

**ADVERTISING AND BEHAVIOUR CHANGE IN MARRIED WOMEN: A CASE
OF KIAMBAA CONSTITUENCY, KIAMBU COUNTY**

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DECLARATION

STUDENT'S DECLARATION

This research project is my original work and has not been presented for a degree at any other university.

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SUPERVISOR'S DECLARATION

This research project has been submitted for examination with my approval as the candidate's University Supervisor.

Signed Date.....

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DEDICATION

This study is dedicated to my dad and mum who taught me to have unquenchable thirst for knowledge.

ACKNOWLEDGEMENT

I would like to acknowledge the support of my research supervisor Dr. Hezron Mogambi who not only offered his insightful advice, thoughtful comment and constructive criticism, which have contributed immensely in compiling this project.

I'm also indebted to my entire family for their tireless prayers and encouragement.

ABSTRACT

Advertisements use female body as medium to persuade an audience to purchase products and are convincing and motivating tools which can purchase products with a huge potential of leaving a deep impact on the minds of the viewers and play a major role in molding the culture and attitude of the people. Advertisement is a form of communication has a potential changing behavior. This study sought aimed at investigating the relationship between advertising and behaviour change a case of married women in Nairobi County. The study adopted a descriptive survey research design that uses both qualitative and quantitative approach on a target population of married women in Nairobi. The study used a cluster of four locations within the County and came up with 40 respondents; 10 from each location. Thus, two stage cluster sampling technique was used. The data was collected using questionnaires. The data was analyzed using descriptive statistics such as frequency, percentages, mean and standard deviation. Qualitative technique was done using thematic content analysis. The findings revealed that advertisement portray married women as: completely passive; inert decoration; stupid or incompetent; dependent on men; decorative or sex objects; and not involved in making major decisions while men are seen as the dominant figures. Advertisement make women use any means to acquire advertised product including earning more money and taking loans beyond their repayment capacity. It also leads to decreased integrity and self confidence of married women. Advertisement further make women compare their own attractiveness and bodies with media, be submissive and dress provocatively, including heightened sense of anxiety and a negative self-image.

TABLE OF CONTENTS

DECLARATION	ii
DEDICATION	iii
ACKNOWLEDGEMENT	iv
ABSTRACT	v
LIST OF TABLES.....	viii
LIST OF FIGURES.....	ix
CHAPTER ONE: INTRODUCTION	1
1.1 Background to the Study	1
1.1.1 The Concept of Advertising and Behaviour Change.....	4
1.1.2 Advertising in Kenya.....	6
1.2 Statement of the Problem	7
1.3 Objective of the Study	10
1.3.1 General Objective of the Study	10
1.3.2 Specific Objective of the Study.....	10
1.4 Research Questions	11
1.5 Justification of the Study.....	11
1.6 Scope of the Study	12
1.7 Limitations of the Study	12
CHAPTER TWO: LITERATURE REVIEW AND THEORETICAL FRAMEWORK	13
2.1 Introduction of Literature Review	13
2.2 Theoretical framework	14
2.3 Advertising Effects.....	15
2.4 Attitudes towards Television Advertising.....	17
2.5 Advertising and Change in Attitudes	19
2.6 Behaviour Change	20
2.7 Advertising and Behaviour Change	22

CHAPTER THREE: RESEARCH DESIGN AND METHODOLOGY.....	24
3.1 Research Design	24
3.2 Target Population	24
3.3 Sampling Technique	24
3.4 Sample Size	25
3.5 Data Collection Instruments	25
3.6 Validity and Reliability of Research Instruments	25
3.6.1 Reliability	25
3.6.2 Validity	25
3.7 Data Analysis	26
3.8 Ethical Consideration	26
CHAPTER FOUR:DATA FINDINGS, ANALYSIS AND PRESENTATION	27
4.1 Introduction	27
4.2 Demographic Information	27
4.3 Advertisements Encourage Women To Change Behaviour.....	28
4.4 Advertisements Influence on Married Women Behavior.....	31
4.5 Married Women Portrayed As Passive In Ads, Placing Them In Roles Subordinate To Men.....	34
4.6 Advertisements Depict Married Women As Inferior To Men In Cognitive Ability	35
CHAPTER FIVE: DISCUSSIONS, CONCLUSION AND RECOMMENDATIONS	38
5.1 Introduction	38
5.2 Conclusions	38
5.3 Recommendations	39
5.4 Areas for Further Research.....	40
REFERENCES	41
Appendices	48
Appendix I: Questionnaire	48

LIST OF TABLES

Table 4.1: Age of Respondent	28
Table 4.2: Respondents' Education Level.....	28
Table 4.3: Extent that Television Advertisements Influence Married Women Behavior ..	29
Table 4.4: Extent of Advertisements Influence Married Women Behavior.....	31
Table 4.5: Extent of Advertisement Influences on Women to Change Behavior	33
Table 4.6: Married Women Are Portrayed As Passive in Ads.....	34
Table 4.7: Extent to which Married Women Portrayed are Portrayed as Passive In Ads..	35
Table 4.8: Advertisements and Depicting Women as Inferior to Men	37

LIST OF FIGURES

Figure 4.1: Advertisements Encourage Women to Change Behavior.....	29
Figure 4.2: Advertisements Influence Women To Change Behavior	32
Figure 4.3: Effectiveness of the Influence of Advertisements on Married Women Behavior	32
Figure 4.4: Ads Depicting Women as Inferior to Men in Cognitive Ability	36
Figure 4.5: Extent to which Advertisements Depict Married Women As Inferior to Men	36

CHAPTER ONE

INTRODUCTION

1.1 Background to the Study

This chapter contains the background information of the study, the advertising and behaviour change of married women in Nairobi County, the statement of the problem, the objectives of the study, the justification of the study, the significance of the study, the scope of the study and the expected limitations of the study.

Every day, one comes across innumerable images and commercials for various products. This excessive amount of media in our day to day lives cannot be side lined and impacts all those surrounded by it. It is an expression of the society of which we are a part, its mirror-image for all practical purposes and has a far reaching influence on the social, cultural and moral values of its inmates (Ciochetto, 2004). The world is changing rapidly today and in its footsteps our core values are changing too. The last two decades on account of globalization have seen an unparalleled change, which has expressed itself in the form of diminishing community values. Social values are getting eroded, moral values have become fragmented and the society is facing an unprecedented cultural evasion. Our society today is taking on new values which are at loggerheads with the time tested and religiously accepted principles of our society, a large part of the responsibility for which must be borne by the television commercials and also the unethical practices of the business and corporate houses which sponsor them. Today, the reach of television is widespread. Commercial television channels have penetrated even the remotest of areas and most adults are exposed to thousands of advertisements annually. It is thus natural for the ramifications of the violations of ethics to be seen in our personal lives and also on the society as a whole (Pollay, 1986).

Advertising is big business and many industries like magazines, the cable TV industry, newspapers and many other media, non media and communication industries survive only on the inflow of money due to advertising. It is because of this that corporate houses use all

possible tactics to get our attention first and money ultimately. Sometimes these attempts involve illegal, dirty or underhand tricks, making untrue claims (Burns et al., 2005) and reliance on false information (Drumwright and Murphy, 2009). A number of debates have been going on about the social issues in advertising and the catastrophic consequences of improper advertising have been brought to the forefront. The social effects of improper advertising generally manifest themselves in the form of an adverse effect on child psychology (Haefner, 1991), human behavior (Lavine et al., 1999), value system and perception (Roy, 2006), boost to materialism (Richins, 1995), rise of consumerism and corruption (Nuta, 2009), decreased integrity and self-confidence of married women (Chatterji, 2005; Schaffter, 2006) and degradation of relationships in families. This study is an attempt to examine the extent to which these claims are true.

Based on experience in developed countries, a substantial body of communications literature has shown that exposure to mass media campaigns is not necessary and sufficient to produce changes in behavior. In fact, usually, mass media messages reinforce attitudes and produce small changes in beliefs: it is less common for mass media to convert a person from one opinion to another. The effect of mass media on behavior is indirect and operates through various factors. For example, how people communicate with each other about the mass media messages that they are exposed to may determine their response (Klapper, 1969).

In many analyses of cross sectional surveys have shown strong associations between exposure to mass media and married women (Westoff and Rodríguez, 1995; Kincaid et al., 1996, Kim and Marangwanda, 1997; Kane et al., 1998; Jato et al., 1999). Because self-selection may explain the association between exposure to mass communication messages in married women (those who are already convinced about the usefulness of the communication may be more likely to remember the messages), cross-sectional associations cannot be interpreted as evidence of an impact of mass media campaigns (Sherry, 1997). Instead, the identification of plausible mechanisms through which mass

media has its impact is likely to be important in developing an understanding of how and to what extent does mass media impact on behavior or its antecedents.

