



## Family Relations: Projection and Impact of Advertisements on Viewers

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**Abstract-** The current study examines the Pakistani TV advertisements that tend to project the family relations and its impact on viewers. The study is important for investigating the role of Pakistani TV advertisements that are responsible to shape our social structure. It explores that how advertisers grab the attention of the viewers applying emotional appeals in order to sell their product to its target audience. For theoretical perspective cultivation theory, for this study, content analysis and survey method were conducted. In content analysis, selected TV ads from specific TV channels were analyzed after categorization method. In survey, 240 family members from 60 families (60 husbands and wives who were the parents of the children from the same family) were selected through purposive sampling. A carefully designed questionnaire comprising on 19 questions was filled by the selected respondents. The findings of the study computed on SPSS using Chi-square test indicated that these family relations are not glorified in these TV ads. Rather, product promotion is the main objective of the advertisers. Another approved hypothesis indicated that children who watch more TV during prime time and tend to get indulge more in adopting the behavior and buying the projected product than adults.

**Keywords: Projection, Family relations, TV Ads Impacts, Glorification, Viewers**

### I. INTRODUCTION

In this era of mass-mediated society, media is deliberately considered being the persuasive and dominant source of communication. The execution of powerful messages tends to determine that this opinion-determinant medium is playing its role as an informer, educator and entertainer. In terms of promoting culture, moral and religious values, media specially Television had been primary source of communication for the masses.

As far as Pakistani media is concerned, with the passage of time, it has established its pavement towards evolution through several challenging and strenuous times. Before 2002, PTV (Pakistan Television) being the national news channel was the only source of information for the viewers before the era of privatized-oriented media. After that, Pakistani media industry entered into the world of new horizons with the advent of plenty of TV channels broadcasted with the sanction of PEMRA. This abrupt diversity of news channels permitted viewers more chances to satisfy their needs.

This swift and rapid growth of TV channels relinquished the chances for advertisement industry to flourish more with opportunities to popularize and endorse their products more. Being the oxygen of TV channels, these advertisements are playing its crucial part to generate revenue because multi-national companies' interest is advancing the demand and sales of their products through these channels in terms of buying different time slots.

Each one in a family without the exception of status or age grab a full chance to view such advertisements. This exposure leads the viewers to view the variety of ads such as related to food, beverages, cosmetics, medicines, home appliances, fabrics and many more (Cantor, 1990; Epp & Linda, 2008). In this situation, the apprehension of target audience or market is kept in mind to achieve the full chances of these ads to reach to the exact person who really need that product. In this way, causing impact on the viewers is the undeniable and self-evident that has researched in several studies (Gerbner & Gross, 1976; Goffman,

1979).As, (Katke, 2007) pointed out the impact of advertisements being most influential weapon for the viewers. Moreover, the role of ad agencies has expand as they have to gain the attention of the target audience in order to make the products' image being more and more valuable for them. Depending on the nature of the script of ads, these ad agencies picturize their ads in a specific environment for the purpose of composing it in natural setting. In this regard,(Baltimore, 2003) asserts that advertisements in this era portray reality more accurately with capturing the diverse lifestyles and family attitudes as well.

As far as projection of family relations is concerned, it cannot only be viewed in Pakistani dramas and films but in advertisements as well. Most of the time, ads of food and home appliances tend to project family relations more than any other products. About the nature of advertisements, (Erving, 1979) contended that almost all members of a family can be positioned and symbolized as a family within a single frame or structure in real time family's social settings.

In order to grab the engrossment of the viewers, different types of appeals are projected in these advertisements. Emotional and humorous appeals are one of those which are considered to have more tendencies to influence the perception of the viewers. On the same account of appealing notion,(Aaker & Donald, 1981) construed that these advertisements can be categorized in different appeals featuring emotional appeal being in the center around the perceptions of consumers and their responses of advertisements.

With regards of family relations, Pakistani viewers gained the origin from such civilized society where bonding of families is durable and strong. Their predispositions of being well-connected always keep them associated with each others. Thus, after using some sort of emotional appeals, its accessible, obvious and uncomplicated to encounter the viewers with such ads for the objective to impart the influence on them. This idea of convincing psychologically is discussed by(O & William, 2006)) who pointed out that this notion is quite popular among the advertisers for their advertisements. This is the reason that, relationship and bonding between family members are projected in these TV ads to stimulate and instigate the provoking the sentiments in viewers to buy the product.As(Harris, 2004)proposed the similar idea of formulating the ads in form of articulating two different and relatively emotional ideas together in a natural setting.

