects empathy with the target audience's basic needs and wants as they relate to making brand-choice decision in a product category. A product is said to be connected if it reflects an understanding of

target audience members motivations. For example if most members of a target audience are concerned about social status when buying a new automobile, then an advertisement that fails to reflect the role of social status is unconnected with customers. In contrast, if competitive price and speed of delivery are paramount to corporate purchasing agents, then the advertisements that reflect these motivations are connected.

In short connected advertisements are relevant to the brand's target audience. They contain information and reflect emotions that are congenial with the type of information consumers are seeking or the emotions they are experiencing when forming impressions of brands and making brand selection decisions. To be considered creative, an advertisement must first and foremost create a bond, a connection with the target audience. Shimp,(2010).

2.4.3.4. Appropriateness

It means that an advertisement must provide information that is pertinent to the advertised brand relative to other brands in the product category. An advert is appropriate to the extent that the message is on target for delivering the brand's relative strengths and weaknesses vis-à-vis competitive brands. They are also coherent in the sense that all message elements work in concert to deliver a singular unambiguous message (Shimp, 2010). Further, consumers deem persuasion behaviour appropriate to the extent it appears to be ethical or normatively acceptable (i.e., within the rules of the game), especially with regard to consumers' relationship expectations. For example, if a marketer's persuasion attempts are perceived as disrespectful or unexpectedly careless, it will likely lead to a negative consumer evaluation, potentially damaging brand equity and the reputation of the firm overall.

2.4.3.5 Novelty

Novelty advertisements are unique, fresh and unexpected. They differ from customers expectations of a typical advert for a brand in a particular product category. Novelty draws consumers' attention to an advert so that they engage in more effortful information processing such as attempting to comprehend the meaning of the advertised brand.

To be considered truly creative, advertisements must also resonate positively with the target audience (connectedness) and present information or reflect feelings that echo the brands positioning strategy (appropriateness). Novel advertisements can be considered creative only if they also are connected and appropriate (Shimp, 2010).

2.4.4. People as 'moving targets'

The model also rests on the fundamental assumption that people are "moving targets." In other words, the validity of a consumer's knowledge about the marketer, the marketer's persuasion tactics, and the persuasion topic will ebb and flow over time. A similar thing can be said for marketers, as their knowledge of consumers' interests, preferences, and expectations is also likely to fluctuate over time. As a result, causal relationships between firm behaviour and consumer responses are prone to changing over time as well, and, as such, must be re-examined every so often to ensure that they are still valid.

The Persuasion Knowledge theory is critical to this study because it helped in understanding marketers advertising tactics and how consumers react to these tactics. This is important because advertising like any other type of communication is two way-advertiser uses his tactic and consumers respond to the tactics. As shown earlier,

the two can switch role. However, how the consumers respond to advertisement is further illustrated using the social Judgement theory in which consumers responses are determined by two latitude- latitude of acceptance and latitude of rejection as described below.

2.4.5. The social Judgement theory

This theory was founded by Muzafer and Carolyn Sherif, Carl Hovland and Rodger Nebergall, 1965. The central tenet of social judgement theory is that attitude change is mediated by judgemental processes and effects; that is, messages produce attitude change through judgemental processes and effects. More specifically, it is that the effect of a persuasive communication depends upon the way in which the receiver evaluates the position it advocates.

Hence attitude change is seen as a two-step process: First, the receiver makes an assessment of what position is being advocated by the message. Then attitude change occurs after this judgment—with the amount and direction of change dependent on that judgment.

The plausibility of this general approach should be apparent: Our reaction to a particular persuasive communication will depend (at least in part) on what we think of—how favourable we are toward—the point of view that it advocates. But this suggests that, in order to understand a message recipient's reaction to a given message, it is important to understand how the receiver assesses the various positions on that issue (that is, the various different stands that a message might advocate).

From the perspective of social judgment theory, this especially means adapting messages to the recipient's judgmental latitudes. Social judgment theory emphasizes that a persuader needs to know more than simply the receiver's most preferred position; the structure of the judgmental latitudes—the sizes and locations of the latitudes of acceptance, rejection, and non-commitment—is also important.

2.4.5.1. Latitude of acceptance and rejection and non-commitment

The range of positions that the respondent finds acceptable form the respondent's latitude of acceptance, the positions that the respondent finds unacceptable constitute the latitude of rejection, and the positions that the respondent neither accepts nor rejects form the latitude of non-commitment.

The structure of these judgmental latitudes can vary from person to person. In fact, two people might have the same "most preferred" position on an issue, but differ in their assessment of the other positions on the issue and hence have very different latitudes of acceptance, rejection, and non-commitment.

2.4.5.2 Ego-involvement

The concept of ego-involvement has been variously described in social judgment theory, and there is room for some uncertainty about just what "ego-involvement" comes to. However, very broadly speaking, what is meant by "ego-involvement" is roughly the same as would be meant in colloquially referring to someone's being "involved with an issue."

A person might be said to be ego-involved when the issue has personal significance to the individual, when the person's stand on the issue is central to his or her sense of self (hence ego-involvement), when the issue is important to the person, when the

person takes a strong stand on the issue, when the person is strongly committed to the position, and so forth. Ego-involvement is thus in a sense an omnibus concept, meant to refer to this constellation of properties.

Social judgment theory suggests that one's level of ego-involvement on an issue will influence the structure of one's judgmental latitudes on that issue. Specifically, the claim is that as one's level of ego-involvement increases, the size of the latitude of rejection will also increase (and the sizes of the latitudes of acceptance and non-commitment will decrease). Hence highly involved persons will have a relatively large latitude of rejection and relatively small latitudes of acceptance and non-commitment. That is, the more involved person will find relatively few stands on the issue to be acceptable (small latitude of acceptance), won't be neutral or noncommittal toward very many positions (small latitude of non-commitment), and will find many positions objectionable (large latitude of rejection).

2.5. Review of relevant previous research

It is important to note that as much as this study delves into representation of women especially in a sexual manner, this type of representation has been going on around the globe since the late 19 century and continues to this age.

2.5.1 Previous research on representation in advertising around the globe

Several studies have been done regarding sexual representation in advertisements. Notably, the studies have come up with reasons for the use of this kind of representation. The repertoires of representation have been changing over the years since the period of slavery. An example of this study is done by Mackenzie J., Stuart

Hall, Anne McClintock and Richard Dyer who have looked at representation from the period of slavery to the present. Tom Reichert and Kimberly Pawlowsky's studies focus on sex and advertising.

During slavery for example, the white slave master often exercised his authority over the black male slave, by depriving him of all the attributes of responsibility, paternal and familial authority, treating him as a child. (Staples, 1982). He further notes that this infantilization of difference was a common representation strategy for both men and women. During this slavery period, whites often fantasised about the excessive sexual appetites and prowess of black men which they both feared and secretly envied. Through such collective historical experiences black people have adopted certain patriarchal values such as physical strength, sexual prowess and being in control as a means of survival against the repressive and violent system of subordination to which they were subjected. This eventually came out through films, and advertisements.

In the early years of slavery, the African woman was represented through a series of polarised binary oppositions. She was looked at as primitive and not civilised. She was compared to wild beasts rather than to the human culture. This naturalisation of difference was signified, above all, by her sexuality. She was reduced to her body and her body in turn reduced to her sexual organs. They stood as the essential signifiers of her place in the universal scheme of things. (Hall, 1997). Further she was subjected to an extreme form of reductionism especially in pornography. She was fetishized-turned into an object. With time, this kind of representation continued and can be seen

in films and advertisements today. Tom Reichert and Kimberly look further into how this kind of representation has 'improved' over time.

In Europe, when the advertising Industry noted the advantageous effect of employing sexual representation of women in their advertising campaigns, they exploited it to their advantage. These advantages include – above all else - an increase in revenue due to the point of difference that sexual tactics provide for the product. At times, the use of sex also provides shock-value which often causes societal debate and aids in the campaign's long-term recollection; according to Tom Reichert, (2003). 'Many real-life examples from the 1800s to the present exist to suggest that it has worked, and does work, to inflame not only consumers' libidos but their motivations and desires to make purchases. This however cannot be said of this kind of representation in Africa and specifically Kenya.

