Article

Influence of Indian tv advertisements on body image perception of young adults: A case study of Delhi NCR

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Abstract

This study explores the complex relationship between young adults perceptions of their bodies and Indian television commercials, with a particular emphasis on Delhi. The number of advertisements featuring idealised body standards in various media has increased dramatically in recent years. These advertisements frequently cause viewers to have poor self-perceptions and unreasonable expectations.

By using quantitative methodology, this study intends to investigate the degree to which young adults living in Delhi NCR are influenced by Indian TV commercials in terms of how they perceive their bodies. The research aims to investigate patterns, trends, and underlying psychological mechanisms connected with the receipt and interpretation of popular advertising through the use of surveys, interviews, and content analysis. This study investigates the profound influence that Indian TV advertising has on Delhi's young people's body impressions. Understanding the intricate mechanisms determining how people regard their bodies is crucial, especially in light of the pervasive influence of media and advertising in contemporary culture. The study aims to investigate the diverse types of body images that are propagated through television advertisements and assess the impact that these visual cues have on the vulnerable demographic of young people in the dynamic cultural environment of Delhi. The study examines the social, gendered, and psychological implications of these advertisements to comprehend the complex relationship between media representation and ideals of body image. Finally, by increasing awareness and promoting a more tolerant and positive body image paradigm among Delhi's youth, the research seeks to contribute to a broader discussion regarding ethical advertising practices.

Introduction

The digital era's mass media proliferation has changed the cultural and social landscapes by leaving a lasting legacy of potent visual narratives that are crucial in forming people's perceptions and social norms. TV commercials stand out among the many media types as a powerful tool for shaping attitudes, actions, and most importantly, how individuals regard their own bodies. This dissertation examines the intricate relationship between Indian television ads and young adults' perceptions of their bodies, with a particular emphasis on Delhi's (NCR) dynamic sociocultural landscape.

The effect of advertising on people's views, especially with regard to body image, has become a topic of great interest and concern in today's media-driven consumer culture. This dissertation explores the complex relationship between young adults' conceptions of their bodies and Indian television commercials, with a particular emphasis on the dynamic socio-cultural setting of Delhi (NCR).

Television continues to be a potent medium that shapes societal norms and influences individual behaviours even as the media environment changes. An essential element of this visual narrative is the frequent use of idealised body standards in ads, which may have an impact on how people create and internalise cultural standards of beauty. The study aims to provide further insight into the ways in which young adults in a community characterised by rapidly changing social dynamics and a variety of cultural influences interact to shape ideals surrounding body image through television ads.

The rich tapestry of Indian society is greatly impacted by television advertisements, which have an impact on people's opinions, tastes, and—above all—how they regard their own bodies.. Due to its widespread use in Indian homes, television has become a powerful medium that spreads a wide range of messages that greatly influence the development of social norms, ideals, and values. The representation of body images is one of these messages that has the most influence, especially on the susceptible young adult group.

Television content continues to change in step with the digital age. Indian TV commercials frequently create pictures that not only highlight items but also represent cultural ideals and beauty standards in an effort to gain viewers' attention and increase their market share. Young adults have complex perspectives on their bodies that are shaped by a wide range of elements, including aspirations, cultural values, and societal expectations. In this novel, television plays a pivotal role as a visual and auditory storyteller, sending a constant stream of pictures that define and redefine concepts of beauty and desirability. It is important to investigate how young adults' opinions of their bodies are shaped by these television advertisements because of the possible effects on social norms and personal wellbeing. This investigation covers a wider range of consumer culture and media influence, not just the effects of commercial content. Thus a detailed investigation of the ways in which Indian TV advertising influence young adults' perceptions of their bodies has the potential to provide light on the complexities of contemporary media dynamics as well as reveal how social norms and self-perception are evolving. This research project is a voyage into the collective psyche of a generation negotiating the intersection of tradition and modernity, not only a study of the superficial aesthetics of commercials.

This research explores the intersections of cultural identity, media exposure, and socioeconomic circumstances to explore the nuanced ways in which Indian TV ads effect young adults' opinions of their bodies. It does this by using a case study methodology. The goal of this dissertation is to significantly add to the body of knowledge regarding media impact and body image by conducting a thorough analysis. This will provide a deeper understanding of the intricate relationship between how oneself is portrayed in the media and how one perceives oneself.

Review of Literature

Relationships Between Students and the Internet that is affecting their perception

The intake of body-image-related content online and through social media platforms turns out to be consumed more by female students. Compared to their male counterparts, they dedicate more time to exploring the virtual world and immersing themselves in a wide range of body-image-related content. However, amid the digital tsunami, the study by **Kaewpradub et al. (2017)** reveals an intriguing quirk: these teenagers tend to multitask, It makes it challenging to determine how much time is spent on what specific online activity. This realisation not only emphasises how pervasive media is in forming children's brains, but it also emphasises how difficult it is to comprehend how they behave online. The study invites us to explore the complex relationship between online media consumption and how it affects adolescents' sense of identity and self as they traverse this digital landscape.

But compared to boys, teenage girls felt less content with their bodies. This was consistent with studies done in America and India on how individuals view their bodies. Compared to junior high school pupils, a greater proportion of seniors in high school reported having a negative body image. (**Kaewpradub et al., 2017**)

Most middle-aged and older teenagers desire acceptance from others, particularly from their peers. As a result, individuals can compare their figure to that of others in the media and elsewhere and give their figure more significance in an effort to fit in. Additionally, Approximately 50% of the study's subjects demonstrated irregular eating habits, and a third had eating disorders and negative body image beliefs. Social media and internet usage related to body image has also been shown to be correlated with bingeing, purging, using laxatives or diuretics to lose weight, and eating habits that increase the risk of obesity. These results demonstrate the impact of social media use on teenage body image. (**Kaewpradub et al., 2017**)

Gender stereotyping in advertising.

