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## Perception of Malaysian Youths on The Role of Women in Advertisements: The Goffman Perspective

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# Presentation Outline

-  Introduction
-  Research Objectives
-  Literature Review
-  Research Methodology
-  Results/Findings
-  Conclusion & Recommendations

# Introduction

Widespread attention has focused on the roles represented by women in advertisements in recent years. Substantial research has been carried out on this issue and advertisements have been criticized for portraying women as dependent on men, housewives, noncareer oriented, etc. (Peterson & Kerin, 1977).

One of the dilemmas that still occurs in our modern society, and is common in the advertising industry, is gender stereotype (Kathiraveloo, 2001). Gender stereotype is a general view concerning the roles that should be performed by male and female genders (OHCHR, 2020).

# Introduction

Advertisements tend to represent the female gender in limited roles by generally depicting them as homemakers or mothers or by showing them as sexually provocative figures. They are rarely shown in business roles, work settings, or in the position of authority and responsibility (Kathiraveloo, 2001).

Although there are a lot of research studies done in many countries, studies that used Goffman (1979) theory in the area of perception of youth regarding the role of women in advertisements remains limited in Malaysia. This study is therefore necessary as women in Malaysia begin to play more prominent roles in the nation-building of the country.

# Research Objectives

**# 1**

**To investigate the perception of Malaysian youths on the different roles represented by women in advertisements.**

**# 2**

**To find out the perception differences between male and female respondents concerning the roles represented by women in advertisements.**

# Literature Review

## Family Role

- Many research studies by Goffman (1979), Bell & Milic (2002), Das (2016), Das & Sharma (2017), and Dwivedy et al. (2009) indicated the overwhelming portrayal of women in family role such as housewives, mother, wife, daughter, and so on.

## Professional Role

- Some studies show that women are rarely considered as professionals in advertisements, even though in this modern time most of them are great professionals who contribute to economic growth in various countries (Das, 2016; Das & Sharma, 2017; Dwivedy et al., 2009).

## Independent Role

- According to studies by Dass (2016), Sukumar (2014), Das (2000), Sukumar & Venkatesh (2011) and Dwivedy et al. (2009), women in most of the contemporary advertisements are shown to be dominant, sophisticated, confident and independent.

## Decorative/Sex Object Role

- A number of studies by Goffman (1979), Dwivedy et al. (2009), Das (2016), Lanis & Covell (1995), Das & Sharma (2017), Kumar (2017) have validated the portrayal of women in decorative or sex object roles.

# Methodology

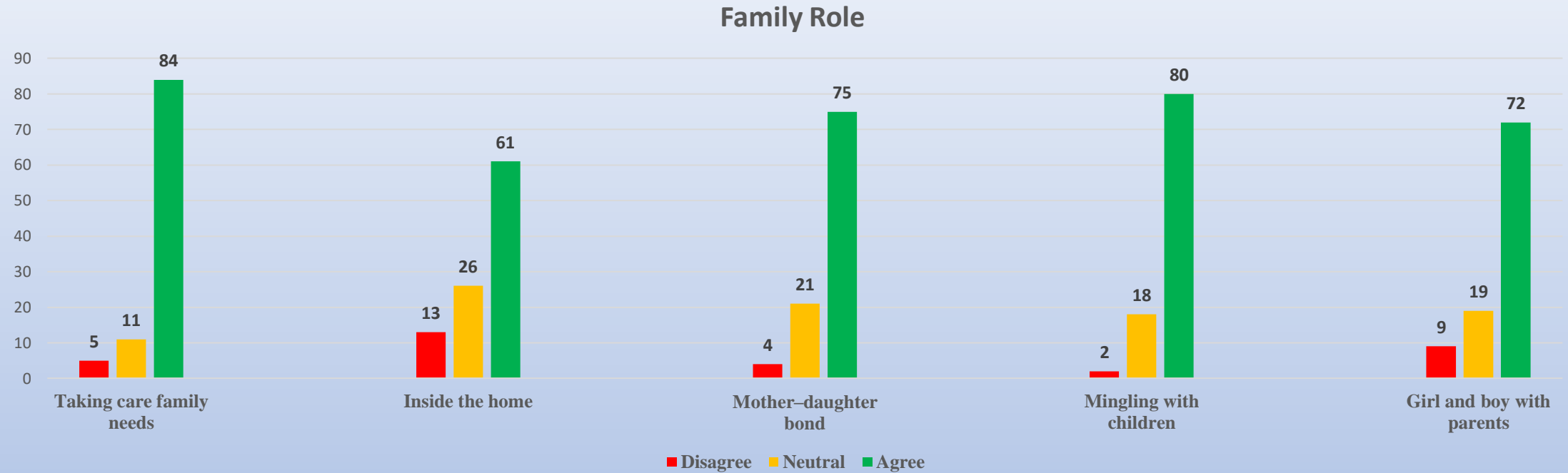
Items	Quantitative
Purpose of Data collection	To assess the perception of youths concerning the role of women in advertisements as well as the differences in perception.
Population	Malaysian youth
Sampling Method	Convenience sampling
Sample Size	100 respondents
Instruments	Questionnaire surveys
Analysis Technique	Descriptive Statistics using SPSS