2.5.2 Previous research on representation in advertising in Kenya

Just like the Europe and the Americas, Kenyan advertisers have followed a similar trend in advertising products. Stereotypes still feature in advertisements especially those involving women. The woman is still fetishized and her core values of intelligence for example are ignored.

In African marketing, as in African life, there is an obvious divide. There are brands for the well-off to the super rich. There are brands for the emerging middle class and there are brands for people whose lives are restricted by geography, culture, politics and access to commodities. (Harrison,2011).

In making purchase decisions, buyers are sometimes motivated by symbolic as well as functional drives in their purchase decisions. (Belch and Belch, 1995). In a thesis titled *Gender as constructed and maintained by the television: the Kenyan experience* (2007) Mainye, D. notes that in car advertisements, the key words are power, precision and performance. Almost always, the males drive. Sometimes the car is the woman; responding to the touch and will of the driver, more directly and pliant than any other woman with a mind of her own. In this case a woman is a tool because she represent the car.

The paucity in available literature points to the need for research in order to make a wider body of literature for future researches to be done. This study will therefore add to literature concerning sexual representation in advertisements.

2.6. Rationale for the study based on the literature review.

Based on the literature review, it is important to discuss the issue of representation of women in advertisements in the Kenyan context. As stated earlier, the competition for market of goods and services has made marketers innovative in making their products and services appealing to their would-be customers. Recent societal changes on the expectations and responsibilities of the women-especially on the African context especially Kenya necessitated this study.

In terms of sexual representation in advertising, according to Reichert, ‘perhaps 90 percent of sexual content in advertising involves women.’ This in itself warrants an investigation into the use of sexual representation in advertising and its purpose and effectiveness, as well as the possible influences that advertising has on its readers.

However, humans are not just biological creatures. There is something unique about human beings that make reproduction unusual: they can think. Human beings are the only creatures on earth that can manipulate their environment, communicate across distance and time, and remember the past as discrete events and project possible present actions into the future events of those actions. They have evolved complex societies and cultures based on these unique abilities. Therefore, human criteria for sexual desire and selection are greatly complicated, since we apply not only physical, but societal, cultural and economic criteria to desire and selection. (Reichert, 2003). This research became necessary as it focuses on sexual representation in advertising in the Kenyan context.

2.7. Summary

In this chapter, I look at key concepts of the study including advertising and consumer behaviour. Further I situate the study within the field of communication studies followed by a discussion on the different aspects of advertising in relation to this study. I also review the relevance theories relevant to the study including The Persuasion knowledge model and the social judgement theory and how I will use them in analysing the data in the discussion. In this chapter I also review relevant previous studies and representation of women around the globe and in Kenya. The chapter ends with a rationale for the study. In the next chapter, I discuss research design and methodology.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

The purpose of his study was to explore the perceptions of consumers on effect of representation of women in advertisements on their purchase behaviour and the following was investigated; the perceptions on sexual representation, how women perceive the representation of women in comparison to representation of men in advertisements and finally the consumers perceptions on the effect of the representation of women in advertisements on their purchase behavior.

In order to meet the objectives of the study a suitable research design and methodology were developed. In the rest of the chapter, research paradigm, design, research method and sampling are discussed. The study further outlines data generation techniques, ethical considerations, trustworthiness of the study and summary.

3.2 Research Approach

This study took a qualitative approach. This is an approach to inquiry that emphasizes a naturalistic search for relativity in meaning, multiplicity of interpretations, particularity, detail and flexibility in studying a phenomenon or the aspects of it that a researcher chooses to focus on at a given time. It also seeks to generate an understanding of various possible meanings of a subject in its natural setting. Further this type of research aims at establishing the alternative interpretations of existing manifestations of the subject pursuing the particular, detailed explanations and

exploring all possible trustworthy and ethical ways of generating a deeper understanding of the subject. (Jwan and Ong'ondo, 2011). This study took a mixed methods approach. In-depth interviews, document analysis and unstructured observation were used for the purpose of describing factors in the context of representation of women in advertising and consumer purchase behaviour.

3.3 Research Method

In this study, I used a multiple case study. This is also called a collective case study. (Jwan and Ong'ondo 2011). A multiple case study is a study in which a number of cases may be studied jointly in order to investigate a phenomenon, population or general condition. In this case, the cases maybe similar or not, but are chosen because it is believed that understanding them will lead to better understanding, or better theorizing about a larger collection of cases. In this study, I have looked at representation of women and also their representation in advertisements and in particular, sexual representation. The sexual representation will help in understanding generally how women are represented in advertisements.

3.4 Sampling

Sampling is one way in which a research aims at optimizing the uses of resources in the investigation of area of interest. It can also be said to be a process of selecting a number of individuals or objects from a population such that the selected group contains elements representative of the characteristics found in the entire group. In the case of this study it is defined as a set of respondents selected from a larger population for the purpose of the study because the study deals with people. This study is a multiple case study and therefore using purposive sampling was ideal. The study

targeted marketing managers and shoppers from four different supermarkets in Eldoret town.

3.4.1 Area of study

The study was carried out in Eldoret town. Eldoret is a town in western Kenya. It is the capital and the largest town in Uasin-Gishu County. The town lies south of the Cherangany hills at 2700 metres above sea level. According to the 2009 census, the town has a population of 289,380. Currently it is among the fastest growing towns in the republic. It is also the second largest town in Midwestern Kenya and fifth largest urban Centre in Kenya. The town is governed by the county government of Uasin-Gishu. The municipality is divided into thirteen wards. There is a growing professional crowd emerging in the town owing to the number of colleges and universities, the presence of the second teaching and referral hospital. Majority of marketers target the urban population and therefore the town was ideal for this study.

3.4.2 Research sample

Sampling is the act, process or technique of selecting a suitable sample or a representative part of a population for the purpose of determining parameters or characteristics of the whole population. Kombo and Tromp. (2006). According to Wilson (1995:172) researchers use sampling because it is a feasible and logical way of making statements about a larger group (based on what the researcher knows about a smaller group). The supermarkets were purposively sampled as they have the larger consumer base in the town. The participants were conveniently sampled. This is because they were considered on their readiness and availability to participate in this study. Convenient sampling is a method is used on people who are a captive audience,

People that the researcher meets haphazardly. Respondents are people who happen to pass by, or show a special interest in your research. Kombo and Tromp (2006). Convenience sample can also be said to be one that depends on the willingness and availability of the people to respond to the research inquiry (Fink, 2006). Criteria for selection were based on proximity and availability as well as the factor of representing diverse fields of industry and organizations as far as possible. The magazines *HM*, *G*, and *PULSE* were purposively sampled for the study because they consistently use women for their cover advertisement. Advertisements for the following products were also sampled: *Vaseline* lotion, *Cocoa butter* and *Nivea* lotion for men.

3.5 Data generation techniques

This study made use of semi-structured interviews and unstructured observation in collection of data. Primary data was obtained using semi-structured interviews and unstructured observation while secondary data was obtained from the internet, magazines, journals and books.

3.5.1. Interviews

Cohen et al. (2007), defines an interview as a technique of generating data that involves gathering data through direct verbal interaction between individuals. Interviews are intended to get what a person who is a participant in research thinks, the attitudes of that person and / or to explore a person's reasons for thinking in a certain way or for carrying particular perceptions or attitudes.

In qualitative research, semi-structured interview allow deeper exploration of responses by participants-probing and exploring emerging dimensions that may not have been previously considered pertinent aspects of a study. (Cohen et al., 2007, Richards, (2003) and Nunan, (1992) in Jwan and On'gondo,(2011). This tool of research was appropriate for the study as it looked into attitudes and perception of consumers towards sexual advertising.

The study used a semi structured interview because it enabled the researcher to develop a relationship with the participants because it was important to develop rapport with the respondents. It also allowed the interview to proceed as a conversation and in so doing a lot of information was gathered from the participants. Further, the study employed semi-structured interviews because it intended to get what the people thought, their attitudes and why they carry certain perceptions towards sexual representation of women in advertisements (Jwan and Ong'ondo 2011). Finally, the interview allowed the respondents to play an active role in the research rather than being passive objects to be studied and they were able to give their own experiences.

After obtaining the schools consent and a permit from the ministry of higher education, the research instrument was administered. Consent was sought from the respondents and upon accepting the terms, the respondents agreed to be interviewed. The questions were in English and in some instances Kiswahili was used for further clarification. In the interview process there are several factors that were considered; timing, personality, particularity, listening, note taking, recording and evaluation of the interview. (Jwan and Ong'ondo, 2011).