Globally, gender stereotyping in advertising is still a major problem that upholds social norms and traditional gender roles. Advertisements frequently show males as forceful leaders or providers and women in domestic roles, highlighting their capacity for nurturing and caring. In addition to limiting how different gender identities are portrayed, these stereotypes also help to spread unfavourable beliefs about discrimination and gender inequality. Through the propagation of these stereotypes, advertising can exacerbate social constraints and expectations, influencing how individuals view themselves and others. Taking action to challenge and dispel gender stereotypes in advertising is essential if we are to advance gender equality and a more inclusive and diverse representation of gender identities in the media and in society. (**Grau et al., 2018**)

Over the last five decades, the portrayal of gender in advertising has been a subject of extensive examination, reflecting societal changes in family dynamics and the labour force. The paper by **Grau et al. (2018)** emphasises the enduring significance of gender stereotypes in advertising and how they have evolved in response to shifts in gender roles.

Historically, advertising perpetuated traditional gender roles, depicting women in inferior positions despite their potential and capabilities. Nonetheless, the findings show that in recent years, there has been a good shift towards more powerful images of women. This cultural shift is attributed to changing societal expectations and an acknowledgement of the diverse roles women play.

Furthermore, the paper draws attention to the concept of "femvertising," highlighting recent advertising trends that focus on portraying women as empowered individuals. This trend signals a departure from traditional stereotypes and acknowledges the changing roles and aspirations of women in society. The focus on femvertising indicates a wider understanding of the necessity of real and strong female representations in marketing initiatives. (**Grau et al., 2018**)

Social media is fake: How women's body image and social comparison are affected by "Instagram vs. reality" photos

Social media frequently offers an idealised view of the world, with carefully chosen photos and filtered glimpses exaggerating notions of beauty. Women's perceptions of their bodies are especially affected by this phenomenon since they are surrounded by images of the gorgeous bodies and luxurious lifestyles of models all the time. The "Instagram vs. reality" movement

has brought to light the glaring differences between staged, Photoshopped images and real-world experiences. These photos are contrasted to reveal the façade of perfection that is maintained on social media. Women who may find it difficult to meet the impossible standards set by these photo-manipulated photos may have low self-esteem and feelings of inadequacy as the outcome of this contrast. It's critical to encourage people to be genuine and accepting of who they are in light of the growing knowledge of the deceptive nature of social media representation. **(Tiggemann et al., 2020).**

The impact of a recent trend on Instagram: 'Instagram vs reality' images. These posts typically feature side-by-side photographs of the same woman, showcasing an idealized depiction alongside a more natural one. The study done by **Tiggemann et al. (2020)** involving 305 women aged 18–30 years, aimed to experimentally examine the effect of these images on body image. Participants were randomly assigned to view one of three sets of Instagram images: 'Instagram vs reality' images, the 'ideal' side alone, or the 'real' side alone. **(Tiggemann et al., 2020).**

'Instagram vs reality' and real posts have the potential to bolster women's body satisfaction. The immediate beneficial effect on body image is noteworthy, emphasizing the positive influence of these posts in challenging unrealistic beauty standards and promoting more realistic self-perception. **(Tiggemann et al., 2020).**

Though its limitations are acknowledged, the study adds to the limited but expanding experimental literature on the impact of Instagram on women's body image. The encouraging results imply that body satisfaction among women may benefit from interventions or content that challenges stereotypes of beauty and promotes authenticity, as demonstrated in "Instagram vs. reality" posts. **(Tiggemann et al., 2020).**

The Direct Impact of Photoshopped Instagram Pictures on Adolescent Girls' Body Image

Adolescent girls' perceptions of their bodies are significantly impacted by the abundance of altered images on Instagram. Regular exposure to well-manipulated images that present unattainable beauty standards can hurt how individuals view their identities and bodies. When young girls compare themselves to these digitally altered photos, it can cause them to feel inadequate, unhappy with how they look, or even develop body dysmorphia. The pressure to live up to these unachievable standards can feed a vicious cycle of self-deprecating thoughts and unhealthy habits like binge eating or exercising excessively. Adolescent girls' self-acceptance and recognition of the detrimental impact of these sorts of photographs is essential to the creation of a healthy online environment. **(Kleemans et al., 2018)**

Exploring Changed Instagram photos' impact on adolescent females' perceptions of their bodies, with an emphasis on the moderating influence of social comparison tendencies. The study by **Kleemans et al. (2018)** findings show that adolescent girls' body image is directly and negatively impacted by their exposure to modified Instagram photographs. The girls who exhibited stronger social comparison tendencies were more negatively impacted by edited photographs is especially notable. Interestingly, Despite negatively impacting body image, the modified photos were rated higher than the originals. **(Kleemans et al., 2018).**

Although the usage of effects and filters are identifiable, Notably, girls think the images are realistic, and how deceptively subtle the modifications might appear.

The growing ubiquity of photo and video sharing on social media platforms makes it imperative to comprehend and evaluate the possible impacts on the mental health of younger users. The

study by **Kleemans et al. (2018),** makes clear how important it is to take peers' effects into account in addition to celebrities' when assessing problems with body image. Society may have reason to be concerned about the usage of manipulated photographs on social media, especially among teenage girls who are more prone to participate in social comparison. **(Kleemans et al., 2018)**

The use of Instagram mediating the body image satisfaction of the Youth

In addition to having a direct impact, Instagram users' perceptions and creations of their appearance-related self-schema, as well as the degree to which their ideal and perceived selves diverge from one another (self-discrepancy), have an impact on body pleasure). Significantly, the study by **Ahadzadeh et al. (2017).** presents the moderating role of self-esteem demonstrating how Instagram use hurts body satisfaction and how self-schema and self-discrepancy make people with lower self-esteem more susceptible to these effects.