#### **Objectives of the Study**

- To analyze the production treatment in projection of family relations in T.V ads.
- To examine the adoption trends in the viewers of family relations projected TV ads.
- To explore the impact of projected family relations on the buying behavior of viewers.

To give recommendations to advertisers to make ads.

#### **Research Questions**

- Do the TV ads project the family relations in glorified manner?
- Do the production treatments of TV ads exaggerate the family relations?
- Do T.V ads provoke viewer's interest in family relations?
- Do the viewer's adopt the projected family relations in ads in their daily life?
- Do the viewers of family relation projected TV ads buy those products?

#### **Hypothesis**

- The production treatment of TV ads is glorifying the family relations.
- Viewers adopt the family relations which are projected in TV ads in their life.
- The viewers of family relations projected TV ads buy those products.

## **II. LITERATURE REVIEW**

On the concept of family relations, structure and projection, innumerable studies have been conducted in literature.

(Ashaduzzaman & Asif-Ur-Rahman, 2012) investigated the impact of TV advertisements on buying behavior of women about products and services. A survey with the sampling of 460 females concluded that TV ads have vigorous impact in composing specific perception about the product to make viewers to comprehend it as need of the time. The study also indicated that women go for those products that they view in TV ads. Another study also identified the crucial role of Islamic marketing ethics towards customer

satisfaction (Abbas, Nisar, Mahmood, Chenini, & Zubair, 2019). With regard to the role of females in TV advertisements, (Kaufman, 1999) asserted that family men are rarely projected in TV ads and (Tsai, 2010) elaborated this concern as that males are not seen playing the role of parenting and women tend to be viewed playing part more.

In order to projecting the role of a father, (Pleck, 1998) identified that change that has been observed as a modern day father is the one who is more engage with his babies since fatherhood and involve in their activities. The same idea has been observed in a study (Borgerson, Schroeder, Isla, & Thorssen, 2007; Garst & Bodenhausen, 1997) that the role of men has changed and now they look after other family members and this role has been changed by the television being the major source of communication. (Arshad, Ikram, Yahya, & Nisar, 2017; Tsai & Shumow, 2011) argued that female tend to play the role of parents as compared to men in TV ads. Moreover, (Baruch & Barnett, 1983) argued that mothers seems to have more accountability for their children that is exclusive spending more time than their fathers.

Being a significant opinion-maker tool, content of TV plays symbolic and convincing role for the viewers. Diverse sort of attitudes and behaviors are learned through media. (Ahmed, Ahmad, Nisar, Azeem, & Planning, 2017; Fowles, 1996; Kervin, 1990; O'Guinn & Shrum, 1991) proposed the idea regarding the existence of set-up of traditional family system as it is still prevailed in TV ads but at the same time, a family system based on modern ideas having less connectivity and bonding have emerged within the passage of time. On describing the role of a father, (Boulton, 1983) illustrates that mothers have accountability for their children that is exclusive and unvarying because they need to spend more hours with their family than fathers. With the same idea, (Brown, 1981) asserted that women is supposed to play more comprehensive role in their houses being the mother and wives than men as ads related to diapers, baby powder, mother care and many more present the same idea.

Energetic young women are the special target audience of advertisements that can represent fun activities with their children after being mother in these TV ads. Moreover existence of grandparents is rarely observed (Lloyd-Davis, 2002).

(Furnham & Spencer-Bowdage, 2002) conducted study with the sample of 100 women which were questioned to select the character representation among different roles as career, fashion, neutral, family or sex object that could boost the need and desire for every product. The findings revealed that women who have positive attitude in terms of the concept of women emancipation were likely expected to choose a particular role than the neutral representation and such women preferred the family-oriented role than those women who have gloomy attitudes and behaviors.