3.5.1.1 Timing

Timing can be considered in terms of the period or season for example start of semester or end. It can also be in terms of the time of day depending on what the researcher is investigating. Another issue regarding timing in qualitative research is the question of how long the interview ought to last. In this study, timing was about how long the interview would last. The interviews in this study lasted between twenty to thirty minutes. This was sufficient time after pre-tests were carried out. This was done to ensure that there was no elicitation of reasonable information and lowering the quality of information. (Jwan and Ong'ondo, 2011).

3.5.1.2 Personality

It is possible to find some interviewees that may have more power than the interviewer. This should not be the case in research. The interviewer ensured that he was in control of the interview. This was done by cutting short the interviewee in instances where they seemed to derail from the main topic of discussion. This as Jwan and Ong'ondo put it that it's important to make sure that biographical variables do not intrude into the process of data generation as it might lead to bias.

Secondly, personality involves the language used, the tone of voice, content, religion, culture and level of education and dressing. On one occasion during the interviewing of shoppers, one interviewee was reluctant in giving information owing to the suit that the interviewer was dressed in. The researcher was thought to be a criminal investigation officer and therefore the researcher had to dress casually. In some instances, the language used was informal or Kiswahili which was later translated to

English. Euphemism in the language was observed because of the sensitivity of the subject of investigation.

3.5.1.3 Particularity

Richards, 2003 says that the golden rule for interviewing is seeking the particular. The particular issues in the study were perceptions to sexual representation of women in advertisements, factors as to why women feature most and whether the sexual representation influences purchase

3.5.1.4 Listening

This skill was important during the interview process because it was the main source of data. People give information if they realise that the interviewer is paying attention. Other listening techniques involve verbal utterances that show the researcher is listening for example okay, really, and yes. (Jwan and Ong'ondo, 2011). These were used and helped in yielding information from the respondents. Interruption was sometimes done especially when interviewing some managers who were going off topic in some instances but care was taken not to interrupt the interviewees too much. (ibid)

Note taking was not done since the interview was audio recorded.

3.5.1.5 Audio recording

The interviews were audio recorded using a recorder and a mobile phone. This gave the researcher time to concentrate on the flow of the conversation and to direct the interview appropriately without worrying about taking elaborate notes. (ibid). Some of the respondents were not quite elaborate with information because of the recorder

and assurance had to be given that the study was purely for academic purpose and not a ‘Jicho pevu’ investigation.

3.5.1.6 Types of questions

The study made use of semi-structured interview that consisted of open ended questions that allowed the researcher to probe the respondents for further elaboration on the matter at hand. Check/reflect questions and probes were used since the study required clarifications and exact meanings in some instances.

3.5.1.7 Evaluation

It is important to reflect back on an interview session to establish whether one conducted it well enough. This was done after every interview and it helped in improve subsequent interviews Jwan and Ong’ondo (2011) and also confirmed the suitability of the research questions where some adjustments were made.

3.5.2. Observation

Observation is the most commonly used tool especially in studies related to behavioural sciences. Observation becomes a scientific tool and the method for data collection for the researcher when it serves a formulated research purpose, is systematically planned and recorded and is subjected to checks and controls on validity and reliability. Information is sought by way of investigators direct observation without asking from the respondent. This study involved human consumer behaviour. The main advantage of this method is that subjective bias is limited if observation is done accurately. Secondly the information obtained under this method relates to what is currently happening. It is not complicated by either past

behaviour or future intentions of attitudes. In unstructured observation, no formal rules are established and no formalized recording or analysis procedures. The observer seeks to describe the phenomenon of interest and develop explanations and understandings in the process equivalent to the informal, in-depth interview in survey research. (Veal, 2006).

Every qualitative research ought to involve some element of observation, even when it is not the main technique. (Jwan and Ong'ondo, 2011). Observers neither manipulate nor stimulate the behaviour of those whom they are observing. Qualitative approaches to observation are much more unstructured. In this case the researcher does not use predetermined categories and concepts for describing and analysing the observational data will emerge later in the research during analysis rather than be brought to the research or imposed on the data from the start.

When the observation strategy is unstructured, the process of observation typically evolves through a series of different activities. It begins with selecting a setting and gaining access to it then starting the observation and recording. (Foster, 2006).

As the study progressed, the nature of observation changed and sharpened focus. Unstructured observation can focus on the larger patterns of behaviour more holistically and macroscopically.

There are two practical issues in planning the collection of observational data. Approaching observation is establishing focus of the observations, selecting cases for observation and as appropriate selecting within cases of observation, decide what will be observed and why made with reference to research questions. Recording is done

using video and audiovisual equipment. During the observation process, the following were considered: sampling, directiveness formality, and strategies.

3.5.2.1 Sampling

Sampling involves place, time and people. In this study the place was where the advertisements are placed. This includes geographical location, the print media and also the electronic media. In this study, observation of people was not relevant to the study. Time is another factor in sampling. In this study the researcher was interested in the local time that the advertisements are run. Directiveness was not necessary for this study. Formality and strategies are highlighted next.

3.5.2.2 Formality

Observations can be arranged in advance or can be spontaneous. This study made use of the unstructured observation which is more or less spontaneous.

3.5.2.3 Strategies

These are the elements that help in improving the trustworthiness of the data generated. As with interviews, qualitative researchers pay attention to personality, particularity, listening/ attention, prompting, audio visual recording and evaluation. During observation, only the strategies that were relevant to the study were used. These are particularity, and audio visual recording.

As seen earlier, particularity takes the form of observing the particular. The observation involved advertisements that represent women and men in a sexual manner and certain intonations that accompany such advertisements.

For recording purposes, a still camera was used since it is difficult to transcribe the tones in the case of audio advertisements.

3.5.3 Document analysis

Yin, (2003) posits that except for studies in preliterate societies, documentary information is likely to be relevant to every case study topic. This type of information may take many forms and should be the object of explicit data collection plans. He advises further that documents are usually of value in corroborating data from other sources; however it should not be assumed that all the information in documents is absolutely factual.

Documents of various sorts are always used by researchers for various reasons such as getting background information about a topic, providing part of the information usually included as literature review and also forming a conceptual framework that could aid data analysis and even discussion. Documents also could serve as a powerful source of data in qualitative research. (Jwan and Ong'ondo, 2011).

Stake (1995) observes that 'gathering data by studying documents follows the same line of thinking as observing or interviewing. One needs to have his or her mind organised, yet be open for unexpected clues and quite often, documents serve as substitutes for records of activity that the researcher could not observe directly.

Documents as a source of data in qualitative research have the advantage of enhancing the credibility of the study which is an important aspect of trustworthiness

though they should be used alongside other primary techniques of data generation such as interviews and observations. (Jwan and Ong'ondo, (2011).

In this study, the documents that were used are magazines. Much of advertising is found in various magazines. The magazines contain advertisement photographs of women and men in which the women are represented sexually. The magazines were used because they provide background information and evidence of the sexual representation of women in advertisements both on the magazine cover and inside the magazines.

3.6. Ethical considerations

Data analysis was done thematically. This method of analysis was appropriate for the study because the study was qualitative. In the first stage, the researcher transcribed all the data collected from the field. This is mostly relevant to interview data which ought to be audio-recorded so as to capture all that an interviewee is saying and also to free the interviewer from taking detailed notes and allow for concentration on asking questions and probing. Jwan and Ong'ondo, (2011). The researcher made sure that the transcription captured everything. This is because the details of all utterances might be necessary for some future use. This process was however tedious and time consuming but all the same worthwhile. Each respondent's transcription was given a different colour for labelling purpose.

This was then followed by reading and re-reading the transcripts to re-familiarise with the data. This was done with an intention of forming a general idea of what the data is

saying as well as the researcher's initial thoughts regarding the data. After re-familiarising with the data, the researcher undertook the process of coding.

The second step was coding which was meant to draw out themes but at the same time it helped the researcher to clear out any biases, stereotypes or preconceptions that may have been held by the researcher. The coding of data helped the researcher to find recurrent themes in the data which became the findings for the study.