Instagram has altered aesthetic standards and sparked social comparisons because it is largely used for sharing photos and images. Instagram's impact on how people perceive their bodies has not gotten much attention, despite the platform's meteoric surge in popularity. This highlights the mediating roles of appearance self-schema and self-discrepancy in the impact of Instagram on body satisfaction, with self-esteem playing a moderating role. These revelations further the current discussion regarding the psychological repercussions of social media use and highlight the significance of taking individual differences into account when figuring out how teenage body image is affected. **(Ahadzadeh et al., 2017)**

Young teenagers' discontent with their bodies and the factors that influence it

Young teenagers, for many reasons frequently struggle with body dissatisfaction. Teenagers are frequently exposed to unrealistically idealised portrayals of beauty in the media, which has a big impact. Teenagers compare themselves to their classmates and feel pressure to meet social norms for beauty, which is another factor in peer pressure. Adolescents' views of their bodies are further shaped by cultural factors and family dynamics, with expectations and remarks from family members serving to reinforce ideas of desirableness and beauty. Additionally, feelings of self-consciousness and body dissatisfaction can be made worse by hormonal changes and physical development that occur during adolescence. In order to promote body positivity, build healthy self-esteem, and support teens' mental and emotional well-being, it is imperative to address these complex aspects. **(Latiff et al., 2018).**

The study by **Latiff et al. (2018)** focuses on developing an understanding of how young adolescents in elementary school perceive their bodies, to determine the frequency of body image dissatisfaction and the factors that contribute to it.

Interestingly, there is a correlation between sex and BMI and negative body image. According to the findings, women experience body image dissatisfaction at a considerably higher rate than men do. Females were 2.07 times more likely than males to experience body image dissatisfaction after controlling for other factors.

Additionally, students categorized as overweight or obese were found to have significantly greater body image dissatisfaction, with 4.06 times higher odds compared to students with a normal BMI**. (Latiff et al., 2018).**

These findings emphasize the vulnerability of adolescents to concerns related to body image among females and those with higher BMI. It contributes valuable insights to the existing literature by shedding light on the specific determinants of body image dissatisfaction in this age group. Through the integration of notions like appearance self-schema and self-discrepancy, the study offers a more sophisticated comprehension of the psychological mechanisms involved. Parents, educators, and medical professionals can create focused initiatives to address and lessen body image dissatisfaction by identifying the elements, such as sex and BMI, that are linked to it. The study provides a crucial investigation and intervention initiatives targeted at helping young pupils develop positive body image perceptions. **(Latiff et al., 2018).**

Ethical Engagement, Whiteness, and Female Beauty Standards in Different Cultures

How common light-skinned models are in contemporary advertising and communication while acknowledging the historical influence of racial domination and prejudice on beauty standards. The study by **Mady et al. (2023)** claims that colonial influence in nations that were previously ruled by white invaders is to blame for the desire for lighter complexion

The main contention is that as diversity spreads throughout industrialised and developing countries, standards of beauty are going away from hegemonic and generic conceptions and towards more diversified and realistic ones. International marketers, according to the authors, should take proactive measures based on an ethical framework of "perfectionism. The authors **Mady et al. (2023)** used in-depth interviews in Ghana, Egypt, and India as part of a cross-national qualitative study to investigate these viewpoints. Light skin tones have long been seen as a culturally mandated requirement for women to be seen as beautiful in these countries. How women in these various cultural situations either accept or reject this ideal, offers insights into the complex dynamics of how people define beauty.

The intricate relationship between personal preferences and societal beauty standards, utilising the ethical perfectionism framework and customer engagement literature as sources. The contextualization of customer interaction research in international marketplaces advances the knowledge of the ways in which beauty standards fluctuate and change in various cultural situations. **(Mady et al., 2023)**

Perceived Significance of Television Commercials

TV commercials can significantly influence customer behaviour, lifestyle choices, and product preferences since they contain a range of persuasive elements. Commercials utilise several strategies to engage viewers and influence their perceptions, such as captivating storylines, aspirational images, and catchy jingles. Apart from their direct influence on purchases, these elements also play a role in moulding the consumer's long-term behaviours and brand loyalty. Commercials have the power to influence people's perceptions of products and brands by appealing to their emotions, desires, and social standards. People may as a result live lives that are congruent with their perceptions of the brand. Navigating the consumer landscape and making wise decisions in the face of the constant onslaught of advertising messages requires an understanding of the subtle effects of these persuasive aspects. **(Kumar et al., 2017).**

The study by **Kumar et al. (2017)** carried out in the prosperous Indian state of Haryana, explores the area of consumer behaviour impacted by television advertisements. Their study attempts to decipher the different persuasive elements that are present in commercials and how they affect consumer behaviour, way of life decisions, and product preferences. This makes use of advanced analytical techniques including factor analysis and regression analysis, revealing seven crucial aspects of advertising, including its impact on women and children as well as its effects on purchases, social status, attitudes, and behaviours. Remarkably, This indicates that factors such as adverse impacts and sway over women may not have a significant influence on lifestyle choices or product choices, but they do have a close relationship with other facets of consumer behaviour. **(Kumar et al., 2017).**

It also offers insightful information about the intricate processes involved in consumer decision-making. This goes beyond the traditional understanding of advertising impact by highlighting these significant elements, providing a better knowledge of the factors influencing lifestyle preferences, product selection, and even children's behaviour.

In conclusion, this highlights the significance of exploring influential aspects of TV advertising and their specific impact on consumer behaviour. The results of the study provide insightful information about the complex relationship between advertising content and consumer choices, highlighting the need for a deeper comprehension of the variables influencing people's decisions. **(Kumar et al., 2017).**

The stereotyping of skin tone in people's minds.