### III. THEORETICAL FRAMEWORK

This theory asserts that TV is considered as source of depiction of family structure and it helps to strengthen the views in this regard. In addition, whatever is viewed on TV considered as reality for viewers. Further, Cultivation theory argues that high TV viewers believe in mediated reality. Fundamentally, "the more a person watches the TV, the more his opinions of the world would mirror those of the media. In fact, many people don't even realize that their opinions are beginning to bend". (Chandler, 1995). Mainly, this theory involves two key terms ie 'Mainstream' effect' and "Resonance effect" (Baran & Davis, 2003; Malik et al., 2013). The term Resonance is linked with the objectives of the study. It refers to the effect which occurs when people's everyday life experiences are similar to those projected in TV world. Moreover, study (Rashid, Spahic, & Wok, 2007) argue that these effects influence family communication among the viewers as well. In the same regard, (Signorielli & Morgan, 2001) construed the idea based on their study that media portyal of family relations reflect and reinforce but do not assist to change the views of family structure in society. In relation to the study it is considered that companies promote their products through celebrity advertisement. People want to buy those products which are endorsed by their famous personalities. If viewers are happy by using the product it means they will experience the resonance.

### IV. RESEARCH METHODOLOGY

The researcher selected two research methods for this study ie survey and quantitative content analysis. Through content analysis, the researcher will examine the contents of TV commercials which project the family relations. The researcher categorized the contents into two categories ie. language and production treatment.

**Language:** It includes slogans, dialogues of characters and voice over in TV ads.

**Production Treatment:** It includes the camera shots and color scheme in TV ads.

As a sample, the researcher selected TV commercials projecting family relations which are presented on selected Pakistani TV channels and the selected time period is from January, 2012 till January, 2013.

**Content Analysis variables**

**Independent Variable**

Independent variable is the production treatment of TV commercials in this research.

**Dependent Variable**

In this research, the dependent variable is TV ads. The themes of TV ads are purely dependent on the production treatment.

Another research method used in this study is the survey method. For this purpose researcher conducted survey to investigate the effect of TV advertisements on the families living in Lahore. In this regard, researcher selected 60 wives, 60 husbands, 60 parents and 60 children from similar family as a sample. The monthly income of these families is 50,000 to 70,000 rupees collectively earned by both husbands and wives per month. Moreover, the researcher has selected people aged 30 to 50 years and one child from every family aged 7 to 12 years. People belong to this age group comprehend the logic and meaning of TV commercials and they take the influence of the content discussed in Ads.

**Independent Variable**

TV ads are independent variable in this study because they have an effect on viewers.

**Dependent Variable:**

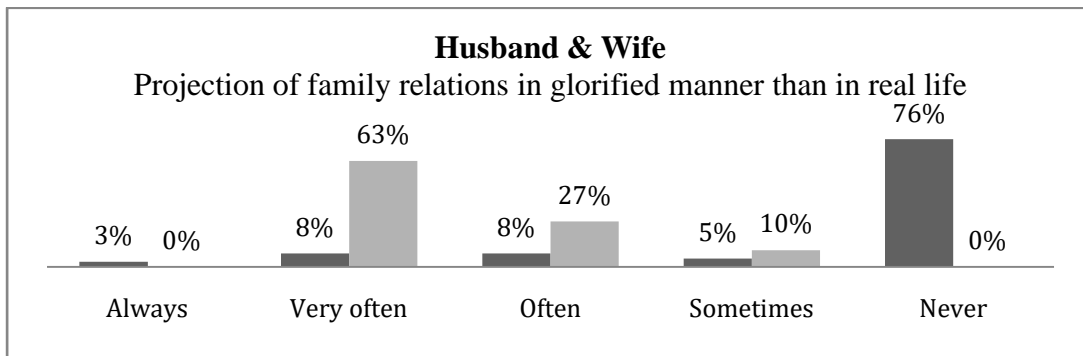
As TV ads affect the viewers, so viewers are the dependent variable.