In the first coding the researcher went through each transcript and using a highlighter, he put chunks that talk about a particular issue that related to the study using colour red. These chunks of information were highlighted with the research questions as a guide. In the process of highlighting, the researcher found that there were some chunks that were relevant to more than one code and therefore they were marked using italics.

In the second coding (axial coding) Cresswell, (2007) several codes were merged so that common ideas would be realised and redundancies and overlaps removed. Selective coding was the last step in which the categories were grouped into themes. The themes were corresponding to the research questions and these formed chapters into which findings were presented and a report made.

3.7 Trustworthiness of the study

In any research it is important to put into consideration some moral principles that govern the research process. Ethics encompasses the analyses and employment of concepts such as right and wrong, good and evil and transparency, accountability and

responsibility. Further ethics in research do not only apply to methods used during data collection but rather to the entire research process (Mugenda, 2011).

The study undertook several ethical considerations. First, consent was sought after the researcher informed the respondents the content of the study. Their acceptance to participate in the study was a green light to go ahead with the interview. The respondents were informed that the information provided would strictly confidential and would be used for academic purposes only.

Confidentiality is the non-disclosure of research data to third parties that may use such data for their own purposes. Because privacy concerns vary by type and context of the study and the culture and individual circumstance of participants, the researcher sought information on the various cultures and beliefs of the people likely to be respondents to the study.

After selective coding was done, the names of the participants were changed to ensure anonymity. Mention of the participants' place of work was not done to avoid victimization.

Lastly, some of the interviews were carried out in business places and to ensure least distraction, the interviews were limited to a maximum of 30 minutes. Permission was also sought from the premise owners to minimise distraction.

3.7.1 Credibility

Jwan and Ong'ondo, (2011) define credibility as the extent to which the study actually investigates what it claims to investigate and reports what actually happened in the field. In citing Bassey, (1999) Jwan and Ong'ondo posit that it is the extent to which a research fact or finding is what it is claimed to be.

To achieve credibility in this study, I first ensured that I selected shoppers from five supermarkets. The study investigated the perceptions of consumers on effect of representation of women in advertisements on their purchase behaviour. The participants in this study were shoppers of both genders from five different supermarkets in Eldoret town. This study is a multiple case study and appropriate data collection methods such as in-depth interviewing, document analysis and unstructured observation were used. Further, the participant responses were consistent with the practice of representation of women in advertisements. Lastly, I exercised data triangulation by the use of different techniques with the aim of getting details about representation of women in advertisements and corroborating the information. In relation to this study, I used interviews, observations, magazines and reliable sources from the internet to generate detailed data about representation of women in advertisements. I also used different participants for the same study for data source triangulation in order to get different viewpoints of the same issue. (Jwan and Ong'ondo 2011).

3.7.2 Transferability

In this research, I took to Jwan and Ong'ondo 2011 definition that transferability-generalizability- is the extent to which the findings of a study or aspects of it could be

relevant to or applicable to other contexts in which the study was not done or other people who were not actually involved in the study but are engaged in the issues that were studied.

In this study, the goal was to generalise theories and not necessarily enumerate frequencies as done in quantitative studies. The participants in this study were randomly sampled and may not subscribe to the same school of thought and therefore it may not be possible to generalize the particularities and nuances of the individual cases. However, it may be possible to transfer some understanding more or less analytically to similar contexts (ibid).

3.7.3 Dependability

Citing Yin 2003, Jwan and Ong'ondo define dependability as demonstrating that the operations of a study-such as the data collection procedures- can be repeated with the same results. In ensuring dependability, I made a thick description of the whole research process in a way that would make it feasible for anyone to appreciate and a researcher to replicate the study, if need be, in a different context.

3.7.4. Confirmability

Confirmability is the extent to which the findings of a study are free of both internal and external influences either of the researcher or the participants. The researcher ought to acknowledge his or her role in the research process and admit any possible influences.(Jwan and Ong'ondo citing Hammersley and Atkinson, 2007). To ensure confirmability, I made sure that the research is transparent and clear by use of thick description that made me pay attention to the core of what I was observing and and reflecting on it.

3.8. Summary

In this chapter, the research methodology has been discussed under the following key areas: the research and the research method used which was the survey, the study area which is Eldoret town where 21 individuals were taken as a sample for the study 5 marketing managers and 16 shoppers (8 men and 8 ladies) two from each gender who shop in five different supermarkets namely *Tuskys*, *Naivas*, *Nakumatt*, *Khetias* and *Uchumi*. Interviews, unstructured observation and document analysis were conducted for collection of data. Data analysis was done thematically as this was a qualitative study. Methods of data generation and data analysis are also discussed followed by a look into ethical considerations. Finally, to establish validity of study, credibility, transferability, dependability and confirmability were applied. The next chapter will present the findings and interpretation.

CHAPTER FOUR

DATA PRESENTATION AND INTERPRETATION

4.1. Introduction

This chapter presents data collected for the 21 interviews of individuals that shop in various supermarkets. The study involved interviews of the 21 shoppers from five different supermarkets in Eldoret town.

Interviews were used and these specifically addressed consumers' perceptions on the sexual representation of women in advertisements, how consumers perceive representation of women in comparison to representation of men in advertisements and the consumers' perception on the effect of the representation of women in advertisements on their purchase behaviour.

The objectives of the study were: 1. To find out consumers' perceptions on the sexual representation of women in advertisements. 2. To find out how consumers perceive representation of women in comparison to representation of men in advertisements. 3. To find out consumers perceptions on the effect of the representation of women on their purchase behaviour.

During the coding process, several themes emerged. The interviews directly addressed the questions of the study and the respondents' answers provided much information into each of the themes that came up. Observations made and analysis of magazines is also discussed.

4.2 Consumers' perceptions on the sexual representation of women in advertisements

To begin with, I set to found out the perceptions regarding sexual representation of women. Majority of the respondents found sexual images in advertising demeaning to the female gender, immoral, disrespectful, wrong messages sent all in the aim of getting consumers to be attracted. Some would not want to be associated with the product. During one of the interviews, one of the respondents could not look at the sample photographs. This she referred to as sexual sin. This showed some abhor towards sexual representation. Each of the findings is discussed under the following sub-titles.

4.2.1 Consumers perceptions on Sexual images of women in advertisements

There are controversies that have arisen as regards revealing advertisements and their continued adoption by companies. This has presented a wave of change in the local marketing industry. Opinions regarding the advertisements span from those in support to those who dismiss them on moral and religious grounds. One such opinion is that these revealing advertisements of women demeans them and turns them into objects or commodities to be consumed. Vincent has the following to say:

In fact it is demeaning because currently we do advocate for emancipation and empowerment of women so to do this is like playing the second fiddle being used as a product and abuse of their feminine nature.

4.2.1.1. Nudity is disrespectful

In most Kenyan communities, revealing of the body of a woman- as I learnt from the respondents- is frowned upon and considered immoral. A woman who covers himself up is considered respectful. In the recent past there has been a lot of criticism about a

church that advertised a youth event that the public considered too revealing and sexual. Jack, Vivian and Edith concur that too revealing means disrespect. They say:

Though the images are attractive, there is some respect that needs to be maintained and so the use of such revealing advertisement photographs may not be necessary.

4.2.1.2. Nudity as immoral

Much as we are evolving ever changing mass of consumers, there are certain values that we hold in high esteem. Advertisers always try to keep up with consumers by catering to the vulnerabilities and vanities of the majority. Revealing photographs in advertisements might be a powerful tool but there are certain mentalities that will take time to change as long as culture and religion live with us for example some respondents put it plainly that nudity is associated with immorality. Mike had the following to say:

It's not good because suppose the woman is married or even if not married men will perceive that the person is immoral or a prostitute so it's not good. In the same way men see nude women as immoral so women see nude men as immoral or lacking ethics.

Edith further says:

I would look at that as immoral so it demeans women and turns them into sexual objects and therefore there is more of sexual appeal than the actual sale of the product. It would also be lack of respect because revealing photographs may mean being loose morally.

Although most of the respondents frowned upon sexual representation of women, there are those who had contrary opinions. According to one of the respondents, the society today does not abhor nakedness as it did in the previous century. Most young people especially the youth are curious about matters to do with sexuality.

According to Solomon:

To me, according to the current trends where nudity is no big deal, I think it is okay since youth men want to see exposed bodies and if it is a product, what it can do to the whole body so they would like to see the whole body.