The multibillion-dollar fairness business supports the stereotype that being 'dusky' is associated with unattractiveness and that being 'fair' is the same as being beautiful. In the article by **Chauhan et al., (2019)** looks at social obsessions, the darker side of the fairness story, the impact on young men and women, the marketing concept of beauty, and Bollywood glamour. The essay explores the inconsistencies and unsubstantiated claims seen in the advertising campaigns of companies that sell fairness cream. It throws light on the frightening and careless advertising tactics that spread false beliefs in spite of the scientific consensus that skin's melanin content is genetically set and cannot be appreciably changed by whitening products.

Whitening cream commercials contribute to the denigration of Indian women. The emphasis on skin tone as a measure of beauty is criticised, highlighting the need to question and alter the perception of what constitutes beauty. The essay urges a re-evaluation of whitening cream

advertisements, stressing the importance of highlighting the broader image and value of Indian women beyond their skin tone rather than reinforcing damaging stereotypes **(Chauhan et al., 2019).** This need for moral advertising tactics fits in with a larger trend in society that is encouraging inclusivity and a healthy body image, and concludes with a critical critique of the whitening cream industry's promotion and its effects on Indian women's self-esteem and societal perceptions. The article emphasises the importance of inclusive and moral approach that goes beyond limited beauty criteria and advocates for a re-examination of advertising tactics. The proposal for regulatory rules emphasises how crucial responsible advertising is to creating a narrative that is more empowering and uplifting for women in Indian culture. **(Chauhan et al., 2019)**

The function of digital psychiatry in the media and mental health

The complex interplay among mental health, mass media, and the revolutionary potential of digital psychiatry. Acknowledging the mass media as a vital element in the provision of health services, the research by **Chandran et al. (2019)** explores the impact the media has on public perceptions of mental health. This draws attention to the frequently discussed links between media consumption and a number of detrimental effects, including substance abuse, aggressive behaviour, despair, anxiety, and suicide, as well as obesity and eating disorders.

The potential of digital tools in psychiatry to improve the provision of mental well-being services is a major theme in the literature. These resources can improve clinician relationships, affect how the general public views mental illness, and have an impact on the dynamic relationship between public attitudes and mass media portrayals of mental health. Psychiatrists and Psychologists can provide direct advice, opinions, and expertise on social media platforms by drawing from patient testimonies, in contrast to journalists who rely on second-hand accounts. **(Chandran et al., 2019).**

This highlights the significance of the dynamic environment where mass media and digital psychiatry collide, giving mental health practitioners a direct platform to interact with the public. The sometimes stigmatising or erroneous representations of mental health in traditional media could be balanced out or enhanced by this direct connection, the evaluation of the research by **Chandran et al. (2019)** sheds light on the intricate connection between mental health, the media, and the developing field of digital psychiatry. It draws attention to the detrimental effects of media use in mental health settings and using digital tools to enhance public awareness and the provision of mental health services. It is believed that the direct participation of mental health professionals on social media is a good thing since it leads to a

more knowledgeable and encouraging public conversation on mental health concerns. **(Chandran et al., 2019)**

Investigating the Connection Between Skin Tone and Self-Esteem

In the rich fabric of South Asian countries, where cultural subtleties coexist with complex ideals of beauty, skin tone is an important indicator of identity and value. **Sharda, P. L. (2020)** provides insights in the changing environment of beauty ideals by carefully examining the complex relationship between skin tone and self-esteem among female South Asians across age boundaries.

Sharda, P. L. (2020) explores the intricacies of how skin tone affects self-esteem in South Asian households in India across a range of age groups using a multigenerational lens. The layers of cultural norms and Social norms that impact how people view worth and beauty are revealed by this comprehensive approach. In areas where having pale skin is frequently seen as the pinnacle of beauty

The study reveals how deeply ingrained these ideas are in people's sense of self.

The complex relationship between skin tone and self-esteem is made clear by **Sharda, P. L. (2020)** research, which thoroughly examines cultural perceptions and beauty standards. By using this perspective, the study explores the psychological effects of beauty standards that go beyond their obvious effects and affect people of all ages. It recognises the long-lasting impact of cultural norms on people's ideas of who they are and where they fit in the world.

Sharda, P. L. (2020) research is a powerful tool for understanding the dynamic terrain of beauty standards and self-worth within South Asian cultures, as it offers a cross-generational comparison. The study looks at how opinions on skin tone and self-worth change or remain the same over various age groups. The research offers priceless insights into the intricate interactions between generational, socioeconomic, and cultural influences.

Sharda, P. L. (2020) work is important to the larger conversation on psychological health and body image. It contributes to vital discussions like identity, attractiveness, and self-acceptance in addition to deepening our comprehension of the complex processes at work in South Asian societies. **Sharda, P. L. (2020)** research provides guidance, empowerment, and empathy among varied populations as we make our way through the complex web of personal views and cultural expectations.

Femvertising as a media tactic to boost teenagers' self-esteem

The concept of "femvertising," a movement in advertising that concentrates on spreading pro-woman, counter-stereotypical messages, is examined in the literature under examination.