# Results/Findings - Demographic Profile of Respondents

Variable	Category	Frequency	Percentage (%)	
Gender	Male	37	37	
	Female	63	63	
	Total	100	100	
Age	18 - 20	33	33	
	21 - 26	57	57	
	27 - 32	6	6	
	33 - 40	4	4	
	Total	100	100	
Marital Status	Single	93	93	
	Married	7	7	
	Total	100	100	
Education	Bachelor's Degree	88	88	
	Master's Degree	8	8	
	PhD	4	4	
	Total	100	100	
Religion	Christian	0	0	
	Muslim	100	100	
	Hindu	0	0	
	Buddhist	0	0	
	Total	100	100	
Ethnicity	Malay	76	76	
	Chinese	1	1	
	Indian	2	2	
	Others	21	21	
	Total	100	100	



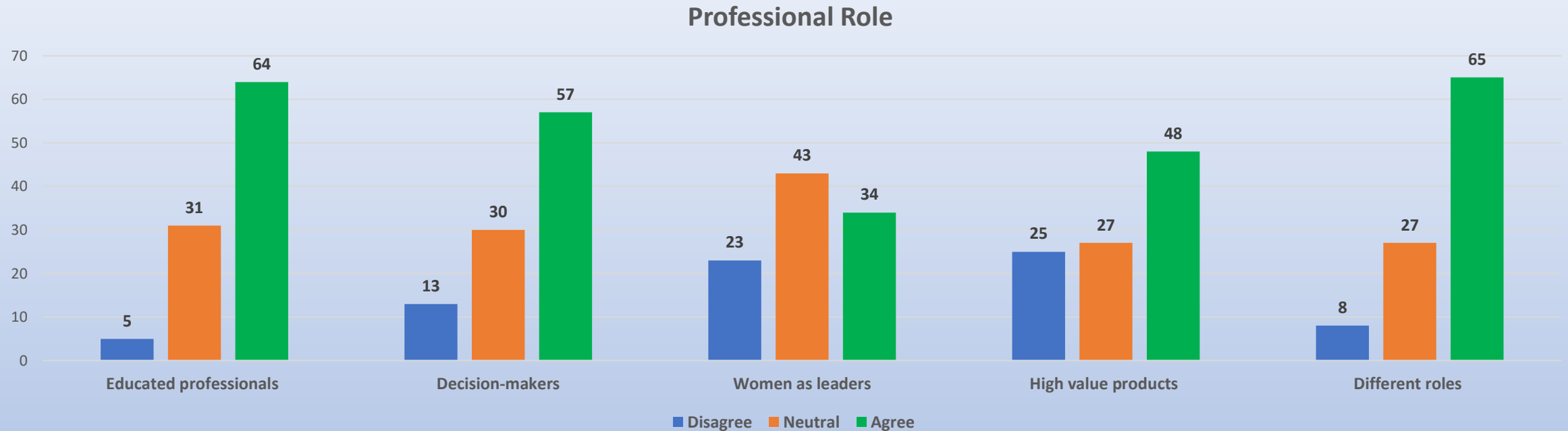
# Results/Findings - Role of Women in Advertisement



A majority of the respondents agreed to all the statements under the family role indicating that the youth believe women are being portrayed in family roles in ads.