4.2.1.3 Representation as a contravention to culture and tradition

Among the responses on perceptions of the consumers on the sexual representation of women in advertisements is on culture and tradition. The Kenyan market represents a people who have deep respect for culture and tradition. As it was established, being nude goes against the cultural practices of Kenyans. The following are some of the responses.

Edwin says:

I don't think it is right to use women in such a manner. We as Africans our culture and religion go against exposing of the body. In some way I would say this reinforces immorality. Today people are used to seeing people naked but not long probably a decade ago people feared seeing a naked woman and many would condemn any such exposure of the woman. Today business people are out to make money in whatever way possible. There is also great competition so companies are trying to edge-out each other. As a marketer such a manner of trying to make goods sell is ethically and morally wrong

Morgan further agrees and says:

It is justifiable only when there is relevance and genuineness of whatever is advertised. But also being an African society with taboos, when these taboos are observed there wouldn't be any problem but if not then it would not be justifiable to use women in such a manner.

Some of the respondents however had a different opinion on sexual representation of women. Solomon says:

To me according to the current trends where nudity is no big deal I think it is okay since youth men enjoy seeing exposed bodies and if it is a product, what it can do to the whole body so they would like to see the whole body.

From the above responses, regarding perception of sexual representation in advertisements, it is clear that sexual representation in advertisements is not

acceptable though there are contrary opinions. There are various factors that may lead to such kind of opinions.

4.2.1.4. Too much media freedom

This study was done in an era where freedom of speech is guaranteed to every Kenyan. This means that one can say something at any time without the fear of being arrested. However, this freedom seems to be abused especially by advertisers who do not stick to the rule and regulations of advertising. The timing of some of the advertisements on electronic media especially the television may need some classification or parental guidance. This, classification of advertisements has not been taken heed of. Advertisements that are sexually presented should be scheduled during certain times so that they are not visible to age groups deemed unsuitable to come across. As regards this, Kitwana had the following to say:

I think that someone who is supposed to carry out checks and balances is sleeping on his/her job. It's almost like there has to be a lot of firewalls so that the children may not be able to see some of these advertisements.

4.2.1.5. Wrong messages are relayed to the public

One of the responses that was articulate was that in representing women sexually, wrong messages are relayed to the public concerning not only the woman in the advertisement but also the entire female gender. The driving force behind this kind of advertising is to get money.

The sole purpose of advertising is to lure customers into buying products and services. However in some advertisements one may fail to know what exactly is being sold. Sometimes it appears that it is the image being sold because the captions that are used

in the product are almost invisible. While opinion regarding revealing advertisements span from those in support to those who dismiss them on moral grounds, evidently the controversy surrounding these revealing advertisements and their continued adoption by companies is presenting a wave of change in the local marketing industry.

Kitwana has the following to say:

The truth of the matter is the modern society does not see any problem in that because it is something they are used to. They are seducing you to buy a thing and yes they send the wrong messages. In the modern world, it's all about money.

Edwin further says:

They send wrong messages because before one can read the captions on the advert, your mind has already conceptualized something totally different so yes, the always send wrong messages.

Morgan concurs and says:

There is always a wrong message. When you are far and you see an advert, it will mean something totally different when you get close and read the captions that accompany the advertisements they don't make sense for example a naked woman advertising a power saw I mean there is no relationship between the naked woman and the power saw. The words are so different from the image used.

The country is made up of different societies that have different cultures and religions. The society, based on culture and religion, may not come to terms with interpreting such kind of advertisements. One of the inquiries was whether the Kenyan society is actually ready for such blatant advertisements. The consumer protection Act 2012 warns against deceptive advertisements. It defines what is termed as deceitful advertising which may mislead consumers in making decisions on what goods or services to purchase. Most of the consumers may not deduce what an advertisement is implying.

Shadrack says:

You can get a wrong message for example in the 'mpango wa kando' advert. Immorality is promoted in some way in the sense that if you have a partner who is irresponsible you can find another so long as you use a condom. This demeans the intention of the message which is to keep safe from STI's that spread fastest in marriage unions

Frank concurs and says:

Yes wrong messages are sent. I do not get the relationship between Vaseline and nudeness for example because it may mean that if you apply Vaseline you can walk naked. For such products interview advertisements would work out. Men are the greater viewers yet the target is women so I can say it has been under-advertised and may not get as much sale as it is intended.

4.2.1.6. Erosion of family values

Advertisers do their work in a pretty good manner but some of the advertisements ignore some values that families try to inculcate in their children. Some respondents consider advertisements with sexually represented messages and photographs a campaign against family values.

Sexual representation in advertisements tend to erode family values. Advertisements are not only seen and heard by adults alone but children too have access to some of the advertisements. If the content in the advert is irrelevant for children, then some of the morals might erode. If the family is affected then the society is affected in equal measure.

Kitwana had the following to say:

For scrupulous people it works for example those people who sell condoms that maybe relevant. It is almost like there has to be a lot of firewalls so that the children may not be able to see some of these advertisements. It is not justifiable to represent women in such a manner in fact getting a child in this era makes one afraid of their children watching such. I wouldn't advocate for that although the society seems to embrace all that is seen on TV. I also think that someone who is supposed to carry out checks and balances is sleeping on his/her job. Sometimes you buy a magazine and you are afraid of going with it home for the fear of how the family will regard you or if a visitor comes to the house and finds such magazines he/she might have a different opinion about you which is not fair at all.

Some of the advertisements as some of the respondents is that there is tendency towards pornography. Frank had the following to say regarding morals and values in advertisements:

As long as it is not provocative or pornographic then it's okay. There is an advert I have heard many people talk about Vaseline advertisements in billboards in Nairobi. One wonders where and how the photo was taken. It may bring out the picture that the model is not morally straight I mean how can one pose for such a photo. Covering up oneself is important.

4.2.1.7. Sexual representation in advertisements can increase sale

Sexual representation in advertising builds on the premise that people are curious about sexuality and that experience in marketing has been that sexual representation of women contributes to the sale of products. When there is sexual representation in advertising, certain values and attitudes towards sex are necessarily 'sold' along with a product. Kitwana, says:

It's natural that men are attracted to women and women are attracted to both men and women but all this depends on the event for example if it's a car wash- and a client once asked me to use images of women in bikinis- which was of course not very relevant-it might have attracted many men but this is extreme. I think sex sells for that matter but that would be selling something different.

Mike concurs and says:

When you are keen you will realize that most of the products target women. There is the sex appeal and in most cases sex sells so it is a matter of what you want to represent. Most of the products in the market target women even population wise. They happen to be the larger spenders of money and advertisers know exactly where to get them to purchase.

4.3 Perceptions of consumers on sexual representation of women in comparison to representation of men

The study found out that there are several reasons as to why manufacturing companies and marketing agencies use the sexual images of women and not of men. Among these factors include: source of income, women attract, and the notion that sex sells. Interviews were conducted for this objective. The general notion in advertisements is attraction. The society sees the man as a provider and therefore advertising agencies have tried to make the men attracted to commodities. This has certainly changed because at present, a woman is an equal partner in a relationship. Today, women purchase some items much more than men do. As a result advertising agencies and manufacturers have stepped up in marketing of their products. Majority of the advertisements will almost always have a woman involved. There are several factors, as this study found out, why many of the sexual images involve women. Each of the factors is discussed under sub-titles. To begin with, such kinds of advertisements are a source of income to those involved.

4.3.1 Perceptions on advertisements as a source of income

In asking on the perception on the sexual representation of women in comparison to the representation of men, it was clear that one of the ways in which people earn money is through advertisements. However, the respondents agreed that only an insane man would take part in advertisements that expose them sexually. Women on the other hand would go for it not for anything but for the money. Solomon had the following to say.

Women feature for commercial reasons. It is one way in which people get an income. The people in the advertisements are willing to be used but they also

gain in the sense that they can be able to put food on the table - earn a living-a kind of job.

Vivian agrees further and says:

Because women would be more willing to take part in such advertisements maybe because it is also a source of income but I think men are a bit reserved.

Harrison also says that the motivating factor for women to be used in revealing ways is the money that comes with it whether the individual is married or not. He says:

Either party if married would have sought consent from the partner for others it may be for money because as it is there is no money so one wouldn't care of anything else as long as the money trickles in there would be no problem. If you are given a lot of money just for the advert can you refuse?