Diffusion theorists postulate that mass media affects married women use by stimulating the discussion of behaviour change between partners (Rogers et al., 1999). Studies show that informal personal appeals have a very strong effect (Klapper, 1969). Through sharing information and mutual feedback, people give meaning to information, understand each other's views, and influence each other (Bandura, 1986). Thus, the discussion s of behaviour change among married women in Nairobi County leads to the development of better understanding of reproductive goals. Critics and feminists for a long time now have been voicing their opinion against the way married women are portrayed in ads. Although, critics are worried about the stereotypical portrayal of married women in ads (Chatterji, 2005; Schaffter, 2006), they are particularly troubled about the undue focus on them as sex objects (Pollay, 1986; Henthorne and LaTour, 1994; Ford et al., 1997). Some researchers are of the opinion that the way married women are portrayed in ads, is a challenge to the established standards of decency and is essentially pornographic in nature (Pollay, 1986). Examining the impact of television on the psychology of the viewer, Richins (1991), in a study found out that the television advertisements which target married women lead them to compare their own attractiveness with the idealized images in those adverts, resulting in dissatisfaction with their own attractiveness. A study with almost similar findings was conducted by Fay and Price (1994). It dealt with slimming, dieting and body control advertisements directed at married women. The study found that it was normal for adolescent girls and young married women to compare their bodies with media images. The study concluded that to a greater extent than non-sufferers, anorexics were influenced and their self-image diminished, by advertising images.

In a study conducted by Richins (1995), it was pointed out that on exposure to advertisements; comparison with advertising images takes place which enhances the materialistic desires of the viewers. A number of other studies have also established a significant and positive relationship between consumerism and advertising (Roy, 2006;

Chan and Cia, 2009). Some critics are also of the view that in order to buy the advertised products, people are ready to take loans beyond their repayment capacity or are even ready to commit crimes and resort to corruption (Nuta, 2009). As we can see, past research has claimed that advertising is harmful for the society and negatively influences its viewers. The present study is an attempt to test the validity of this claim.

1.1.1 The Concept of Advertising and Behaviour Change

The types of behaviors social marketers seek to influence generally fit within the domains of health, safety, environmental protection, and community development (Kotler, et al., 2002). Social marketing aims to produce change at two levels: individual and population. By influencing the behaviors of individuals, social marketers work to influence sub-groups in order to achieve societal level change.

As an example of the types of behaviors targeted by social marketing campaigns, consider what the New Zealand Government asks its citizens to do: eat moderately, stub out cigarettes, apply sunscreen, have mammograms, teach children to read, immunize children, conserve water, understand mental health issues, use public transport, fasten ladders, be active, slow down cars, have safe sex, regulate alcohol intake, use recycling bins, save for retirement, prepare homes for earthquakes, install smoke alarms and conserve electricity (Varcoe, 2004). Advertising can also be used to inform public about social events like concerts and performances. Charities can use media to advertise about the illnesses and encourage people for donations. Social organizations and NGOs can use the mean of advertisement for promoting their campaigns. Seeking help through advertisement during epidemics or natural calamities can help a lot.

Even if advertising has a vast good impacts on society, it cannot be ruled out that it has bad impact also (Palda, K. S. 1964). It plays with the emotions of general public and encourages them to think that buying and depleting are the activities of life. Advertising posters of modern films, where sexuality is shown much than the actual theme of the movie, can divert the married women a lot. Materialism is being much glorified through

advertisements, which can again have dangerous consequences, becoming ignorant towards social or world issues because we are too obsessed to satisfy our newly created needs. As stated by Cowling, K., and J. Cubbin Ir. 1971 married women want to earn more and more money so that they can buy happiness in forms of products, being advertised as they can bring all the happiness in their lives. They are starving for material goals, because they always just want to have more.

Products which are heavily advertised are expensive due to the cost spent on advertising. It is true that advertising increases consumption, but it's also true that the more we consume, the more we destroy the environment, because if demand increases production also increases. Thus the need of raw materials also increases. So, we can say that advertising has positive as well as negative impact on married women. The balance, of what is necessary and what really not needed should be focused more. Advertisement can create contentment but can also simultaneously create discontentment (Houthakker, H. S., and L. D. Taylor. 1970). Our society and the marketing of products depend so badly on advertisement that even its negative impact on Married women can't outweigh the many positive social and economical effects.

Behaviour change is regarded as a subcategory of a larger concept—behavioral influence (Andreasen, 1995). Social marketers do not always try to change behaviors. For example, campaigns that aim to prevent teens from starting to smoke are not about stopping smoking (changing), rather, they are about preventing change—not changing from a non-smoker to a smoker (Andreasen, 2006). This goal is similar to the maintenance stage in the Trans theoretical approach (Prochaska, et al., 1995), which seeks to encourage maintaining behaviour. Despite this distinction, social marketing literature frequently uses the term behavioral change, and as a result, the terms behavioral change and influence will be used interchangeably, though the term influence is more accurate.

1.1.2 Advertising in Kenya

The Friedrich Ebert Stiftung (FES) in Nairobi commissioned the African Woman and Child Feature Service (AWC) and the Media Diversity Centre (MDC) to investigate the underlying factors that influence media behavior and to make recommendations on how the sector could be reformed in a manner that would approximate aggregated expectations in Kenya. The researchers used focus group discussions, key respondent interviews and desk research to collect data. The study also benefited from deliberations and validation by media stakeholders during the Media We Want conference organized by FES in May 2009. The media in Kenya is a diverse and vibrant growing industry which faces an uncertain future. It includes daily newspapers, television, Social media, FM radio stations and the Kenya Broadcasting Corporation (KBC)-the only nationwide broadcaster. Relations between the mass media and the Kenyan government are tense and the question of controlling these outlets is controversial.

Another important issue for the future of the press is the extensive cross-media ownership in Kenya, with certain media houses owning newspapers, television stations and radio stations. Questions should be asked about the motives of media owners with political and business interests and the concentration of media outlets in politically influential hands is a threat to the objectivity of the press. The political transition from British colony to independent country was mirrored by changes in the mass media in Kenya. In 1963 when Kenya became independent the vast majority of broadcasts on government-owned radio and television stations were imported British and American programmes, but this was set to change. Kenyan culture was promoted via the mass media under the presidency of Jomo Kenyatta as more programmes were broadcast in Swahili and there was a focus on African music and dance. Likewise, newspapers covered more African traditions and culture. The press later suffered under Kenyatta's successor Daniel Arap Moi and his one-party state, which was written into the constitution in 1982. A clampdown on journalists led to arrests and imprisonment as state officials were worried about the media challenging the government.

1.2 Statement of the Problem

Advertisements have encouraged married women to be submissive and dress provocatively for decades and decades. The reason for this is because these types of commercials not only catch the eye of the opposite sex (or same sex) but while doing so has a negative effect on married women as well. These types of commercials lead to little girls, teenagers, and married women in general to feel bad about what they look like themselves and have a negative self image. It's sad to see the submissiveness and encouragement to dress provocatively especially at such a young age. "Toy manufacturers produce dolls wearing black leather miniskirts, feather boas, and thigh-high boots and market them to 8-12 year old girls. Clothing stores sell thong sized for 7-10 year old girls, some printed with slogans such as "eye candy" or "wink wink"(1) (Cook and Kaiser, 2004; Levy,2005a; & Meskin, 2004; as cited in, Haynes, 2005). If it starts at such a young age, one can only imagine just how outrageous the commercials get as the age increases. Studies show married women and men feel that they have extra anxiety to fit the role of the ultra thin, perfect woman and the hyper-masculine "buff-man (Rouner, 2003). Most advertisements in the media today portray the male and female to look this way which again leads to a heightened sense of anxiety and a negative self image. If these are the type of people that others are attracted to, then the anxiety of trying to be like everyone else and achieve that perfect body can really rip someone apart.

Married women today are facing a "quandary" regarding their feminine identities" This issue has placed unnecessary demands on men and married women to focus on their appearances. This issue relies on the increasing objectification of the male and female body along with its messages and portrayal of "ideal" body physiques. "Increasingly, depictions of the male and female bodies in cartoons, action figures, Barbie dolls, and the general media, have all come to propagate and glorify images that emphasize physical appearance as a central criterion for accessing masculine and feminine worth" (Tkarrde, 2003). Long term effects have been discovered of people who have fallen victims to faulty unrealistic images in the media and have suffered from issues such as: depression, self-imposed isolation, low self-esteem, feelings of inadequacy and alienation, eating disorders, and drug

use (Tkarrde, 2003). Furthermore, according to the National Eating Disorders Association (3) (NEDA), “Americans spend over \$40 billion on dieting and diet-related products each year” (p. 1). In essence, NEDA (2005) reveals that “four out of ten Americans either suffered or have known someone who has suffered from an eating disorder” (NEDA, 2005). Objectification of men and married women both has greatly affected both sexes in the strive for married women to appear sexy, attractive, and thin, while males are striving for wealth, power, strength, and “perfectly-sculpted physiques”.