V. RESULTS & DISCUSSION

**Research Question No: 1**

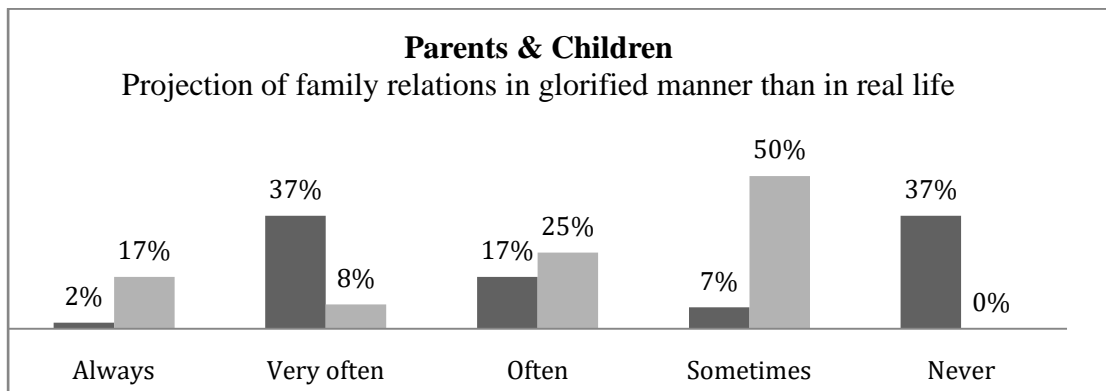
Do the TV ads project the family relations in glorified manner?

Results of this question were categorized in terms of responses of husband and wife as one category and responses of children and parents in another category in separate table respectively.



**Interpretation:**

With regard to this question, most of the respondents are not agree that family relations are projected in glorified manners. On the other hand, 63% are of the view that these relations are projected n glorified manners.



**Interpretation:**

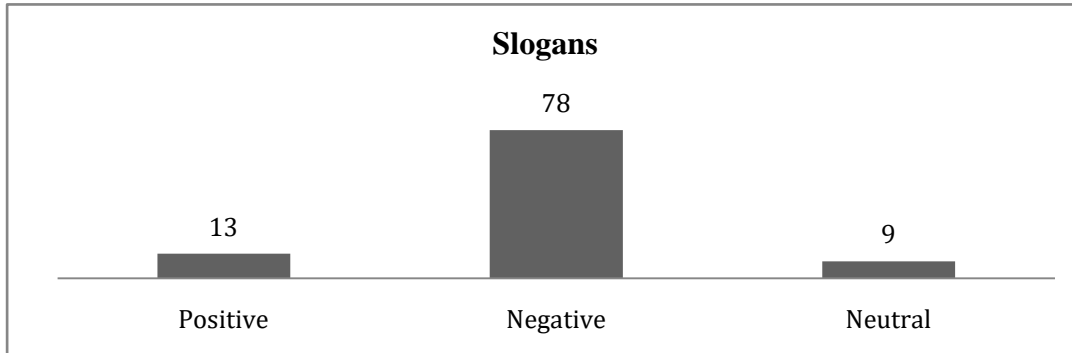
According to parents, 37% are agree with the notion that family relations are not projected in glorified manners whereas 50% of children are of the view that it is projected.

**Research Question No .2**

Do the production treatments of TV ads exaggerate the family relations?

**Content Analysis**

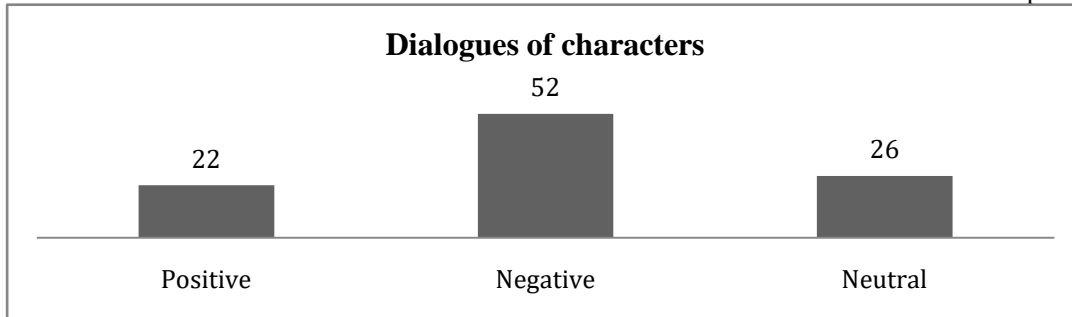
We have total 23 slogans and the researcher has divided slogans into three categories: positive, negative and neutral. According to findings the results have been illustrated below.



**Interpretation:**

It is evident that most of the time, slogans that fall into negative category are more than any other. 78 slogans fall into negative category and 13, 9 fall in positive and neutral category.