4.3.2 Perception on women being attractive

Most of advertisements that seen today will always carry the image of a woman or a woman is involved. It is surprising those commodities that women would have little or no interest in, will be advertised using women. This is naturally meant to draw men into purchasing such products. It was evident that in some of the products advertised, women take very little interest in them, but men do. In essence, it is the man being lured. In some cases however, women would also be attracted.

Edwin had the following to say:

According to the nature of human being and psychological research women are appealing. Their dressing has to be appealing. I have seen that when women cover themselves totally- the 'Akorino' style nobody takes notice but when they dress skimpily everyone around them seems to take notice. It is all about being noticed.

The 'strength' of a woman is not overlooked. According to the respondents, when it comes to advertisements, men cannot match up the power of influence that women yield.

Shadrack concurred:

Women have good appearance and can be able to convince. They are naturally powerful and are attractive Ladies are men's 'medicine' so it would be easy for a lady to convince a man or even a fellow lady.

Vincent agrees further :

I think the advertisers believe that people are caught in the bondage of impulse buying especially those without analytical brains. It may also be that people have a soft spot for women and they like to be identified with beautiful women.

Historically advertising has used women more than men in revealing manners, although, current trends show that men are also involved. The fact still remains that women are used disproportionately. Jack says:

My experience is that women are attractive like flowers. The idea of using women is that they are attractive like flowers and most people are drawn to attractive things. Women are not like commodities it is just that women are attractive and people like to be associated with beautiful things. This is because beauty is attached to women than men.

Statistics in Kenya show that women account for a bigger percentage of the entire population. Because of this fact, advertisers will tend to focus on the greater population as Priscilla notes:

I think women form a larger population and shop most of the time, Advertisers target them because they would go an extra mile to enhance their beauty. Sometimes, it maybe that they would want to look like so and so like where role models are used. Sometimes, it maybe because they want to be seen or to please someone.

As seen earlier in the literature, much of advertisements-especially those that are sexually represented-tend to turn human being into objects-referred to as objectification. Mike has the following to say about objectification of women in advertisements:

They are mostly used because they are objects of satisfaction to men something good for men. The person in the product would be of more relevance than the product itself it would be an imaginary feel of the person in the product.

It is natural that human beings are attracted to the members of the opposite sex. Many manufacturers and advertising agencies take advantage of to ensure that their products sell. It is expected that the man is the provider and therefore makes most of the purchases. It is therefore natural that if men make most purchases then women would be used to advertise products that target men. However this is not the case. Many of the products being advertised today target women for example cosmetics- which men seldom buy. As it turns out, women are attracted to members of both sexes but men are attracted to women only. One of the respondents-Kitwana- says:

Naturally, men are attracted to women and women are attracted to both men and women but all this depends on the event for example if it's a car wash and a client once asked me to use images of women in bikinis which was of course not very relevant but might have attracted many men but this is extreme. I think sex sell for that matter but that would be selling something different.

Similarly Edwin agrees on this and says:

Women appeal to both the male and the female gender. There is a sense of comfort that people have with women. Women would be attracted in the sense of wanting to be like what they see in the advertisement. Men would have an illusion of wanting to own such like woman.

Morgan, also had the following to say:

Most of the clients/buyers are men and men are naturally attracted to women especially beautiful women. Men are not as attractive.

One thing is clear that women are attracted to one another. Edwin concurs further and says the following:

First, I am a Spa manager and I can tell you from experience. The female gender features most in advertisements. It is natural that men are attracted to women. Some of my clients ask for the ladies and the more beautiful the masseuses are the more the demand. Men like women so to say. The ladies who visit only do so because of health problems or advice from doctors. Women have greater potential to attract than men so certainly using women would be good for business. From a practical sense, we once used a man for advertising the business but quite a number of people asked why we used a dark guy in the advert. When we changed the image to that of a lady, several comments came up and most said that the picture was nice. The picture

however was not revealing or sexual in any way. Further, women appeal because it is because of sex power. Women appeal to both the male and the female gender. There is a sense of comfort that people have with women. Women would be attracted in the sense of wanting to be like what they see in the advertisement. Men would have an illusion of wanting to own such like woman. Once we had a receptionist who was a man and clients would bypass him but when we put a lady, clients would pass by the reception before getting their services.

Frank equally had the following to say:

Women feature mostly because naturally they are appreciative. Most products advertised also target women. Women are also appealing because they are like flowers and by the way, women also lust after fellow women. Further, men are apprehensive and reserved

4.3.3. Perceptions of women's population as being higher.

The reason as to why advertisers target women is because, statistically the female gender accounts for a greater population than the male gender. Marketing personnel usually target the greater population so as to make maximum sales. Kitwana says:

Statistically women are more and maybe most products advertised target women and there are many products targeting women. Women are also the larger population. There is no way an advertiser will use a minority population to reach an audience or clientele it doesn't represent.

In advertising it is easy to get a man's attention by using women's bodies. Some of the advertisements associate getting the product with getting the woman. There are several reasons as to why manufacturing companies would choose to use women instead of men. Kitwana had the following to say:

It's natural that men are attracted to women and women are attracted to both men and women but all this depends on the event for example if it's a car wash and a client once asked me to use images of women in bikinis which was of course not very relevant but might have attracted many men but this is extreme.

It is deduced from the study that advertising has a key role in selling goods and services. The manner in which a product is advertised will influence responses either positively or negatively. The respondents' opinions assert that the manner in which women and men are represented has an influence in consumer purchase behaviour. Revealing advertisement images are frowned upon by consumers when irrelevantly used.

From the findings, most men would not want to be seen in advertisements. This therefore reveals that men are reserved beings. This may be as a result of what culture dictates on their role and responsibility in society. As seen earlier, the men are perceived as the providers and therefore the provider makes most of the purchases. The 21st century has come with a lot of changes which marketers need to consider in their marketing endeavours. The number of single parents especially women has risen and this has made the women take responsibility in providing for the family. Such trends if not taken into consideration, lead to stereotypical kind of advertisements that maybe offensive to either gender and might be difficult for consumers to make sense of and therefore they will ignore the advertisement and the product or service being advertised.

4.4 Perceptions on the effect of representation of women in advertisements on their purchase behaviour

The sexual representation of women in advertisements has several impacts. Interviews were administered to arrive at the conclusion. Most products that use sexual appeal involve women. This, as it has turned out, has changed the image of a woman and therefore she is seen as a tool that can be manipulated in many ways so as to make

profit in selling different goods and services. The following was found out: disassociation with products and services.

4.4.1. Disassociation with the product

In looking at the effect that the use of sexual representation of women would have on consumers purchase behaviour, it was concluded that consumers would not like to associate with advertisements of this nature. In this case, they would not pay attention to or even buy the product. This may stem from their cultural and religious backgrounds that abhors sexual representation of women.

Conservatives especially religious ones often consider revealing advertisements as obscene. Such conservatives would not want to identify themselves with obscenity.

Kandwala had the following to say:

The images will not trigger my interest in the sense of nudity. My interest would be that as a father, how the images would infringe on the morals of my daughters for example.

Eric concurs and says:

I would not want to be associated with it because there is no valid truth that the product would make me appear like the person in the photo because we have different skin types.

Evidence from the study suggests that sexualised advertising have very little impact and therefore most of the advertisements that use this tactic have very negligible effect.

4.5 Summary

In this chapter, data has been presented and interpreted based on the research questions stated at the beginning of the study. Findings suggest that advertisements with sexual representation of women do not influence decisions to purchase owing to

the perceptions that consumers have towards the same. Secondly, women are used in a sexual manner for the following reasons: they are more willing than men are, women have a greater appeal to potential customers than men do. The use of men would not increase sales of whichever product. Finally, the sexual representation of women in advertisements is frowned upon owing to several factors for example culture and tradition, religion and meanings arrived at. In the next chapter, summary of findings, discussions, conclusions and recommendations on the study findings are covered.

CHAPTER FIVE

DISCUSSION, CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

In this chapter I present the summary of key findings followed by a discussion. Further, I will present the conclusions, recommendations and suggestions for further research.

5.2. Discussion

In relation to the literature review, I present in the section below a discussion of the key findings on the perception of consumers on the effect of representation of women in advertisements on their purchase behaviour. The persuasion knowledge model and the social judgement theory will be used to analyse the findings.