After researching several advertisements it is safe to argue that married women are often and most of the time portrayed passive in ads with men placing them in more subordinate roles. For instance, referring to a Dolce and Gabbana advertisement, it pictures a woman dressed in a corset along with four males dressed in business attire. The woman is shown helpless yet seductively lying on the ground at the men’s feet; while the men are all standing around looking down upon her. This advertisement alone is a prime example of how married women are displayed as passive objects secondary to men. Furthermore, referring to the Dolce and Gabbana advertisement, the woman was displayed lying on the floor as a “powerless” individual with men standing above her. The message behind this advertisement as well as many other advertisements is to express men as powerful beings and married women as submissive. Moreover, married women are commonly seen in advertisements as vulnerable objects. Hawkins (2004) stated, “Often married women are just placed next to objects as inert decoration. For a woman in advertising, inertness often just means passivity, and inactivity” (Hawkins, 2004). In essence, married women are often shown posing as if they lack sense of action and purpose. Overall, married women are often seen as completely passive or overly sexual in advertisements while men are seen as the dominant figures.

Advertisements commonly objectify married women’s bodies by portraying them in submissive poses wearing little to no clothing and some ads even turn married women’s bodies into actual objects. These ads work to dehumanize married women and treat them more like objects rather than a vital part of society. Barbara L.Fredrickson and Tomi-Ann

Roberts explain an interesting theory of objectification “Sexual objectification occurs whenever married women’s body, body parts, or sexual functions are separated out from her person, reduced to the status of mere instruments”. These adverts are creating a negative sense of self respect for married women and in return helps to create how married women think they should be treated and viewed by others. When you mix these objectifying ads with advertisements that encourage men to be dominant and never take “no” for an answer we get more problems than just low self-esteem for married women. (Kilbourne, 1999) When you portray a person as a thing it dehumanizes them and can lead to violence against that person turned thing because a thing is much easier to justify abusing than a person. Male’s size portrayal compared to married women’s in advertisements is a reflection of society’s views of male power and authority over married women (Cortese, 2008). This constant representation can also impact the presence of violence against married women within society (Kilbourne, 1999).

Modern advertisements portrayals of masculinity normalize, legitimize and excuse male violence. This masculinity is shown in advertisements where men are exuding force and domination. These ads are showing members of society that married women are being playful by showing resentments and that intimidation and violence are necessary when initiating intimate socialization and even sex. These objective and submissive portrayals of married women become all too real when you examine America’s abuse statistics in regard to married women victims. According to the U.S. Department of Justice (4) there is an average of 207,754 sexual assault victims over the age of 12 each year in American society. The majority of these victims are female and sadly many cases go unreported for various reasons. This means that the number of sexual assault victims could very likely be higher. Advertisements do not directly cause violence against married women, but they affect the way married women are seen which in turn creates attitudes about married women that legitimize and excuse such violence as well as cause dehumanization.

According to Kang (1997) and Lindner (2004), the most common types of ads married women are featured in include cleaning products, household appliances, drugs, and

clothing. Many articles also frame health as married women's work, reinforcing the traditional feminine stereotypical gender role of married women as caretakers (Barnett, 2006). Other stereotypical roles married women are often portrayed in are beauty or sex roles, a mother, or a housekeeper (Kang, 1997). Similarly, it is also quite rare for married women to be seen in roles outside of the home (Lindner, 2004), let alone in any sort of occupational role (Grand & Millard, 2006).

Often in advertisements, men are shown holding higher status positions where they exhibit control over others (Linder, 2004). Additionally, there is a lack of married women within these advertisements sends mixed messages to married women who are seeing advertisements that suggest they should become independent from men (Grant & Millard, 2006). There is also a double standard society has placed upon females because generally, society looks down upon married women choosing a career over being a stay-at-home mother. However, the ads that they see within these magazines suggest that they should strive for independence, and should hold a career and a life for themselves (Johnson & Swanson, 2003). Moreover, advertisements portray married women in stereotypical ways, including that married women should not make important decisions because they cannot attain a higher/abstract level of thinking (Kang, 1997). Furthermore, being female is associated with having less authority and less status within society (Hochschild, 1983).

1.3 Objective of the Study

1.3.1 General Objective of the Study

The study aimed at investigating the advertising and behaviour change a case of married women in Nairobi County.

1.3.2 Specific Objective of the Study

The study was guided by the following specific objectives;

- i. To assess if advertisements encourage women to change behaviour in Kiambu County.

- ii. To evaluate how advertisements influence married women behaviour in Kiambu County.
- iii. To examine whether married women are often portrayed as passive in ads, placing them in roles subordinate to men in Kiambu County.
- iv. To determine whether advertisement depict married women as inferior to men in cognitive ability.

1.4 Research Questions

The study was guided by the following research questions;

- i. To what extent does the television advertisements influence married women behavior?
- ii. To what extent do advertisements encourage women to behaviour change in Nairobi County?
- iii. Are married women portrayed as passive in ads, placing them in roles subordinate to men in Nairobi County?
- iv. Advertisements depict married women as inferior to men in cognitive ability in Nairobi County?

1.5 Justification of the Study

The effects of behaviour change in the process of advertising cannot be overlooked from the fact that advertising helps in marketing of products. The other justification of this study is the relevance of the chosen topic. It is a good topic that is researchable and that assisted those who want to further research in the area. The fact that there exists little, or no literature on the advertising and behaviour change on married women in Nairobi county means that even the practitioner does not know the right way of thinking of doing things and the academic has no way of knowing what really happens. This study will therefore go a long way to bridge the academic and communication gap existing today and open the doors for future research in this area.

1.6 Scope of the Study

The study was conducted among the married women drawn from various sectors. These provided information that will enabled better understanding of the research problem.

1.7 Limitations of the Study

In the pursuit of conducting this study, few limitations were encountered. First, some of the respondents were unwilling to respond to all questions, thus making it difficult to get data; others refrained from some information fearing for sabotage. This however was overcome by reassuring the respondents that the intended use of information sought was for academic purpose only.

CHAPTER TWO

LITERATURE REVIEW AND THEORETICAL FRAMEWORK

2.1 Introduction of Literature Review

Mcquail, (1987) defines the audience as a market; an aggregate of potential customers with a known social-economic profile at which a medium or message is directed. The audience then appears in two folds as both a potential customer and a target for the advertising message. Kotler (1972), noted that social marketing, its an exchange process between two or more parties who view the process as meeting their individual needs. PSI Kenya identified this aspect in its quest for using mass communication campaigns to fight HIV new infections.

Cases of divorce, adultery, cohabitation, battery in marriages, quarrels and even killings have increasingly been reported in our news daily. This has exerted pressure on the society in trying to solve the ever rising problems with couples. Talk shows, seminars, conferences have taken over our media waves to try and understand the situation and maybe resolve the root cause of this. Single men and women have a suspicious look at marriages opting to be single, single parents or having multiple partners in a agreed contracts between them.

In the social learning theory, Bandura (1986) depicts the vicarious influence that observers can acquire in mass communication such as lasting attitudes, emotional reactions and behavioural proclivities towards persons, places or things that have been associated with modeled emotional experience. The television often represents social realities in human nature, social relations, and day to day life of human interactions. However, the mass media have been known to depict women in a stereotyped roles and manner affecting the general sense of self efficacy.

This chapter looks at the aspect of advertising and behaviour change in general. Strauss and Corbin (1998, pp. 49-52) listed several ways of using literature, one of which was that existing philosophical and theoretical knowledge can inspire and give an orientation in the

field and material. At a BA level, the literature review is essentially descriptive, topic focused and mostly indicative of main, current sources on the topic (Hart, 1998).

2.2 Theoretical framework

An examination of the advertising literature indicates that the study has been built on a foundation of communications and psychological literature, particularly research on attitude change. Earlier studies concentrated on identifying the stages that a customer passes through before making a purchase decision, and these led to the hierarchy of effects proposition, noted above, which consists of three main stages, cognitive, affective and conative (Strong, 1925; Colley, 1961; Lavidge and Steiner, 1961). These proposals did not extensively change until the work of Petty and Cacioppo (1980), whom identified a relationship between involvement and cognitive processing. This theory was developed into the elaboration likelihood model (ELM), which proposes that a highly involved consumer, who has the ability and motivation to process information, will undertake extensive cognitive processing, or elaboration. This is referred to as the “central route,” where persuasiveness can be achieved by presenting a strong and logical argument. If these antecedents are not present, the individual proceeds down the “peripheral route,” where little effort is taken to analyse the arguments and cues such as celebrity, music, visual imagery, etc. are more effective.

The ELM was further developed to create a managerial framework in the form of the FCB grid (Vaughn, 1986; Ratchford, 1987). The grid classifies products in terms of high/low involvement and think/feel influences, to create four types of goods/services, each having a different hierarchy of effects and a different advertising approach. For example, it proposes that a high involvement “feel” product, such as perfume, is bought by progressing through the stages of affect, cognition and conation and that emphasis should be placed on the executional elements of the advertisement in order to create impact.

2.2.1 Social Learning Theory

In social learning theory Albert Bandura (1977) states behavior is learned from the environment through the process of observational learning. Unlike Skinner, Bandura (1977) believes that humans are active information processors and think about the relationship between their behavior and its consequences. Observational learning could not occur unless cognitive processes were at work. Bandura's major premise is that we can learn by observing others. He considers vicarious experience to be the typical way that human beings change. He uses the term *modeling* to describe Campbell's two midrange processes of response acquisition (observation of another's response and modeling), and he claims that modeling can have as much impact as direct experience.