The research by **Varghese et al. (2020)** looks into how these commercials affect the self-esteem of teenage boys and girls in India, a collectivist nation with a strong patriarchal culture. Based on The social cognitive theory posits that people pick up social skills through social interactions, the study attempts to evaluate how well femvertising works as a media tactic to lessen gender prejudice and increase gender sensitization. (**Varghese et al., 2020**)

Adolescent males and Three groups of girls were formed. at random for the experiment: stereotype, neutral, and femvertising. A significant beneficial effect in the femvertising group, proving the effectiveness of ads including counter-stereotypical imagery and women's empowerment in raising teenagers' self-esteem, the ingrained prejudices and implicit connections that exist in society, often originating in early childhood, and places special emphasis on how the media either reinforces or subverts these prejudices. The study is in line with initiatives to combat detrimental advertising stereotypes, which include body shaming, objectification, sexualization, and constrictive gender role presumptions that are mirrored in legal limitations. (**Varghese et al., 2020**)

The research study by **Varghese et al. (2020)** concludes by highlighting the potential of femvertising as a potent technique to subvert gender stereotypes and enhance teenagers' self-esteem in a collectivist society like India. The report emphasises how crucial of media tactics, notably femvertising, in creating an inclusive and empowering atmosphere for the younger generation and offers insightful contributions to the continuing conversation on gender equality. The results have implications for increasing gender sensitization and reducing the consequences of gender prejudice in homes, communities, and educational settings.

Indian women's representation in the media

The way Indian women are portrayed in television advertisements acknowledges the profound influence these commercials have on the way society perceives gender roles in the study by **Das et al., (2023).** investigates how women are portrayed and how this varies depending on the product category across various product categories.

The study's primary findings indicate that women are primarily portrayed as decorative and family-oriented characters in Indian television commercials. The pattern in which women are portrayed as professionals or free spirits less often, particularly in product categories pertaining to home goods and body enhancement. Nonetheless, this results in a notable increase in the representation of women as independent decision-makers in media. (**Das et al., 2023**).

By providing insight into the complex roles that women play in Indian television advertisements, The abstract broadens the scope of the available content. Highlighting the specific circumstances in which women are assigned specific roles contributes to a deeper

examination of how women are portrayed in the media. The results imply that, despite advancements in the representation of women as autonomous decision-makers, traditional gender roles continue to rule representations in specific product categories**. (Das et al., 2023)**

The persistence of conventional gender norms in particular product categories and the provision of informative data regarding the representation of Indian women in TV advertising. As an addition to the ongoing discussions on gender representation in the media, the study highlights the need for a more inclusive and diverse representation of women in all media**. (Das et al., 2023).**

Customers' Perceptions of Controversial TV Ads.

Feelings of the consumers about controversial television commercials and how it affect their intentions to make a purchase, offering insights into the increasing ubiquity of these kinds of ads in the advertising world. The study by **Singh et al. (2020).** draws attention to the notable rise in contentious advertising and emphasises the significance of comprehending how consumers view and react to these commercials, taking into account The prospect that they could both be of assistance and hurt the ideas or items being promoted.

Since television ads have long been the main means of reaching a large audience, the dynamic character of advertising tactics pays particular attention to contentious ones. This highlights that advertisers continue to use controversial advertisements even though their effectiveness depends on how the target audience views them.

This gives us knowledge of how consumers react to contentious television commercials, particularly in the setting of India. By investigating the relationship between consumer attitudes and demographic characteristics, the study contributes to the body of research by illuminating the elements that affect how consumers view and react to controversial advertisements. The results hold significance for marketers and advertisers who aim to manoeuvre across the intricate terrain of customer perceptions regarding contentious commercials and their influence on consumer buying patterns. (**Singh et al., 2020).**

Exposing Sexism and Body Image Stereotypes in Popular Indian Media

In this era, looks at how sexism and body image stereotypes are portrayed in popular Indian media, with an emphasis on how the landscape is changing due to technology advancements, the growth of social media, and the availability of over-the-top (OTT) platforms. This draws attention to the media's innate capacity for persuasion and its enormous influence on how people feel, act, think, and view the world (**Ahuja et al., 2022).**

The study by **Ahuja et al. (2022).** explores and examines the historical context of the heyday of the Indian film industry, highlighting recurring themes and gender-role prejudices. The simultaneous divarication of stereotypical roles the good woman adhering to social conventions and the subpar woman defying those constraints is examined in the representation of female characters. Stereotypes based on gender attributes the former is defined by gender stereotypes of being innocent, humorous, shy, and repressed, While the latter includes characters who are regularly cited to as vamps or manipulative personalities. (**Ahuja et al., 2022).**

The ways sexism and body image prejudices have been reinforced throughout time in popular Indian media. It draws attention to how media consumption is changing as new platforms and technology become available. The examination of historical cinematic representations through critical analysis gives a helpful foundation for examining how media influences society's understanding of gender roles, body image, and stereotypes. The research highlights the need for Indian media to depict women in a more nuanced and diversified manner**. (Ahuja et al., 2022).**

An intervention in media literacy focused on body image for Indian adolescent girls

The impact on teenage girls' body satisfaction in the evolving world of modern media, where idealised portrayals of beauty pervade every aspect of life, cannot be understated. Effective treatments are becoming more and more necessary in the context of India, where societal pressures, cultural norms, and globalised beauty standards converge. This urgent topic is explored in the study by **Dhillon et al. (2017).** that is featured in the abstract, which gives insights into how well media literacy interventions can preserve young girls' body perceptions and develop their critical thinking abilities.

The efficacy of media literacy programmes in reducing the negative effects of idealised media representations on young girls' opinions of their bodies through thorough inspection. Through the provision of heightened awareness of the artificiality present in these images, these interventions enable girls to exercise discernment when navigating the media landscape. (**Dhillon et al., 2017).**

This also highlights the continuous need for awareness initiatives catered to Indian youth, with a focus on developing critical thinking skills. Persistent efforts are necessary to address the ubiquitous influence of media on body image, even though a single exposure to media literacy may generate initial awareness. This emphasises the value of long-term interventions that provide teenagers with the skills they need to challenge damaging beauty standards spread

by the media by involving them in ongoing learning and introspection. Overall addressing body image issues among Indian teenage girls. It highlights the proactive character of such programmes, highlighting media literacy as an essential weapon in the fight against harmful beauty standards and the promotion of positive body image among Indian youth. This study provides a route to empowerment and resistance to social constraints by promoting continuous learning and critical interaction with media information. **(Dhillon et al., 2017).**

Young Adults' Perceptions of Women's Representation in Modern Indian Television Commercials

The image of women in Indian television nowadays is a topic of much discussion and examination in the busy world of ads competing for viewers' attention amid the din of everyday life. Young adults' complex opinions about the representation of women in these ads throw light on social standards and persistent gender inequalities.