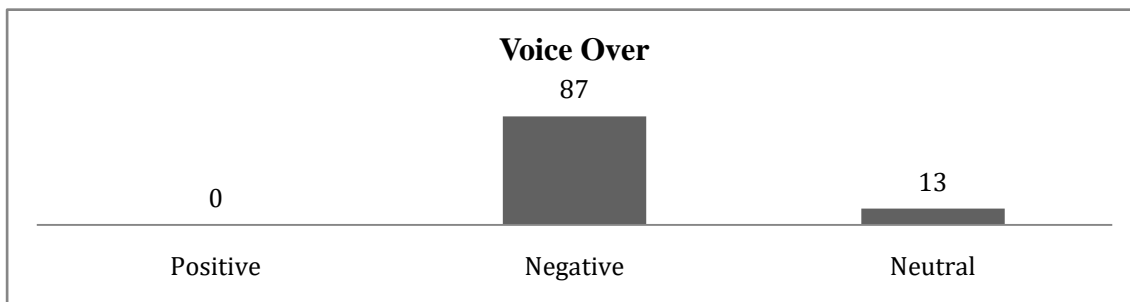
On the part of dialogues of characters, researcher categorized it into three categories that are neutral, negative and positive



**Interpretation:**

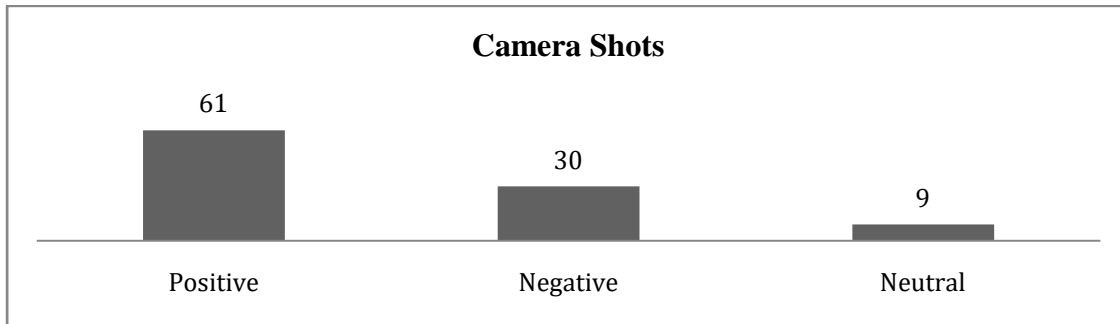
For the dialogues of characters, most of the dialogues were observed negative and only 22 dialogues were considered as positive and 26 neutral.

Results regarding voice over show that Voice Over come under positive category, 20 comes under negative while 3 selected neutral category. The results are expressed in percentage as:



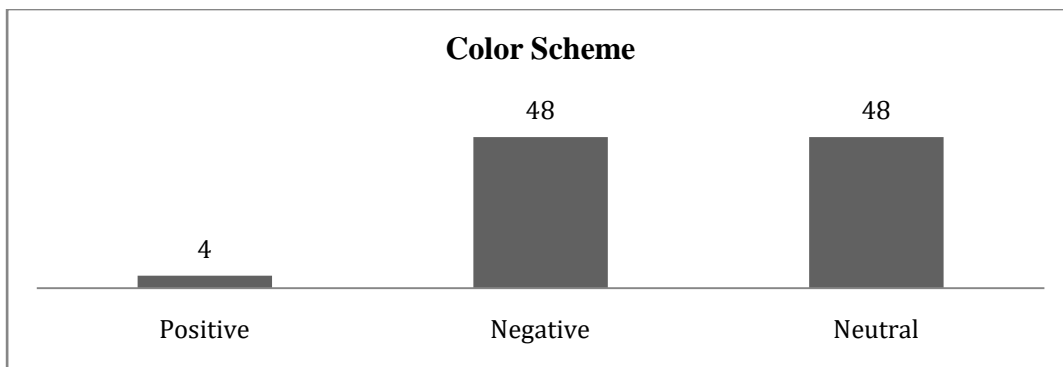
**Interpretation:**

These results indicate that voice over is one of production treatment category that was observed as negative most of time because of increased quantity of negative category.



**Interpretation:**

In production treatment, camera shots and color scheme has been analyzed. Results indicate that 61 times camera shots fall in positive category and only 9 times it fall into neutral category.