Social learning theory is a theory of human behavior, but Bandura and scholars in mass communication have used it specifically to explain media effects. Bandura warned that "children and adults acquire attitudes, emotional responses, and new styles of conduct through filmed and televised modeling." George Gerbner (1982) was concerned that television violence would create a false climate of fear. Albert Bandura cautioned that television might create a violent reality that was worth fearing. A person's cognition, the environment and behavior play important roles in learning new knowledge and skills. This lesson will focus on Albert Bandura's contributions to social learning and vicarious experiences.

2.3 Advertising Effects

Advertising literature reveals that cognition, affect and experience are all key intermediate advertising effects. The importance of each effect varies, depending on a number of factors, the most influential being the level of involvement and the impact of emotion on the decision-making process (Vakratsas and Ambler, 1999). This understanding is not just based on conceptual input but on operationalisation and extensive testing in the market place. Tools such as tracking studies and econometric analysis are extensively used by advertising agencies, academics and clients to establish the impact of advertising strategies (Joyce, 1991). Such a strong foundation has enabled more specific studies to be

undertaken, such as attitude to the advert (Brown and Stayman, 1992) and the debate on the importance of repetition and salience (e.g. Jones, 1991).

Lavidge and Steiner (1961) stated that people, when processing advertising, go through three stages: cognitive, affective and conative (in this particular order). Even though that order has been discussed for many years, and we can find hierarchy models from as early as 1898 with AID model (attention, interest, desire), Barry and Howard concluded in 1990 that the HOE model (Lavidge & Steiner, 1961) was still mostly to be the more useful tool for understanding the effectiveness of advertising.

Other models can be found to evaluate the effectiveness of advertising, such as the FCB model (Foote, Cone, and Belding, 1979) or the Four Dimensions model (Ehrenberg, 1997). However, all those models are based on the hypothesis that people process advertising through the same three stages that are used within the HOE model, but in different order, and it can be affected by the involvement associated to the item purchased. Peterson et al. (1986) “from a practical perspective this distinction is probably arbitrary and partially depends on how cognition and affect are defined”.

A campaign survey that was conducted in 1996 revealed that 72 per cent of agency staff considered that most advertising does not work (Hall, 1996). The extreme pessimists were the planners, of whom only 17 per cent agreed with the statement that “most advertising works”. This was mainly due to the communication problem between clients and agencies, who do not discuss exactly what they expect a campaign to achieve (Hall, 1996). It is generally agreed that advertising effectiveness is difficult to measure, but it is also important to check whether the advertising money is well spent. The effectiveness of advertising can be judged by whether the campaign increases the number of consumers who would consider the product or service, and whether the campaign improves the value of the product or service in the collective mind of consumers (Neal and Bathe, 1997).

Advertisements usually reach their peak effectiveness immediately at the start of the campaign and then tend to wear out relatively rapidly, perhaps in six to twelve weeks. After the wear out, it is time to launch a brand new advertising campaign (Businessline, 2004). Although theoretical insights have been developing and methodological improvements have been made, predicting the effectiveness of individual advertising messages can only be done within a wide range of uncertainty (Poiesz and Robben, 1994). In the 1960s, most advertising agencies used sales and distribution data or buying and usage surveys, and relied less on attitude and image studies to measure advertising effectiveness. In the 1970s, agencies moved towards communications research as a specialty and concentrated on advertising. In the 1980s, advertising agencies used a wide variety of consumer exploratory research techniques to develop advertising ideas and assist creative people and clients alike in understanding the relationship between the brand, the message, and the consumer (Restall, 1986).

Some scholars have commented that advertisers have fallen into the communications trap by measuring the “communications effects” of the advertising campaigns according to the “hierarchy of effects” attitudinal change models. However, most studies have focused more on communication effects and approached the task from the consumer's perspective, such as by using brand recall (Higie and Sewall, 1991).

2.4 Attitudes towards Television Advertising

As consumers continue to be exposed to an ever-increasing barrage of diverse advertising message via various media, it is little wonder advertisers are having a difficult time getting advertisements to be heard. Advertising and its associated creativity rely upon the audience for success (Cummins, 1996). Nevertheless, it is important to remember advertising is more often than not deemed to be an unwelcome intrusion, regarded by many consumers as a constant source of irritation. Hence, many consumers often make a conscious effort to avoid advertising communications. In fact both academics and practitioners content it has become second nature for consumers to “zap” or “flick” television channels. In recent years, much literature postulates that young audiences are sophisticated, cynical yet

inconsistent in their use of mass media. It has been claimed that most young adults in the 1990s prefer visual imagery to the written word (Postman, 1986). As Postman (1986, p. 74) commented “seeing, not reading, became the basis for believing” since television, billboards and posters focus on the image as the main form of information.

Cummins (1996) claims people watch television to gain access to information and entertainment, thereby utilising an opportunity to escape reality rather than using the medium to watch, ingest and analyse advertising messages. In the instance(s) where attention is awarded, consumers do not concern themselves with thinking too deeply about advertising. A typical consumer will not attempt to decipher and comprehend intricate, complex advertising messages; they simply “switch off”. Stewart and Ward (1994, p. 355) recommended that media research pursue “a better understanding of how and when people use and interact with various media”, not a better understanding of the medium itself. “Research should address what consumers do with advertising instead of what advertising do to consumers” said Bauer (1964) and echoed by more recent studies like Hirschman and Thompson (1997) and O'Donohoe (1994). This viewpoint is exemplified by Greene (1992) who contends that only one-third of commercials a person is exposed to will make any active impression on memory. “Of those attended to, only half are correctly comprehended and fewer than 5 per cent is actively recalled for as long as 24 hours.” Thus attention and the opportunity to motivate (through influence) are often lost amongst the clutter of modern-day advertising.

There is a belief; however, that the generic concept of television advertising can also be off-putting to the average consumer, and as a result they are inclined to “switch-off” before the first advertisement even appears. Biel and Bridgewater (1990) contends that the concept of advertising is disliked more than individual advertisements. Collett (1994), based on the observation of people's television viewing habits, indicated that while overall attention to television commercials seemed to be quite low, people tended to watch either all of the advertisements or none. Thus what Collett (1994) is alluding to is that likeability has an important role to play in facilitating consumer responsiveness towards advertising, thereby

creating the opportunity to develop an effective communication. However, it cannot be assumed that likeability provides the single best measure or indicator of advertising effectiveness. In other words, it would not be accurate to draw conclusions based upon advertising likeability as a variable in isolation.

2.5 Advertising and Change in Attitudes

As a result of a learned process, attitudes can be changed, and Schiffman and Kanuk (2004), stated five strategies used by marketers to change the attitudes of the consumers that are of better effect than other strategies. Attitudes are learned and formed, and therefore, the motivation of the consumer has a great impact on attitudes Mickaël Pilorget (2008). Hence, the first strategy to change attitudes is 'known as the functional approach' (Schiffman and Kanuk, 2004; adapted from Katz, 1960, Shavitt, 1989, and Ennis and Zanna, 1992). 'According to this approach, attitudes can be classified in terms of four functions: the utilitarian function, the ego-defensive function, the value-expressive function and the knowledge function' (Schiffman and Kanuk, 2004). The second strategy that can be used is associating the product with a special group, event, or cause. In this strategy, marketers look for an alteration of attitudes toward their product, brand by associating with a particular group, event or cause, as attitudes are learned from those third parts (Schiffman and Kanuk, 2004).

The third strategy to change attitudes is resolving two conflicting attitudes. In this strategy, marketers tend to resolve two attitudes that are in conflict within the mind of the consumer by offering a product that reaches both expectations from those attitudes (Schiffman and Kanuk, 2004). Another strategy to change attitudes is changing beliefs about competitors' brands. In this scenario, the strategy is to give the consumers a lot of information about their own brand and attributes in order to make them think that the other brands do not have those attributes (Schiffman and Kanuk, 2004). The last strategy that could be used by marketers to make people change their attitudes is altering components of the multi-attribute model. This strategy is based on the attributes of a brand, and by changing one of

those attributes; marketers seek to make people change their attitudes (Schiffman and Kanuk, 2004).

2.6 Behaviour Change

Social marketing is an approach to individual and social change that draws on concepts and techniques from commercial marketing. While commercial marketers encourage consumers to exchange money for products or services, social marketers encourage individuals to exchange unhealthy lifestyles for healthy ones (Kotler & Roberto, 1989). By applying commercial marketing principles, and behavioural change theories, social marketers design campaigns that engage citizens in activities that promote public health, environmental protection, safety, and social development (Kotler et al., 2002). Social marketers target behavioural change through research, robust planning, message testing, media outreach, and the application of monitoring and evaluation to ensure campaign success.