The study by **Das et al. (2017) carefully** considers the perspectives of young adults, providing a fair portrayal of both gender's viewpoints. The main conclusions of the study indicate that individuals are remarkably in agreement: women in Indian TV advertising are shown as young, pretty, and frequently lacking in professional representation or status parity with males. This reveals a startling lack of discomfort among respondents despite the ubiquity of sexually charged images, a finding that speaks loudly about the normalisation of such imagery in modern advertising.

It shows the emphasis on how the viewer's gender greatly influences how they understand these visuals. Women are more critical of the way women are portrayed in ads., underscoring the sharp difference in how gender dynamics affect how people interpret media imagery. Fundamentally, the study emphasises how much commercials influence societal norms and attitudes. Commercials are acknowledged as effective social communication tools that greatly influence the trends, needs, and preferences of consumers. Their constant presence throughout the day emphasises how commonplace they are as persuasive agents in our day-to-day existence.

Through shedding light on gender dynamics and prevalent preconceptions featured in these advertisements, The study provides a foundation for critical conversations about how media representations affect society as a whole. Outfitted with this fresh understanding, we may now participate in meaningful discussions and advocacy campaigns to promote more inclusive and fair representations of women in advertising and, consequently, in society at large. **(Das et al., 2017).**

The Conflict Between the Real and the Ideal: The Effects of Prolonged Media Exposure on Young Indian Women's Body Image

The influence on the body image of young Indian women is a matter of great importance in the kaleidoscope of contemporary media, where pictures appear before our eyes at a dizzying pace. According to the study by **Nagar et al. (2017).** under consideration is a lighthouse that illuminates the complex relationship between acute media exposure and Indian young women's psychological health. The research delves beyond the surface of media imagery through a painstakingly planned study.

This empirical link serves as a sobering reminder that young Indian women living in urban areas are susceptible to the pernicious effects of media on body image, just like their Western counterparts. These results compel a critical examination of the pervasive impact of media imagery on people's perceptions of their bodies and have ramifications that transcend cultural divides. Media's powerful influence in influencing societal beauty goals and encouraging the acceptance of unachievable standards, even in the brief exposure periods of few minutes.

In light of the complex relationship between media exposure and body image, this research serves as a clear call to action for those involved in media culture to create an environment that supports a variety of definitions of beauty and promotes positive self-perception. (**Nagar et al., 2017).**

Significance of the research

    This research sheds light on how young adults in Delhi (NCR) think about their bodies in light of Indian television advertisements. The research's specific focus on demographics and geography provides valuable insights into how media representations affect people's self-perceptions of their bodies. It is important to comprehend how TV advertisements affect people's perceptions of their bodies because it provides insight into the possible psychological effects of being exposed to the unattainable beauty standards that these commercials portray. despite the Delhi NCR region's distinct cultural and societal background, there is still a noticeable lack of research on the impact of media on body image in this area. By filling this knowledge vacuum, the study advances our understanding of how media shapes people's perceptions of their bodies in a variety of cultural contexts, the study is important because it clarifies a critical problem impacting young adults' well-being. Unrealistic body ideals presented in commercials might exacerbate negative body image and mental health problems in young people in today's media-saturated world. To address these issues and encourage better body image attitudes, the research intends to offer practical insights by examining the particular impact of Indian TV commercials in Delhi NCR. After all, this study could be beneficial. society by guiding focused actions and treatments meant to lessen the detrimental effects of media on the way people perceive their bodies. The study aims to empower young adults in Delhi NCR to create more positive and realistic views of their bodies by promoting more responsible media practices and educating people about the consequences of TV ads. This would ultimately improve the mental and general well-being of the participants.

Methodology

Quantitative methodology is used in this study, using a convenience sampling technique to poll young individuals in Delhi NCR via a questionnaire regarding their perception of their bodies in relation to Indian TV advertising. Participants from the local community ages 15 to 30. The online, organised questionnaire gathers information on viewers' TV viewing habits, attitudes towards advertisements, and perceptions of pressure to meet beauty standards.

Objectives:

- To assess how body images are portrayed in Indian television advertisements in national media.
- To Evaluate the Effect of Advertising on the Perception of Body Image.
- Determine the Sociocultural Aspects Affecting the Perception of Body Image.
- To investigate the psychological effects of advertisements on one's sense of self.
- To Advance Academic and Social Awareness.