5.2.1 Consumers perceptions on the use sexual representation of women in advertisements

The persuasion knowledge model also asserts that consumers utilize persuasion knowledge to evaluate marketers' persuasion behaviour on two primary dimensions: perceived effectiveness and appropriateness. Consumers' judge persuasion behaviour to be effective when it seems to have produced psychological effects that strongly influence purchase decisions. Consumers deem persuasion behaviour appropriate to the extent it appears to be ethical or normatively acceptable (i.e., within the rules of the game), especially with regard to consumers' relationship expectations. For example, if a marketer's persuasion attempts are perceived as disrespectful or unexpectedly careless, it will likely lead to a negative consumer evaluation, potentially damaging brand equity and the reputation of the firm overall.

Majority of the respondents' opinion was that the women have been used inappropriately meaning that the message that the advertisement displays is totally different from the intended message. There was no connection between the product or service and the manner in which it was advertised. Further the advertisements did not take into consideration that there are certain groups of people that the advertisements would not make sense to for example young children and old people. Advertisements address needs and sexual images of women do not meet the needs of young children and old people who may find sexual matters beyond their interests. To children, the respondents found such advertisements as misleading and the true value of sex is eroded. The social judgement theory clarifies this further in looking at tenets of persuasion communication. More specifically, the claim is that the effect of a persuasive communication depends upon the way in which the receiver evaluates the position it advocates. The inappropriate use of women in advertisements demeans them. They are seen as objects that manufacturing industries can manipulate in order to make their products sell. As deduced from the respondents, the advertisements with sexual representation of women seem to suggest having sex on face value. Most consumers are not able to interpret the meaning of advertisements, so the mere fact that an advertisement seems to suggest sex makes the consumer ignore and in some cases reject the advertisement as was seen in a *Vaseline* advertisement on billboard on major roads in Nairobi that led to their removal.

On the contrary, some respondents saw nothing wrong in the portrayal of women sexually in advertisements. They cited the society as being sexual and in most cases people pretend not to be associated with such advertisements but in actual sense, it is

what they want to see. The social judgement theory further suggests that our reaction to a particular persuasive communication will depend (at least in part) on what we think of—how favourable we are toward—the point of view that it advocates. But this suggests that, in order to understand a message recipient's reaction to a given message, it is important to understand how the receiver assesses the various positions on that issue (that is, the various different stands that a message might advocate). On any given persuasive issue, a number of different positions or points of view are likely to be available. A person is likely to have different assessments of these various positions, finding some of them acceptable, others objectionable, perhaps some neither particularly acceptable nor unacceptable.

The range of positions that the respondent finds acceptable form the respondent's latitude of acceptance, the positions that the respondent finds unacceptable constitute the latitude of rejection, and the positions that the respondent neither accepts nor rejects form the latitude of non-commitment.

The structure of these judgmental latitudes can vary from person to person. In fact, two people might have the same "most preferred" position on an issue, but differ in their assessment of the other positions on the issue and hence have very different latitudes of acceptance, rejection, and non-commitment.

As seen in the study, the consumer will frown upon sexual representation because of the position that the issue/ persuasive communication is unacceptable to him or her (latitude of rejection). On the other hand, there are contrary opinions regarding sexual representation of women in which the consumers' takes the position of acceptance. In this case, the judgement applied is the latitude of acceptance.

The theory rests on the fundamental assumption that people are “moving targets.” In other words, the validity of a consumer’s knowledge about the marketer, the marketer’s persuasion tactics, and the persuasion topic will ebb and flow over time.

5.2.2. How consumers perceive representation of women in comparison to representation of men

According to the persuasion knowledge model, a target’s knowledge of persuasion typically depends on three factors: experience, cognitive ability, and motivation. Experience and cognitive ability are straightforward; however, motivation can be influenced in a number of ways. It can be enhanced by factors such as unfamiliarity with the agent, similar persuasion behaviours having been observed in a different context, use of an uncharacteristic persuasion tactic, or belief that knowledge of the agent is out-dated.

The use of uncharacteristic persuasion tactic has been used in this case the use of sexual representation of women. The study has shown that this kind of motivation is frowned upon as it brings about connotative conclusions about the products and the people used in the advert photographs’.

According to the respondents, one of the reasons as to the use of women as opposed to men is that some women use this as a source of income to provide for their families. Women are more willing to be used but men are reserved and would want to keep certain issues like sexuality private. Women are easier targets to be used for such advertisements than men.

Another factor that causes this uncharacteristic kind of motivation in advertisements is that women attract. The general perception is that men are attracted to beautiful and sexually attractive women for purposes of belonging (wanting to possess). Women on the other hand are attracted to specific features in a man that may not be reflected in the advertisement. On the other hand women are attracted to fellow women in the sense of knowing the secret of becoming beautiful which nature and society dictates. Manufacturers and advertising agencies take advantage of their nature (impulse buying for example) and entice them in the best way possible.

Further, some believe that sexual representation of women can help boost sale only when used appropriately. Certain product can be associated with sex for example condoms. When sexual advertisements are used in advertising condoms, it makes a lot of sense. Contrarily, when sex is used to sell a product not associated with it, then a wrong message is sent and therefore the purchase of the product would be frowned upon. This can be seen in car advertisements, cooking oil and even beverages.

Social judgment theory proposes that the structure of the judgmental latitudes systematically varies depending on one's level of ego-involvement with the issue. Very broadly speaking, what is meant by "ego-involvement" is roughly the same as would be meant in colloquially referring to someone's being "involved with an issue." Thus a person might be said to be ego-involved when the issue has personal significance to the individual, when the person's stand on the issue is central to his or her sense of self (hence ego-involvement), when the issue is important to the person, when the person takes a strong stand on the issue, when the person is strongly committed to the position.

This therefore means that whichever latitude is applied, what the consumer reveals is how much he/she is committed to a position. If a consumer for example detests the sexual representation of women in advertisements, then it means that he or she holds the position that sexual representation is unacceptable, therefore the latitude of rejection is applied. This is probably the position that is held by advertisers in deciding whether to use men or women in sexual representation in advertisements.

5.2.3 Consumers perception on the effect of representation of women in advertisements on their purchase behaviour

Cultural differences may also play a role in motivation. For example, individuals in independent self-construal (for example Western) cultures may interpret persuasion attempts predominantly in terms of a personal attitude on the persuasion topic, whereas individuals in interdependent self-construal cultures (for example Eastern) may interpret such attempts in terms of a personal attitude on the social relationship with the agent. Such different interpretations may lead to different persuasion responses.

The respondents pointed out that it is not justified to represent women in a sexual manner. Advertisements appear on television, billboards newspapers and magazines that parents for example may not know when they appear. This also means that they have no control over the advertisements being aired on TV or published materials. Some of the advertisements have harmful notions about sexuality. In a way, some family values are eroded by such advertisements. One of the things that can change is manner of dressing. Some of the dressing seen in the contemporary society is disrespectful.

In the African culture, exposure of certain parts of the body is considered a taboo. Equally, nudity is considered immoral. Most of the advertisements are aired with total disregard of the culture and tradition and even religion of the audience. As a result, the advertisements will have no impact. This makes it illogical for manufacturing and service industries to invest in such kind of advertisements. It is important to understand that the culture and tradition of an audience so as to use the relevant motivation that will suit the culture, tradition and religion of the audience.

The persuasion knowledge model also posits that consumers and marketers may switch roles, with the consumer becoming the agent and the marketer becoming the target when, for example, a consumer attempts to negotiate or bargain, or otherwise influence a firm's selling tactics in any way. Regardless of who occupies which role, the model assumes that both agents and targets want to maximize the effectiveness of their persuasion production and persuasion coping behaviour respectively.

The study found out that women feature more in advertisements. Most of the advertised products target women. Both the target and the agent would like to maximize the persuasion tactic. There are several reasons as to why there is the case. Manufacturing companies use women in advertising their products because women are attractive to both male and female audiences. Advertising is meant to create interest in a product and manufacturers consider the use of women more productive than the use of men. Further, their appeal to potential customers is greater as deduced from the respondents

In order to maximize profit, any wise marketer would target a large population. Statistics have shown that women account for the greater part of the population in Kenya. With the recent campaigns to empower women, they have in-turn become entrepreneurial and therefore they make many purchases. This is contrary to what may have been the situation two or three decades ago. As a result manufacturers will advertise their products to target the greater purchasing population which happens to be women.