Social marketing is not a single theory; rather, it is a marketing approach that draws together knowledge from fields such as psychology, sociology, anthropology, and communications to influence behaviours (Gordon, et al., 2006). Although the practice draws together a wide range of theories, at its core, social marketing is the application of commercial marketing principles to social issues. This principle is summed up by G. D. Wiebe's (1951) question, "Why can't you sell brotherhood and rational thinking like you sell soap?" Perhaps the most popular framework used by social marketers is the 4Ps marketing mix (product, price, place, and promotion). The product they sell is healthy behaviour; the price required is time and energy; the place is where alternative behaviours are advocated or practiced; and promotion represents outreach to target audiences.

The types of behaviours social marketers seek to influence generally fit within the domains of health, safety, environmental protection, and community development (Kotler, et al., 2002). Social marketing aims to produce change at two levels: individual and population. By influencing the behaviours of individuals, social marketers work to influence sub-groups in order to achieve societal level change. Behaviour change is regarded as a

subcategory of a larger concept behavioural influence (Andreasen, 1995). Social marketers do not always try to change behaviours. For example, campaigns that aim to prevent teens from starting to smoke are not about stopping smoking (changing), rather, they are about preventing change not changing from a non-smoker to a smoker (Andreasen, 2006). This goal is similar to the maintenance stage in the transtheoretical approach (Prochaska, et al., 1995), which seeks to encourage maintaining a behaviour. Despite this distinction, social marketing literature frequently uses the term behavioural change, and as a result, the terms behavioural change and influence will be used interchangeably, though the term influence is more accurate.

Kotler, Roberto, and Lee (2002) proposed the following four types of behavioural influence: First, accepting a new behaviour, such as placing life vests on toddlers at the beach. Second, rejecting a potential behaviour, such as avoiding fertilizers with toxic chemicals. Third, modifying a current behaviour, such as drinking at least eight glasses of water per day. Fourth, abandoning an old behaviour, such as quitting smoking (Kotler, et al., 2002). Finally, there is a need to add maintenance, as many campaigns encourage audiences to resist change, as discussed previously, in the case of a campaign aiming to convince teens to continue not smoking.

When describing the types of behaviours targeted by social marketing campaigns, there is an important distinction between low-involvement and high-involvement purchase decisions. Low-involvement decisions are unimportant decisions that consumers neither think about nor consider important. Examples include selecting fast food or a movie. High-involvement decisions are important; consumers may invest considerable time thinking about the decision, consulting friends or conducting research. The types of behaviours social marketers target often require high-involvement decisions which are more difficult to influence than low-involvement decisions (Andreasen, 1995). Reflecting on links to the elaboration likelihood model (Petty & Cacioppo, 1986), Andreasen (1995) argued that low-involvement decisions are likely to be influenced by peripheral route processing, while

high-involvement decisions are likely to be influenced by central route processing.

2.7 Advertising and Behaviour Change

Advertising, a common mass-media approach to social change, had been employed during the 19th century. Lacking marketing concepts, such as segmentation and exchange, social advertising was considered a precursor to social marketing (Fox & Kotler, 1980). The success of these activities caught the attention of academics who were debating broadening the application of marketing to other fields (Andreasen, 2006). The practitioner successes and academic debates in the marketing community led to the development of social marketing.

During this decade, the cold war triggered the USA military to research decentralized communication networks that could operate in the face of possible nuclear attacks. This security concern prompted research and development that would eventually lead to the Internet (Ruthfield, 1995). The innovation of social marketing introduced a bundle of activities to communications, offering advantages over prior social change practices. Some of these new activities included product planning, market research, segmentation, and exchange. One critical outcome of these approaches is the production of targeted communications. To explain why this was such a communication innovation, consider two early social marketing papers that explicitly contrasted social advertising against social marketing (Fox & Kotler, 1980; Kotler & Zaltman, 1971). They reserved the term social advertising to describe campaigns that disseminate broad generic messages to a large population in the hopes of influencing their thinking or behaviour.

This is an enormous area and focus of contemporary culture which offers potential insights for this study. It is a reasonable assumption that, as with the focus of this study, advertisers are aiming to change behaviour in their case by encouraging consumers to buy their products. Vestergaard (1986) quotes Lund's description of the "adman's task" as to: one, attract attention, arouse interest, stimulate desire, create conviction, and get action. The implication is that behaviour is influenced by advertisements. However in investigating

advertising, it is apparent that there is some debate about its role in persuading consumers. On the one hand, Driver and Foxall (1984, in Leiss et al 1986: 39) state that 'Most people are indifferent to most of the information about goods already circulating around them and are uninterested in obtaining more. For many purchases a decision process never occurs, not even on the first purchase. Advertising seems to have no power beyond engendering passing interest and, perhaps cursory comparative evaluation; it is certainly, of itself, incapable of building preference or conviction.' On the other hand, there are a number of writers arguing the case for the persuasive powers of advertising. Sandage (1976, in Leiss et al 1986) argues that 'Modern society emphasizes the right of every person to be employed. To achieve this, high-level consumption is essential. This will require persuasion. This is the function of advertising.' A Royal Commission report in Canada on consumer problems stated bluntly 'The view that persuasion is bad, must be rejected out of hand. Persuasion is an inherent part of the democratic process.' (Leiss et al 1986) Linder (1970, in Leiss et al 1986) takes this one step further by concluding that we want to be persuaded in the shortest possible time, so that we have some basis for our decisions and enough time left over after shopping to actually enjoy the many things we come to possess. Leiss et al (1986) describes advertising thus: 'Modern advertising is important for the communicative power of the message forms it has devised, for the influence it exerts on other forms of cultural production, and for the ways in which it stratifies audiences in order to enhance its impact on the promotion of goods in everyday life. Advertising is aimed at persuading the consumer much of the focus of persuasion research has tended to be on verbal strategies rather than investigating the role of images.

CHAPTER THREE

RESEARCH DESIGN AND METHODOLOGY

3.1 Research Design

The study used a descriptive survey method of study. It guided the researcher in getting factual data on how advertising has been used to affects behavior change in married women. This design also enabled the determination of relationships between variables. This chapter presents the methodology that was used in the study. It also looks at the sample population, the sample size, the data analysis procedures, and the measurement of the variables that are to be researched on.

3.2 Target Population

Mugenda and Mugenda (2003) defines population as a complete set of individuals, cases or objects with some common observable characteristics. The target population is a complete set of individuals that have common characteristics to which the researcher is studying. The research targeted married women who have changed their behavior considerably due to advertising effects.

3.3 Sampling Technique

Sampling is the process of selecting a sample from the target population so that it forms the basis of predicting the prevalence of the phenomena under study (Kumar 2005). A sample is a subgroup of the population one is interested in. This process is time saving cost effective and in personnel requirements. Lindlof and Taylor (2002), argue that most sampling decisions in qualitative inquiry are not based on procedure of random probability in which every element of the population has an equal and independent chance of being selected.

Qualitative studies do not produce data that can be subjected to statistical procedures that allow generalization to a population. This study will therefore be guided by purposeful sampling. Schwandt (1997), cited by Lindlof and Taylor (2002) argues that “sites or cases

are chosen because there may be good reasons to believe that what goes on there is critical to understanding testing or elaborating some established theory”. The researcher randomly selected four locations within the Kiambaa Constituency. From the selected cluster, a total of 10 respondents from each region were interviewed using snowballing method.

3.4 Sample Size

From each location, 10 respondents were interviewed through snowballing method. Lindlof and Taylor (2002) argues that the researcher can develop an estimate by considering the scope of the project, the complexity of the research problem and the time and resources that are available for working in the field.

3.5 Data Collection Instruments

Questionnaires with both open and closed questions were used. Thee closed ended questions were used to gain specific information while the open ended questions enabled the researcher to capture the respondents personal views which would otherwise be limited by the closed ended questions. The nature of the investigation and the social cultural and economic demographic characteristics of the study population dictate this choice (Kumar 2005).

3.6 Validity and Reliability of Research Instruments

3.6.1 Reliability

Reliability is an indicator of consistency in observation or whether a research instrument, and in this study the structured questionnaire yielded the same results every time it is applied (Lindlof and Taylor, 2002). A questionnaire with both structured and non- structure questions was initially administered to 15 married women in Nairobi County.

3.6.2 Validity

According to Creswell (2009), this is the extent to which one can draw meaningful and useful inferences from scores in the instruments. Mugenda and Mugenda (2003) define validity as the accuracy and meaning of inferences which are based on the research results

3.7 Data Analysis

After the research instruments are administered, the mass of raw data collected was systematically organized in a manner that facilitates analysis (Mugenda and Mugenda 2003). The analysed data was used to answer the four research questions that guide this study.

3.8 Ethical Consideration

The researcher sought permission from the school of Journalism, University of Nairobi so as to conduct the study. Rapport was established among the respondents and they were assured of confidentiality and anonymity for any information they give.

CHAPTER FOUR

DATA FINDINGS, ANALYSIS AND PRESENTATION

4.1 Introduction

This chapter presents the data that was found on the relationship between advertising and behaviour change in married women. The study targeted Kiambaa Constituency and Kiambu County. The research was conducted on 40 married women within the constituency who were served with questionnaires. However, 38 questionnaires were returned duly filled-in by the respondents. This makes a response rate of 95% which is within Mugenda and Mugenda's (2003) prescribed significant response rate for statistical analysis which they established at a minimal value of 50%. This commendable response rate was made possible after the researcher personally administered the questionnaire and made further visits to remind the respondents to fill-in and return the questionnaires.