Data Analysis

Data Analysis: Young Adults' Perceptions of Their Bodies in Delhi NCR Are Affected by Indian TV Commercials

Introduction: This data study aims to investigate the perceptions of young people about their bodies among Indian television commercial viewers in the Delhi National Capital Region (NCR). Our goal is to determine how much exposure to Indian TV commercials influences young person's perceptions of their bodies by examining the survey replies.
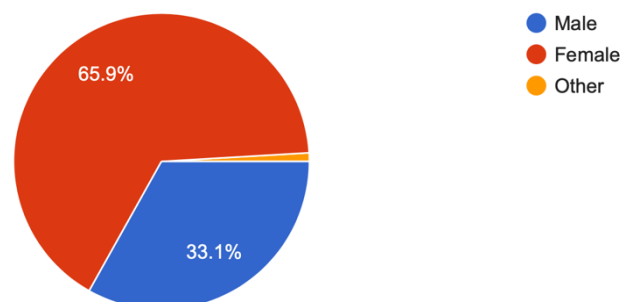
1. Demographic Profile:

Age
325 responses

- 15-20
- 20-25
- 25-30

40.9%
41.8%
17.2%

Gender
323 responses

- Male
- Female
- Other

65.9%
33.1%
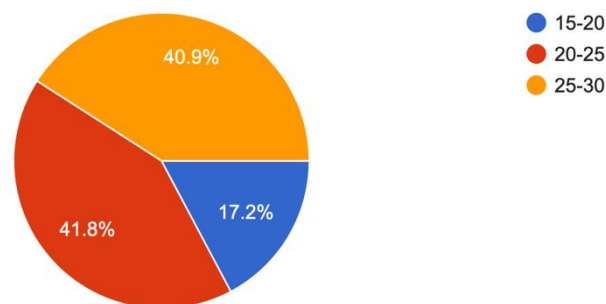
Age Distribution:

15-20 years: 17.2%

20-25 years: 41.8%

25-30 years: 40.9%

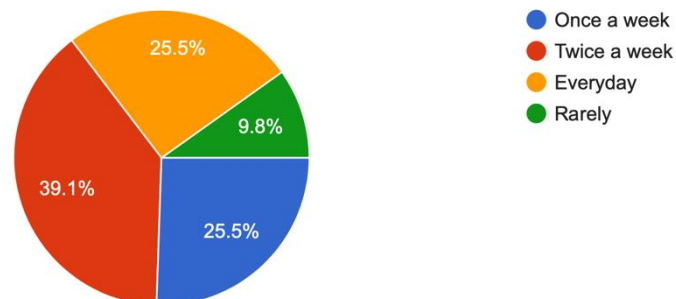Gender Distribution:

Male: 33.1%

Female: 65.9%

Other: 0.9%

Young individuals, mainly between the ages of 20-25, make up the majority of responders, with a somewhat higher proportion of women.
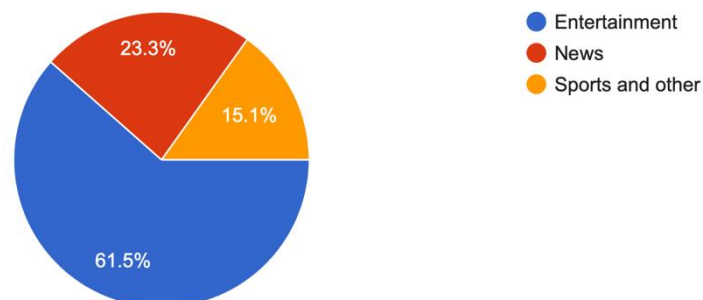
2. Habits of Watching Television:

How often do you watch tv?
325 responses

○ Once a week
○ Twice a week
○ Everyday
○ Rarely

What kinds of TV shows do you typically watch?
317 responses

○ Entertainment
○ News
○ Sports and other

TV Watching Frequency:

Once a Week: 25.5%

Twice a week: 39.1%

Everyday: 25.5%

Rarely: 9.8%

Favourite genres for TV shows:

News: 23.3%

entertainment: 61.5%.

Sports and others: 15.1%

The majority of respondents watch TV twice a week, and their favourite genre type is entertainment.
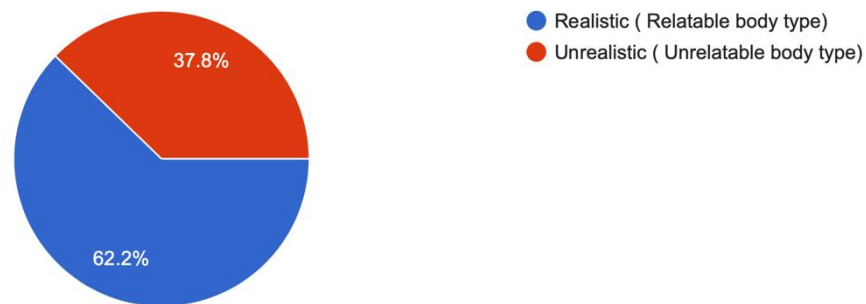
3. Views on exposure to ads related to body image:

How frequently do you see how Indian TV commercials depict body images?
310 responses

Legend:
- Often
- Every now and then
- Rarely
- Never

44.2%
11.6%
41.9%
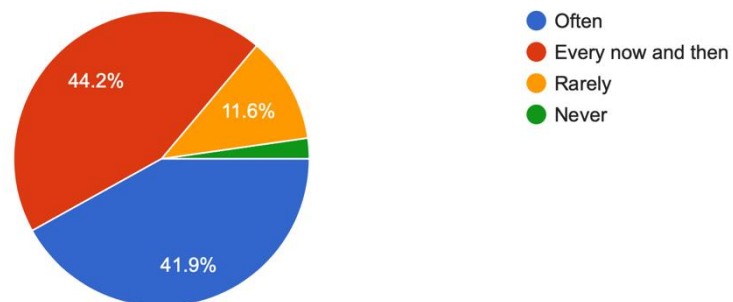
How are body images usually portrayed in Indian television ads, in your opinion?
294 responses

- Realistic (Relatable body type)
- Unrealistic (Unrelatable body type)

37.8%

62.2%

The percentage of Indian TV commercials that frequently feature body images is 44.2%

Rarely: 11.6%

Often: 41.9%

Never: 2.3%

Views on the Body Images Shown in Indian Television Commercials:

37.8% thinks that they show unrealistic(not relatable) body type.