5.3. Conclusions

The use of sexual representation of women may not be familiar to quite a good number of consumers. Many of the products that are advertised with women sexually represented are actually foreign. Some manufacturing companies in Kenya, for example, have followed a similar trend and as I found out, the results yielded by such kind of advertisements are not worth the money invested in the advertisements.

The theory of persuasion knowledge model cites that agents (marketers) need to take into account that consumers are active and often knowledgeable participants in marketers' persuasion efforts, and that their persuasion knowledge, motivation, cognitive ability, and goals are all factors that should be taken into account when examining the effectiveness of any marketing attempt at persuasion. Agents should take into account the tactic used for particular audiences. This will be important in ensuring that consumers can make out the meaning of the advertisements. Culture and tradition is one factor that is important to consider when coming up with a persuasion tactic. If nudity is frowned upon in some African cultures, then it would be prudent for the manufacturer to consider other tactics so as the audience will not create a negative image of the brand.

Furthermore, the interaction between marketers' persuasion efforts and consumers' strategies for coping with those efforts is one that is constantly changing, as the persuasion knowledge of both consumers and marketers varies over time. Historically men have been perceived as the sole breadwinners and decision makers in families. Consequently, advertisements have reflected these values, even though as the study has shown, much advertising was directed toward women.

Because men are attracted to pretty and sexy women and men were the primary purchasers, the use of women as attention getters seemed appropriate. This has however changed since the advent of the women's liberation movement in the 1960's. Women now take key roles in the society for example in Kenya there is quite a good number of women in governmental and non-governmental top leadership. It would be unfair for companies to ignore this and continue using women in the 'ancient' decorative roles. Further advertisers have been slow in picking up on these changes and one still finds many instances of women being inappropriately men used to sell products intended for men.

The following are the conclusions that this study arrived at; Representation of women in a sexual manner demeans women, wrong messages are sent, is disrespectful and as a result consumers would not want to associate with products advertised in such a manner. Further it asserts that women are attractive and will continue to feature in advertisements because the use of men is counterproductive. Lastly, this study concludes that because consumers may not be able to analyse advertisements, then advertisements that don't appeal to their needs will be ignored and this can have devastating effects on the advertiser especially financially.

5.4. Recommendations

From the findings of this study, the following recommendations were made:

1. It is true to say that advertising that does not gain the viewer's attention has failed. It is however unfair to advertise goods and services in a manner that potential customers cannot understand the message in the advertisement. This study recommends that manufacturing companies and advertisers understand the audiences they want to persuade to buy products so as to avoid making their product distasteful to the audience. Here, the traditional customs and beliefs and religion are important considerations.
2. The consumer protection Act 2012 warns against deceptive advertisements. It clearly defines what it terms as deceitful advertising which may mislead consumers in making decisions in what goods or services to purchase. This constitutes presenting goods and services as having certain qualities that they don't have. This study suggests that stern legal action be taken on both the manufacturers and the advertisers who do not adhere to the act. The law entitles consumers to the right to remedies, including recovery of the money spent in a transaction and any damages should it be established that an agreement was reached in unfair practice. The study suggests that consumers feeling short changed should report to the concerned authority to facilitate legal action.
3. .Lastly the study suggests that the use of female or even male gender in sexual manners be brought to a stop or be classified. It is not only adults that view the product or listen but children too. There is likelihood of a wrong message sent by the advertisements to infiltrate the young minds and give the young boys

and girls wrong ideas about sex and even the products; the product might be tarnished leading to losses.

5.5. Suggestions for further research

In relation to this study and in view of the findings, further research would be necessary in the following areas.

1. This study is a basis to which much more research can be done in the field of advertising. It centred on representation of women. It would be important to find out how other tactics would influence purchase behaviour for example celebrity endorsed advertisements and how consumers respond to them.
2. A product may have all the good qualities but how it is advertised determines the sale. It would also be beneficial to marketers and manufacturers if a study can be made to find out which type of advertising works best for which particular products and services.
3. Lastly, it is important to know that not all products that are advertised are sold. It is worth finding out as to what exactly makes people purchase the products and services they use.

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APPENDIX A: INTERVIEW SCHEDULE

Welcome. I am graduate student of Moi University's school of human resource development pursuing a Master of Science degree in Communication and Journalism. I would like your input in the topic Representation of women and consumer purchase behaviour in advertisements. Your input will help me understand why marketers use the tactics of advertising they use today. This study is for academic use and don't worry about the recorder, i don't work for any media house and there is no hidden camera. Its voluntary for you to participate so don't feel pressured. Thanks you.

1. What is it that influences your purchase?
2. What role does advertising play in your purchase?
3. What is your perception when you see women represented in such manners in advertisements? (show sample to respondent)
4. Suppose you saw a product advertised this way (show a sample of advertisements) what would be your response?
5. What happens when a product you use is advertised in such a manner?
6. What is your opinion if and when you see men represented in similar ways in advertisements?
7. Why do you think women feature in most advertisements that are revealing much more than men are?

APPENDIX B: ADVERTISEMENT PHOTOGRAPHS USED IN THE INTERVIEWS





SOFTENS
&
smoothens
rough, dry skin

Restores
moisture

Tones
skin


PALMER'S
COCOA BUTTER FORMULA™

The advertisement features a woman lying on a blue mat, showcasing her skin. In the bottom right corner, four products are displayed: a tube of cream, a bottle of body oil, a jar of cream, and a bottle of lotion. Each product label includes the brand name 'PALMER'S' and the product name 'COCOA BUTTER FORMULA™'. The tube and jar labels also mention 'with Vitamin E'. The bottle labels specify 'Moisturizing Body Oil' and 'Softens, Soothes & Relieves Dry Skin'.



**APPENDIX C: AUTHORISATION FROM MINISTRY OF HIGHER
EDUCATION**

REPUBLIC OF KENYA



NATIONAL COUNCIL FOR SCIENCE AND TECHNOLOGY

Telegrams: "SCIENCETECH", Nairobi
Telephone: 254-020-241349, 2213102
254-020-310571, 2213123.
Fax: 254-020-2213215, 318245, 318249
When replying please quote

P.O. Box 30623-00100
NAIROBI-KENYA
Website: www.ncst.go.ke

Our Ref: **NCST/RR1/12/1/SS/40/5**

Date:
8th Feb, 2010

David Ng'ang'a Kamau
Moi University
P. O. Box 3900
ELDORET

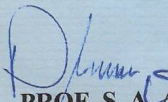
Dear Sir,

RE: RESEARCH AUTHORIZATION

Following your application for authority to carry out research on *"Interrogating sexuality as an advertising tool for magazines and other products in selected magazines in Kenya"* I am pleased to inform you that you have been authorized to undertake research in **Nairobi and Uasin Gishu Districts** for a period ending **30th November 2010**.

You are advised to report the **Provincial Commissioner Nairobi Province, the Provincial Director of Education Nairobi Province, the District Commissioner Uasin Gishu District and the District Education Officer Uasin Gishu District** before embarking on the research project.

On completion of the research, you are expected to submit four copies of the research report/thesis to our office.


PROF. S. A. ABDULRAZAK Ph.D, MBS
FOR SECRETARY

Copy to:

MINISTRY OF EDUCATION

Telegrams: "EDUCATION", Eldoret
 Telephone: 053-2063342 or 2031421/2
 When replying please quote



DISTRICT EDUCATION OFFICE
 UASIN GISHU WEST DISTRICT
 P. O. Box 371
 ELDORET

Ref. No. ED/EW/GEN/3/4/327

Date: 22nd February, 2010

TO WHOM IT CONCERN

RE: RESEARCH AUTHORIZATION

Following your application for authority to carry out research on, "Interrogating sexuality as an advertising tool for magazines and other products in selected magazines in Kenya I am pleased to inform you that you have been authorized to carry out the research.

The Head teachers and others concerned are requested to give you maximum support and assistance.

B K. ROP
 B K. ROP
 FOR: DISTRICT EDUCATION OFFICER
ELDORET WEST DISTRICT

for DISTRICT EDUCATION OFFICER
 UASIN GISHU DISTRICT