This study made use of frequencies (absolute and relative) on single response questions. However, on multiple response questions, the study used Likert scale in collecting and analyzing where a scale of 5 points were used in computing the means and standard deviations there-to computed. These were then presented in tables and graphs as appropriate with explanations being given in prose. Findings from open-ended questions were also presented in prose.

4.2 Demographic Information

The respondents were asked to indicate their age group. The data findings were presented in Table 4.1. According to the Table, 42.1% of the respondents were 31-40 years, 23.7% were while 32.7% were 41-50 years, 15.8% were older than 50 years while 5.3% were below 20 years. Therefore, the most of the respondents were respondents were 31-40 years. All the age demographic of marriageable age were targeted which provides diverse views on how advertisement has affected their behavior change.

Table 4.1: Age of Respondent

Age	Frequency	Percentages
Below 20 years	2	5.3
21-30 years	5	13.2
31-40 years	16	42.1
41-50 years	9	23.7
Above 50 years	6	15.8
Total	38	100.0

The respondents were required to state the highest academic level that they ever attained; results of which were presented in Table 4.2. The findings show that 34.2% of the respondents had first degree as their highest level of education, 28.9% were diploma holders, 18.4% were post-graduates while 10.5% had certificates. This depicts that majority respondents were graduate which could point to their good understanding role of advertising and behaviour change.

Table 4.2: Respondents' Education Level

Level of Education	Frequency	Percentages
Postgraduate	7	18.4
Undergraduate	13	34.2
Diploma	11	28.9
Certificate	4	10.5
Other	3	7.9
Total	38	100.0

4.3 Advertisements Encourage Women To Change Behaviour

To the question on whether the respondents thought that advertisements encourage women to change behavior, the data findings were presented in Figure 4.1. According to the findings, 82% of the respondents replied affirmatively while 18% of the respondents did

not. Therefore, the majority of the respondents perceived that advertisements encourage women to change behavior.

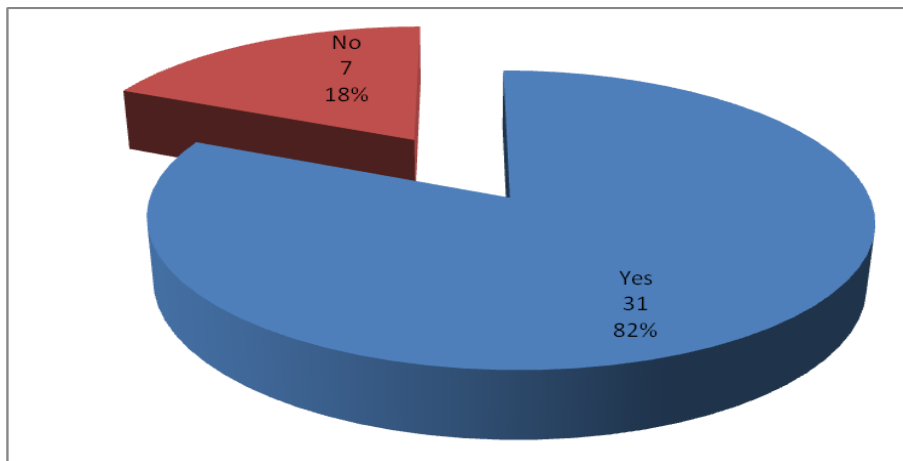


Figure 4.1: Advertisements Encourage Women to Change Behavior

On the question on the extent to which the television advertisements influence married women behavior, the data finding are as presented in the Table 4.3. According to the findings, 31.6% of the respondent started that it influences women behavior to a great extent, 23.7% to a moderate extent, and 13.2% to very great extent. However, 13.2% stated that advertisement does not influence women behavior at all. These finding shows that majority of the respondent felt that advertisement influences women behavior to a great extent.

Table 4.3: Extent that Television Advertisements Influence Married Women Behavior

Extent	Frequency	Percentages
Not at All	5	13.2
To a very little extent	2	5.3
To a little extent	5	13.2
To a Moderate extent	9	23.7
To a great extent	12	31.6
To a very great extent	5	13.2
Total	38	100.0

The study sought to the extent to which advertisements influence married women behavior. The study used Likert scale in collecting and analyzing the data on a scale of 1 to 5 with 1 point being assigned to very low extent indicating disagreement with the statement while 5 was assigned to very great extent, indicating agreement. Weighted mean was then computed. The results were then presented in Table 4.4. Being that the scales ranged from 1 to 5, making a range of 4 between the lowest and the highest extreme, a mean of at least 2.6 pointed at agreement:

Table 4.4 shows that, ‘in order to buy the advertised products, people are ready to take loans beyond their repayment capacity ‘ had a mean of 4.39, ‘married women want to earn more money to buy happiness in forms of products being advertised’ had a mean of 4.34, ‘modern advertising is important for the communicative power of the message’ had a mean of 4.32, ‘improper advertising manifest themselves in the form of decreased integrity and self confidence of married women’ had a mean of 4.21, ‘comparison with advertising enhances the materialistic desires’ had a mean of 4.11, and ‘advertising is aimed at persuading the consumer much of the focus of persuasion’ had a mean of 3.92. This depicts that advertisement make women consider take loans beyond their repayment capacity to purchase the products, and are ready to earn more money to buy happiness in forms of products being advertised. Advertising leads to decreased integrity and self confidence of married women.

Table 4.4: Extent of Advertisements Influence Married Women Behavior

Statement	Very Low Extent	Low Extent	Moderate Extent	Great Extent	Very Great Extent	Mean	STDEV
Advertising plays with the emotions of general public and encourages them to think that buying and depleting are the activities of life	0	2	6	13	17	4.18	0.884
Modern advertising is important for the communicative power of the message.	0	0	7	12	19	4.32	0.765
Advertising is aimed at persuading the consumer much of the focus of persuasion	0	3	9	14	12	3.92	0.929
Improper advertising manifest themselves in the form of decreased integrity and self-confidence of married women	0	1	8	11	18	4.21	0.863
Comparison with advertising enhances the materialistic desires	0	3	6	13	16	4.11	0.940
In order to buy the advertised products, people are ready to take loans beyond their repayment capacity	0	0	8	12	19	4.39	0.366
Married women want to earn more money to buy happiness in forms of products being advertised	0	0	5	15	18	4.34	0.699

4.4 Advertisements Influence on Married Women Behavior

The opinion of the respondents was sought on whether they think advertisements influence women to change behavior. Figure 4.2 shows that 76% of the respondents gave affirmative answer while 24% disagreed with the same. This depicts that advertisements influences women to change behaviour.

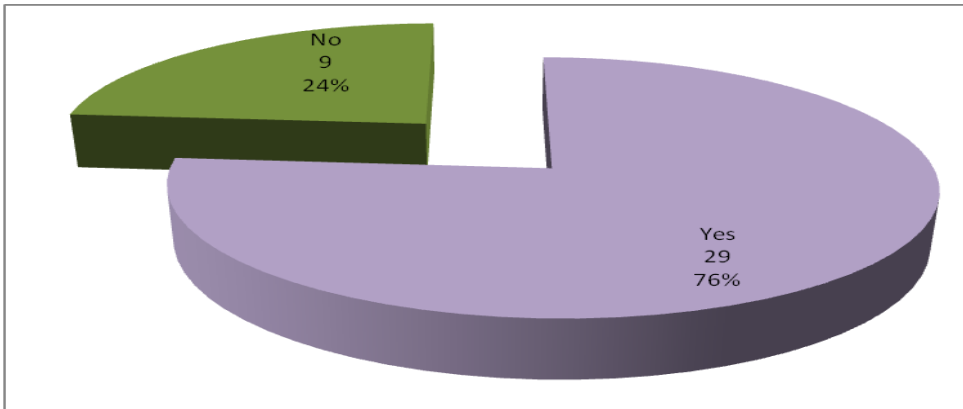


Figure 4.2: Advertisements Influence Women To Change Behavior

On the extent to which respondent thought that advertisement influence married women behavior, the study found that 42.1% stated that the influence is average, 28.9% stated that the influence is effective while 21.1% stated that there is no influence at all. Thus, advertisement is effective in influencing behaviour change as shown in Table 4.5.