62.2% think that they show realistic body type (relatable)

A large number of respondents stated that they watch TV commercials regulary that feature body images and many of them also think that the images they portray are realistic these days.
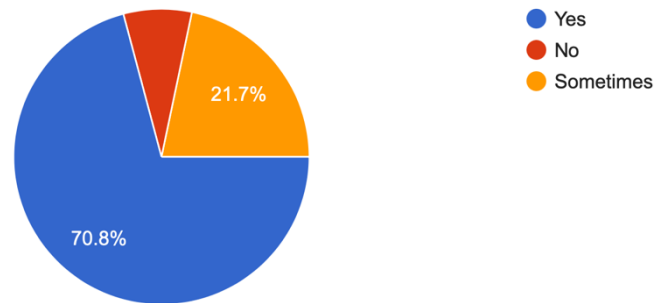
4. Impact on Perception of Body Image:

Have you ever made comparisons between the bodies you see on TV and your own?
289 responses

- Yes
- No

15.9%

84.1%
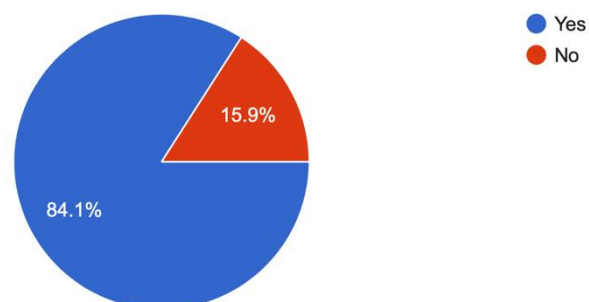
Do you think that the way you see your body is influenced by TV commercials?
295 responses

- Yes
- No
- Sometimes

21.7%

70.8%

Compared Your Own Body to Television-Seen Bodies:

Yes: 84.1%

No: 15.9%
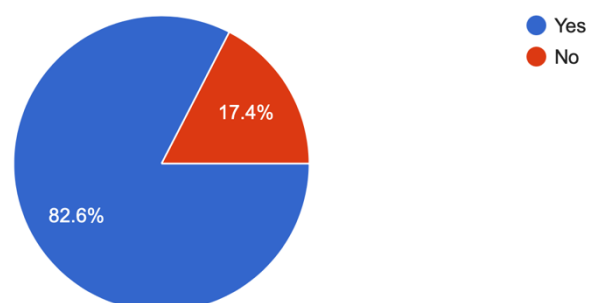
TV Commercials' Effect on One's Self-Perception:

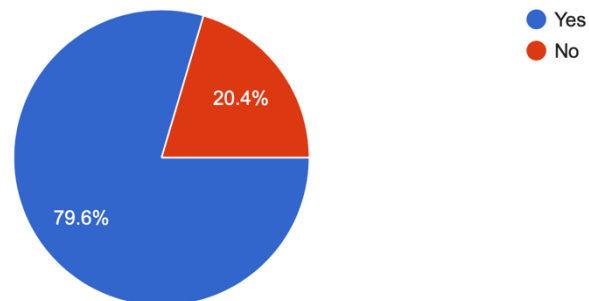Yes: 70.8%

Sometimes: 21.7%

No: 7.5%

Have you ever experienced pressure to fit in with the idealised body types that TV commercials present?
287 responses

- Yes
- No

17.4%

82.6%

Have you ever watched TV commercials and then experienced any psychological affects regarding your body image?

289 responses

Felt Under Pressure to Adhere to Idealised Body Types:

Yes: 82.6%

No: 17.4%

Experienced any psychological effects regarding your body image after watching any tv commercial:

Yes: 82.3%

No:17.7%

Notably, many of the respondents have compared their bodies to those they see on TV, and many of them feel that watching TV advertising has an impact on their body image or causes psychological impacts.

Conclusion

Important new information is provided by the data analysis about how young adults in Delhi (NCR) perceive their bodies of Indian television ads. The survey's sample, who are mostly in their 20s and 25s and are mostly female, shows that they watch a lot of television, especially entertainment-related content. A considerable segment of the participants regularly come across TV commercials that feature body images, and attitudes on their representation are split, whereas most consider them realistic, a sizeable portion also considers them unrealistic. The investigation shows that young adults in the Delhi NCR region's impression of their bodies is significantly influenced by Indian TV commercials. These commercials' depictions of unrealistic body ideals might encourage comparisons and pressure to meet idealized norms, which can have detrimental psychological repercussions, with this data we analyzed how body images are portrayed in Indian television advertisements in national media.

The data analysis reveals that these advertisements have a major impact on how people view their bodies, with a significant proportion of respondents reporting feeling under pressure to fit into the idealized body types that are portrayed in TV commercials. This pressure emphasizes the possible detrimental effect on people's psychological well-being, as does the frequency of unrealistic physical ideals in advertisements. More specifically, Because these advertisements promote unhealthy comparisons and exacerbate body image concerns, frequent exposure to them may have detrimental psychological consequences on young adults.

Furthermore, the result underscores how critical it is to address these problems with focused treatments. First, educational initiatives supporting media literacy among young adults in Delhi NCR are desperately needed. People can resist social pressure to adhere to limited beauty standards and acquire the skills necessary to dissect inaccurate body depictions in TV advertising by improving their critical awareness of media messages. Initiatives that support self-acceptance and body positivity are also crucial in reversing the negative impacts of the idealized body images that are promoted by television advertising.

In addition, the conclusion promotes variety and accountability in the representation of body images in Indian TV ads. Advertisers may support healthy body attitudes and improve the general well-being of young adults in the Delhi NCR region by pushing for more genuine and inclusive representations of body diversity. In order to establish a more encouraging and empowering media environment for young adults, stakeholders such as media organisations, advertisers, educators, and legislators must work together to address these concerns.

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