This result is consistent with other studies in the literature by Goffman (1979), Bell and Milic (2002), Das (2016), Das and Sharma (2017), and Dwivedy et al. (2009).

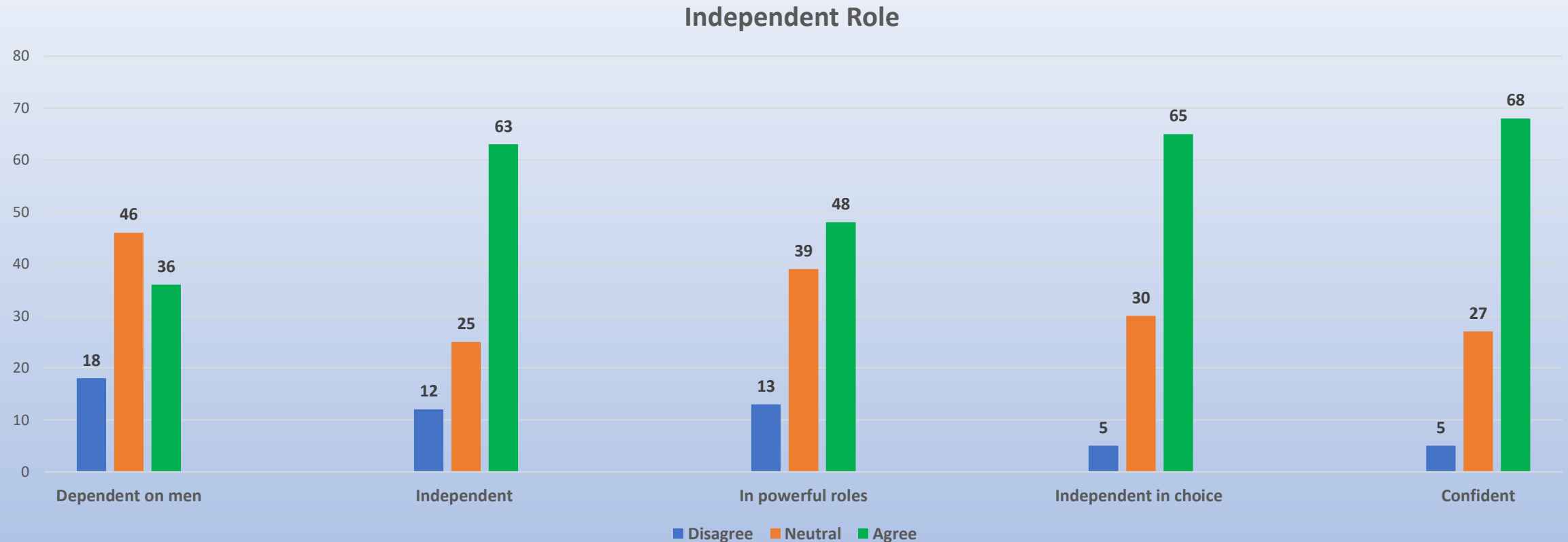
# Results/Findings - Role of Women in Advertisement



The respondents agreed to most of the statements concerning the portrayal of women in professional role in advertisements except the third statement that “Ads show women as leaders”.

This means that while most of the youth perceive women to be shown in professional roles, they are quite sceptical about women being shown as leaders in ads. This is inline with studies by Goffman (1979) and Das & Sharma (2017).