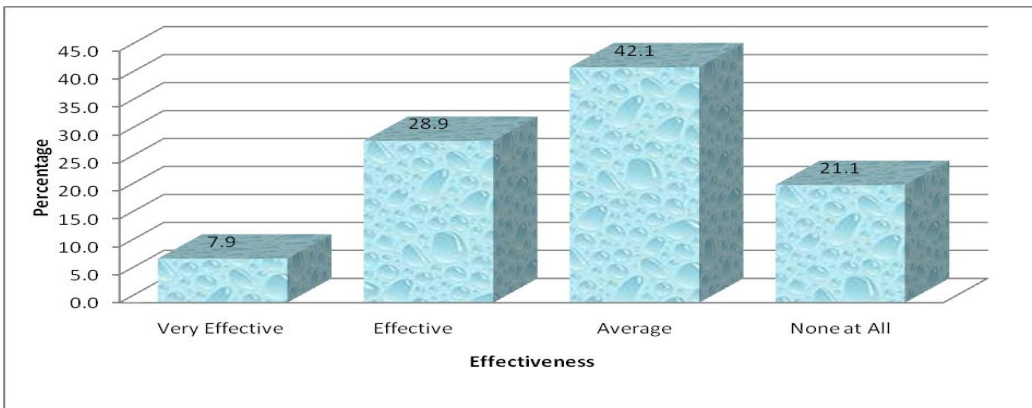


Figure 4.3: Effectiveness of the Influence of Advertisements on Married Women Behavior

The study sought to establish the extent to which advertisement influences on women to change behavior. The study used a 5-point Likert Scale in collecting the data so that the factors could be ranked based on their weighted mean as previously indicated. From the results in Table 4.5: ‘television advertisements which target married women lead them to compare their own attractiveness’ had a weighted mean of 4.13; ‘it is normal for adolescent

girls and young married women to compare their bodies with media’ had a mean of 3.92; ‘advertisements have encouraged married women to be submissive and dress provocatively’ had a mean of 3.87; ‘self-selection may explain the association between exposures to mass communication messages’ had a mean of 3.76; ‘most advertisements in the leads to a heightened sense of anxiety and a negative self image’ had a mean of 3.66; and, ‘the marketing of products depend on advertisement and the negative impact on married women’ had a mean of 3.61. This depicts that television advertisements which target married women lead them to compare their own attractiveness, compare their bodies with media, be submissive and dress provocatively, including heightened sense of anxiety and a negative self image.

Table 4.5: Extent of Advertisement Influences on Women to Change Behavior

Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean	STDEV
Self-selection may explain the association between exposures to mass communication messages.	1	3	11	12	11	3.76	1.037
Television advertisements which target married women lead them to compare their own attractiveness	0	0	11	11	16	4.13	0.833
It is normal for adolescent girls and young married women to compare their bodies with media	0	3	9	14	12	3.92	0.929
The marketing of products depend on advertisement and the negative impact on married women	1	4	13	11	9	3.61	1.040
Advertisements have encouraged married women to be submissive and dress provocatively.	0	2	12	13	11	3.87	0.894
Most advertisements in the leads to a heightened sense of anxiety and a negative self image	1	3	13	12	9	3.66	1.007

4.5 Married Women Portrayed As Passive In Ads, Placing Them In Roles Subordinate To Men

Table 4.22 presents the findings on whether married women are portrayed as passive in ads, and are placed in roles subordinate to men in Kiambu County. The findings show that 86.8% of the respondents responded affirmatively while 13.2% of the responses were negative. Thus, married women are portrayed as passive in ads, and are placed in roles subordinate to men in Kiambu County.

Table 4.6: Married Women Are Portrayed As Passive in Ads

	Frequency	Percentages
Yes	33	86.8
No	5	13.2
Total	38	100.0

The respondents were asked to indicate how or ways in which married women portrayed as passive in ads, and placed in roles subordinate to men. The responses revealed that while the male counterparts dress in business attire, women dress in revealing, casual cloths, women are shown as helpless yet seductive and sexual objects. Advertisement also portray men as men as powerful beings and women as submissive, vulnerable objects or inert decoration. These types of commercials, they said, not only catch the eye of the opposite sex (or same sex). Some states that women are portrayed as: stupid or incompetent; dependent on men; decorative or sex objects; passive; and not involved in making major decisions.

The study sought to establish the extent to which the respondents agreed on advertisement and portrayal of women in Kiambu County. A five point Likert scale was used as previously indicated. Table 4.7 shows that: ‘married women are often seen as completely passive while men are seen as the dominant figures’ had a weighted mean of 4.47, ‘often married women are just placed next to objects as inert decoration’ had a mean of 4.03, and ‘most common types of ads married women are featured in include household appliances’ had a mean of 3.71. This shows that married women seen as completely passive while men

are seen as the dominant figures, placed next to objects as inert decoration and featured in include household appliances.

Table 4.7: Extent to which Married Women Portrayed are Portrayed as Passive In Ads

Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean	Stdev
Often married women are just placed next to objects as inert decoration	0	0	11	15	12	4.03	0.778
Married women are often seen as completely passive while men are seen as the dominant figures	0	0	3	14	21	4.47	0.638
The most common types of ads married women are featured in include household appliances.	0	4	11	15	8	3.71	0.915

4.6 Advertisements Depict Married Women as Inferior to Men in Cognitive Ability

Table 4.26 presents the findings on whether advertisements depict married women as inferior to men in cognitive ability. From the findings, 66% of the responses were positive while 34% were negative. This illustrates that advertisements depict married women as inferior to men in cognitive ability.

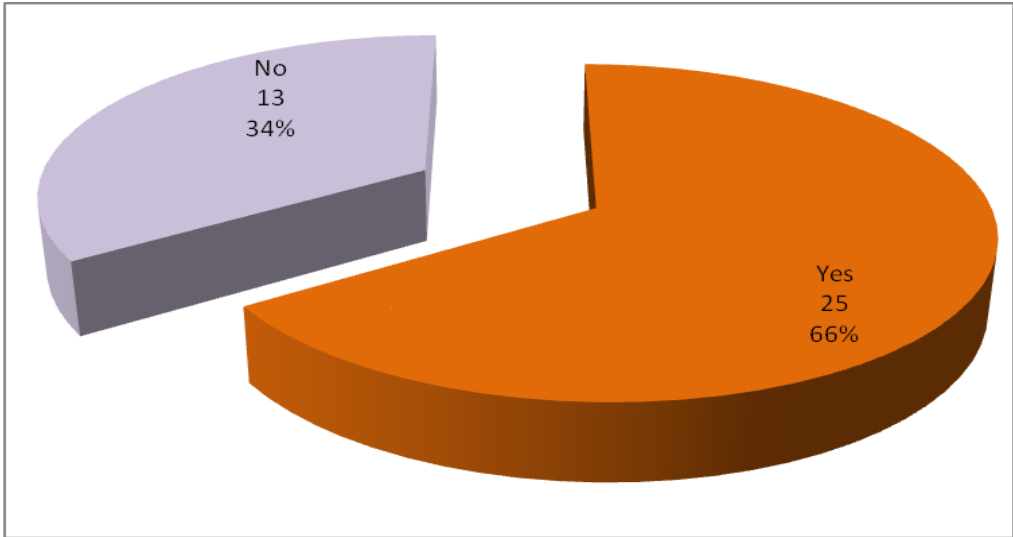


Figure 4.4: Ads Depicting Women as Inferior to Men in Cognitive Ability

The respondents were asked to indicate the extent to which advertisements depict married women as inferior to men in cognitive ability. Table 4.9 shows that 26.3% of the respondents stated that advertisements depict married women as inferior to men in cognitive ability to a moderate extent, 21.1% stated that the same is to either a great extent or very little extent, while 18.4% alluded to a very great extent. This underscores the fact the advertisements depict married women as inferior to men in cognitive ability.

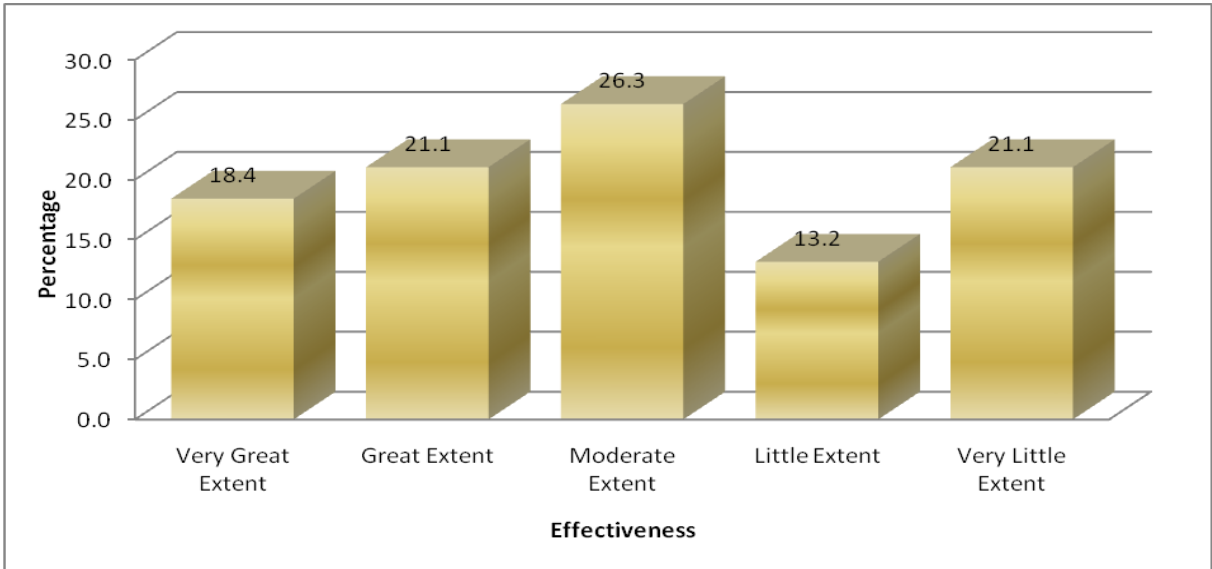


Figure 4.5: Extent to which Advertisements Depict Married Women As Inferior to Men

The study sought to establish to what extent to which advertisements and depicting married women as inferior to men in cognitive ability. A five point Likert scale was used as previously indicated. Table 4.8 shows that: ‘married women social values are getting eroded and moral values have become fragmented’ had a weighted mean of 4.11, ‘advertisements portray married women in stereotypical ways’ had a mean of 3.74, ‘modern advertisements portrayals of masculinity normalize, legitimize and excuse male violence’ had a mean of 3.66. This underscores the fact that married women social values are getting eroded and moral values have become fragmented due to advertisement. Besides, advertisements portray married women in stereotypical ways including normalizing, legitimizing and excusing male violence by portraying masculinity as superior.