# Results/Findings - Role of Women in Advertisement

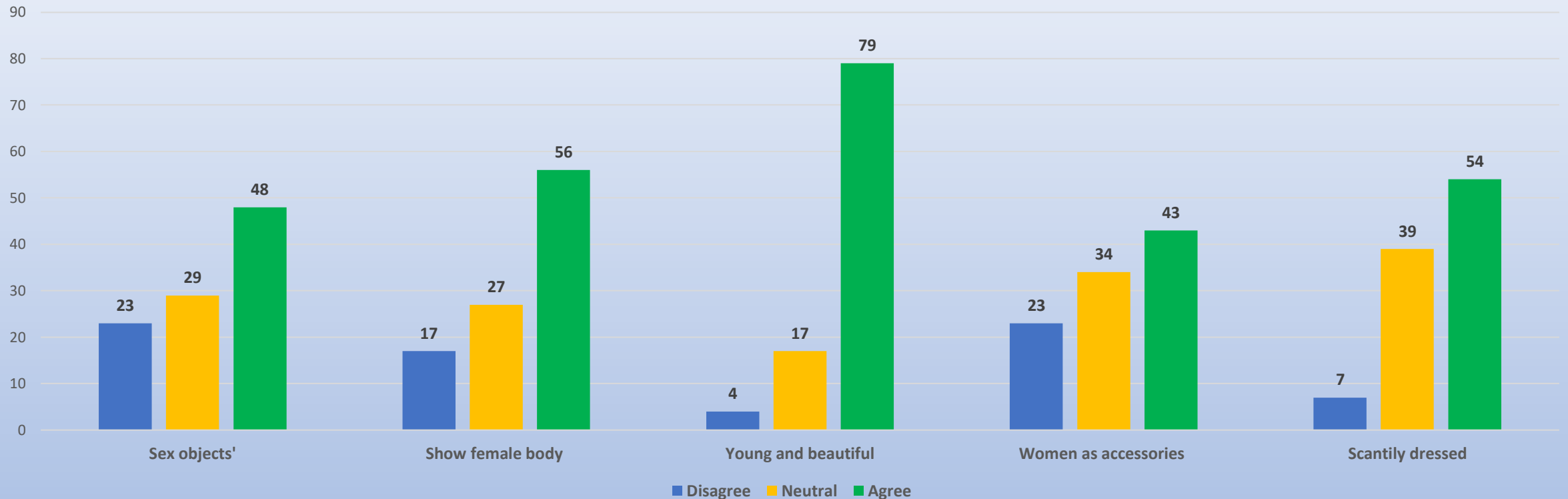


The findings from the above results suggest that women are portrayed in independent roles. The first statement is an indication that ads in Malaysia may not really portray women as dependent on men and thus imply that the women are independent.

The above results is consistent with studies by Soni (2020), Mei Zi (2020), Dass (2016), Sukumar (2014), Das (2000) and Dwivdey et. al. (2009).

# Results/Findings - Role of Women in Advertisement

Decorative/Sex Object Role



The respondents agreed to all the statements under the decorative or sex object roles. This implies that most of the youth held the view that women are represented in decorative or sex object roles in ads.

This results is supported by Goffman (1979), Dwivdey et. al. (2009), and Das (2016).

# Results/Findings – Difference in Perception

Difference in perception was found with regards to family role and independent role.

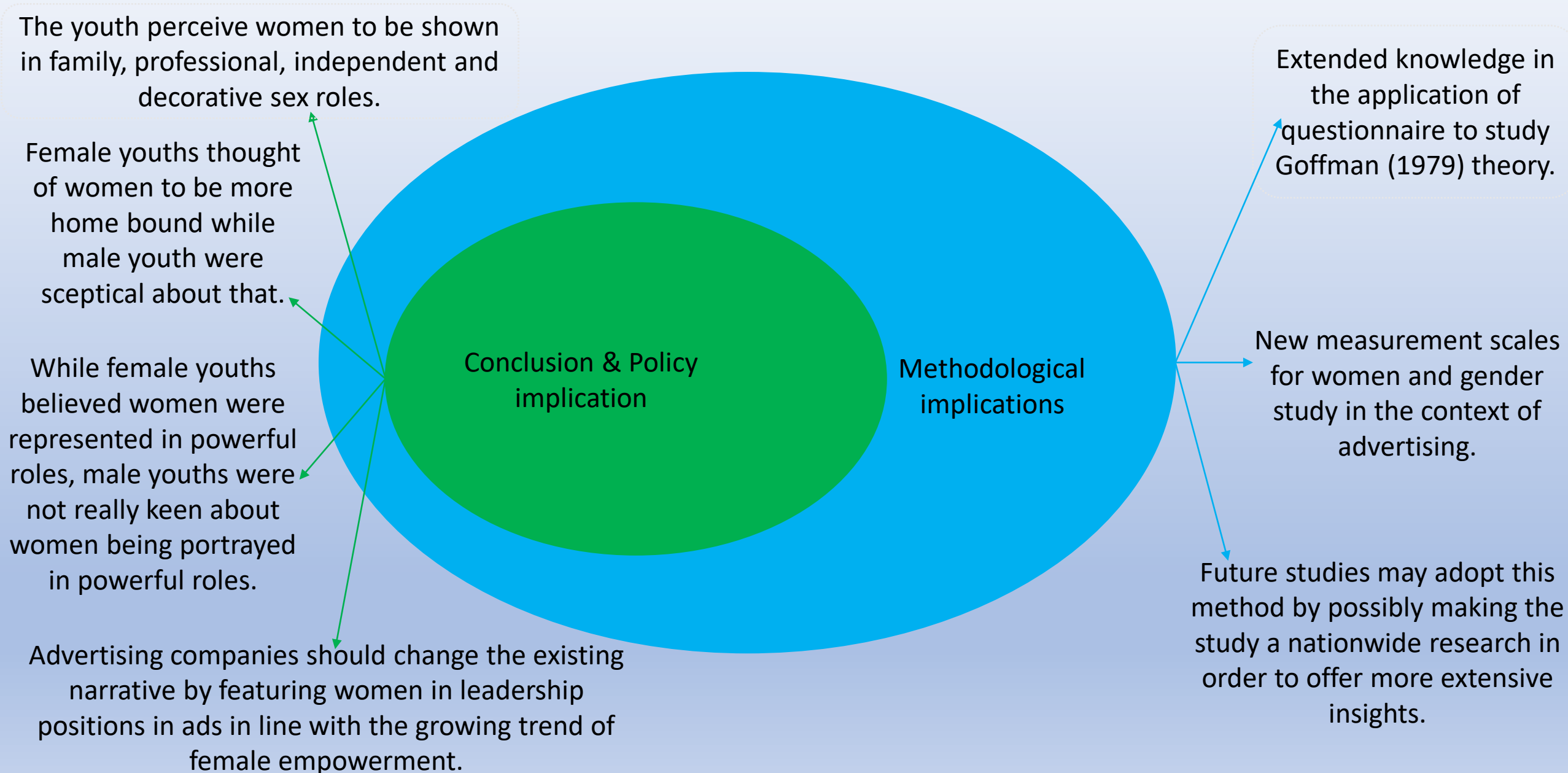
In terms of the family role, the difference concerned the statement that “Ads mostly show women inside the home.” While female respondents perceived that ads show women inside the home, male respondents thought otherwise and remained neutral.

This implies that, women thought of themselves to be more home-bound as compared to what men thought of them. This is supported by Bell & Milic (2002) who indicated that women appeared more often as home bound and as housewives in television advertisements as compared to men.

In terms of the independent role, while most of the female respondents agreed that ads portray women in powerful roles, the male respondents remained neutral concerning this statement.

This implies that, while a majority of the female respondents believed that ads show women in powerful roles, the male respondents were doubtful if ads really portray women in powerful roles. This result is in agreement with the study of Das & Sharma (2017).

# Conclusion & Implications for Research



Thank You  
&  
*Wassalam*