Table 4.8: Advertisements and Depicting Women as Inferior to Men

Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean	STDEV
Advertisements portray married women in stereotypical ways.	0	2	15	12	9	3.74	0.879
Married women social values are getting eroded and moral values have become fragmented	0	0	7	20	11	4.11	0.680
Modern advertisements portrayals of masculinity normalize, legitimize and excuse male violence	1	3	11	16	7	3.66	0.954

CHAPTER FIVE

DISCUSSIONS, CONCLUSION AND RECOMMENDATIONS

5.1 Introduction

This chapter presents the summary of key findings illustrated in the previous chapter on the relationship between advertising and behaviour change in married women. Besides conclusions on the same, recommendations and areas for further studies are also presented in this section.

5.2 Conclusions

One of the indispensable tools on mass media is advertising. Advertising which exists with this attention, plays a role of social, economic/politic structure of a nation. By that advertisers pays attention to what society wants and needs, advertisers do everything they can do to provide interest and increase sales. With changes in socio, political and economic structure by external factors, societies way of life is affected in every way, especially women owing to them being media conscious. Advertisers keep up with all those changes and find clever ideas to continue calling people's attention. For advertisers one of the most important tool to obtain attention is women, because they have the power to influence other peoples desires and convince people to consume.

Messages in gender congruent advertisements are perceived to be clearer and more effective than messages in gender incongruent advertisements. Advertisers use of gender role stereotypes in their ads as success of the advertisement relies on these types of images. By continuing to portray such stereotypes, however, advertisers are only perpetuating and reinforcing traditional images of what it means to be masculine or feminine or male or female by persuading consumers that buying these products will allow them to achieve an ideal of femininity or masculinity when there really is no set "ideal" for such. Images portraying gender roles penetrate the core of individual identity.

Women, particularly women workforce are vital part of buying behaviour and are more involved with the purchasing activities. Women are apt to be more involved with

purchasing than men, since women have traditionally been the family purchasing agents and perceive purchasing as being associated with their role in the family. They are more price conscious as compared to the male. Women are more product/service disloyal than males and aggressive advertisements targeting them are meant to sway them. Woman's role as the family purchasing agent, however, seems to be changing, due primarily to the large increase in the number of working women. Their role has changed into being with huge appetite for goods/products of ostentation that enhances their self-image. Price consciousness, brand consciousness, quality consciousness is the significant dimensions of the buying behaviour of women. In conclusion, advertisements have positive effects on changing women behaviour. Patterns of behaviour change affecting their roles in marriage especially how they related to features of the mother, the household in which she live and whether or not she become a good wife or otherwise.

Advertisement gives women in marriage an entitlement mentality, applying what happens in movies, other societies or different socio-economic settings. The entitlement mentality kills the softness needed for a couple to cherish one another. It brings about an attitude that is very different from the women knowing internally that she is worth more, and having the communication skills necessary to ask for more. To the contrary, knowing internally what they are worth instead of being nagging helps inspire the husband to cherish her.

5.3 Recommendations

From the findings and conclusions, a number of recommendations are made. To begin with, advertising is a pack of lies and a manipulation that can persuade people to buy products and quite impulsively at that. Although images of lifestyle categories created by advertisers help individuals understand themselves and their environment or culture, each individual takes part in "defining, maintaining, defending, and critiquing lifestyle constructions offered up by the mediated marketplace". Through communication and education on the types of images presented in the advertisement, married women should become better aware of what these images symbolize and determine whether or not to accept or reject the roles presented through these images.

Advertisers should recognize that roles are not fixed within anyone individual and advertising often fails to reflect this reality. It is easy to assume that a female is feminine and will take part in stereotypically feminine things like shopping, cooking, and caring or that all males are masculine and are interested in cars, sports, and beautiful women. The realities of many women do not reflect that idea as there are gays or lesbians. It is time for the media to adapt to these changes. As consumers change - they grow older and acquire new responsibilities - so do their purchasing behaviour. Thus, rather than continuing to put forth stereotypical images of gender, why don't advertisers look for new ways of appealing to consumers by reflecting changes in gender roles as they occur within society. For the advertiser, this means that there must be proper targeting of consumer segments and generational neutral messages should do.

Advertising firms should come up with communication that uphold family values and foster marriage institutions. The things people perceive as making them happy are social in nature: having control over one's life, self-esteem, a happy and healthy family life, and good relationships and friendships. Advertisement should connect these ideas to products and services that women can purchase to achieve happiness. A fashion magazine and an advertising agency coming together to rebrand a complex political and social ideology is slightly disingenuous. An advertising channel with a huge audience and whose core skill is behaviour change, is a good potent, medium that could make a real world difference.

5.4 Areas for Further Research

Research is needed to assist in understanding how advertisement affects behavior change in married women. However, the study's target population was Kiambaa Constituency. It is recommended that future studies should be replicated in other areas. This owes to different areas/context having dissimilar social life. Thus, advertisement might affect them differently. Future studies should also focus on the effectiveness of gender-targeted advertisement on sale. This would help measure how advertisement targeting women are effective as marketing tool.

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the message.					
Advertising is aimed at persuading the consumer much of the focus of persuasion					
Improper advertising manifest themselves in the form of decreased integrity and self confidence of married women					
Comparison with advertising enhances the materialistic desires					
In order to buy the advertised products, people are ready to take loans beyond their repayment capacity					
Married women want to earn more money to buy happiness in forms of products being advertised					

PART C: ADVERTISEMENTS INFLUENCE ON MARRIED WOMEN BEHAVIOR

1. In your opinion do you think advertisements influence women to change behavior?

Yes [] No []

2. How can you rate the influence of advertisements on married women behavior?

Very effective [] Effective []
Average [] none at all []

3. To what extent do you agree with the following statements on advertisement influences on women to change behavior? Use a scale of 1-5 where **1= strongly disagree; 2= disagree; 3 neutral; 4= agree and 5= strongly agree**

Statement	1	2	3	4	5
Self-selection may explain the association between exposures to mass communication messages.					
Television advertisements which target married women lead them to compare their own attractiveness					
It is normal for adolescent girls and young married women to compare their bodies with media					

The marketing of products depend on advertisement and the negative impact on married women					
Advertisements have encouraged married women to be submissive and dress provocatively.					
Most advertisements in the leads to a heightened sense of anxiety and a negative self image					

PART D: MARRIED WOMEN PORTRAYED AS PASSIVE IN ADS, PLACING THEM IN ROLES SUBORDINATE TO MEN

1. Do you think married women are portrayed as passive in ads, and are placed in roles subordinate to men in Kiambu County?

Yes [] No []

2. In what ways are married women portrayed as passive in ads, and placed in roles subordinate to men?

.....

.....

.....

3. To what extent do you agree with the following statements on advertisement and portray of women in Kiambu County? Use a scale of 1-5 where **1= strongly disagree; 2= disagree; 3 neutral; 4= agree and 5= strongly agree**

Statement	1	2	3	4	5
Often married women are just placed next to objects as inert decoration					
Married women are often seen as completely passive while men are seen as the dominant figures					
The most common types of ads married women are featured in include household appliances.					

PART D: ADVERTISEMENTS DEPICT MARRIED WOMEN AS INFERIOR TO MEN IN COGNITIVE ABILITY

1. Do advertisements depict married women as inferior to men in cognitive ability?

Yes [] No []

2. To what extent do advertisements depict married women as inferior to men in cognitive ability?

To a very little extent [] To a great extent []

To a little extent [] To a very great extent []

To a Moderate extent []

3. To what extent do you agree with the following statements on advertisements and depicting married women as inferior to men in cognitive ability? Use a scale of 1-5 where 1= strongly disagree; 2= disagree; 3 neutral; 4= agree and 5= strongly agree

Statement	1	2	3	4	5
Advertisements portray married women in stereotypical ways.					
Married women social values are getting eroded and moral values have become fragmented					
Modern advertisements portrayals of masculinity normalize, legitimize and excuse male violence					

THANK YOU FOR YOUR TIME