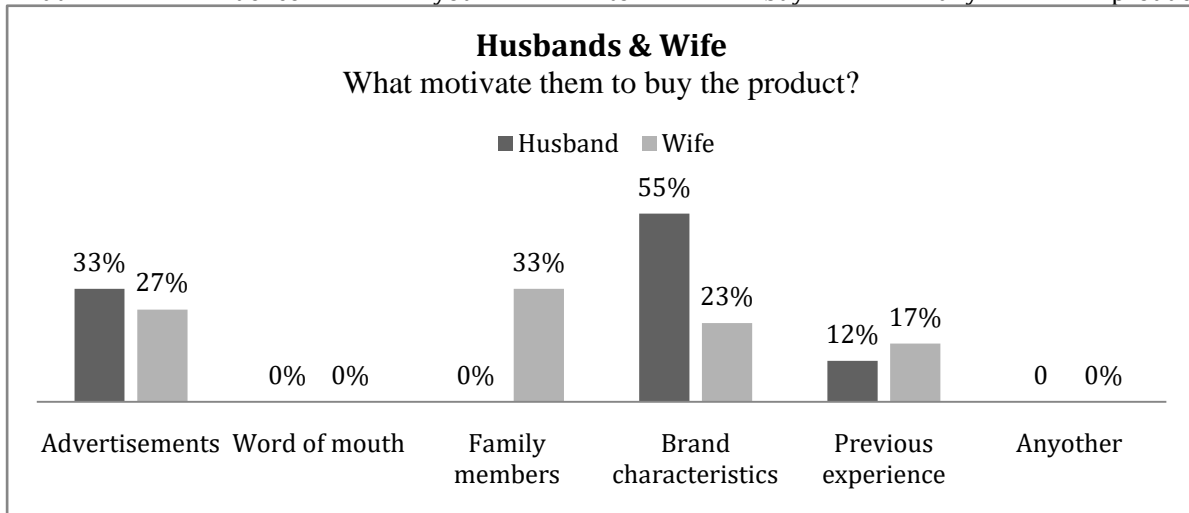


**Interpretation:**

Through analyzing color scheme, we get the results that equal number of quantity was observed in terms of color scheme that is 48 times. For the category of positive, only 4 times it has been observed.

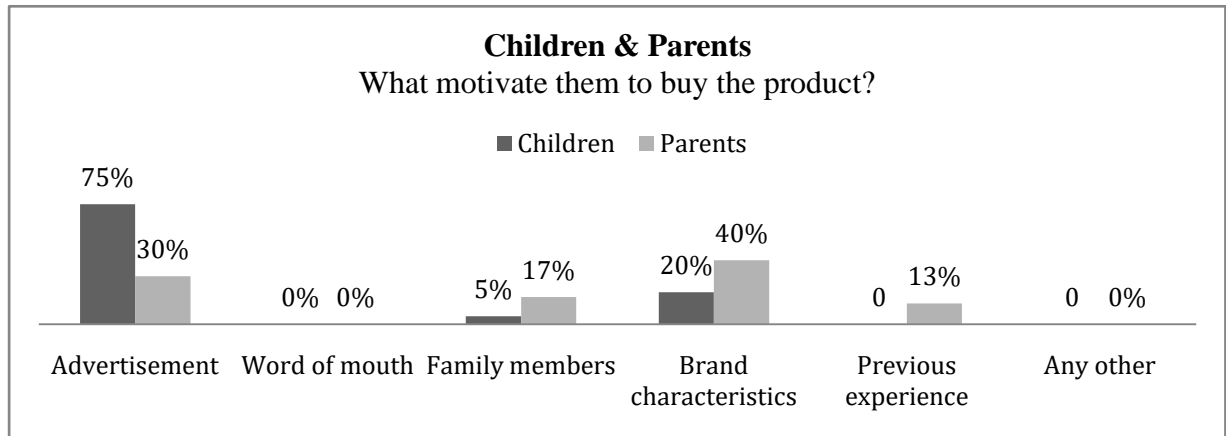
**Research Question No: 3**

What influence you to buy any product?



**Interpretation:**

According to results, 27% wives are of the view that TV ads influence and motivate them to buy the product, the category word of mouth has attained 0%, 33% wives are motivated by family members, the category brand characteristics has attained 23%, 17% answered previous experiment and 0% wives go with "any other".

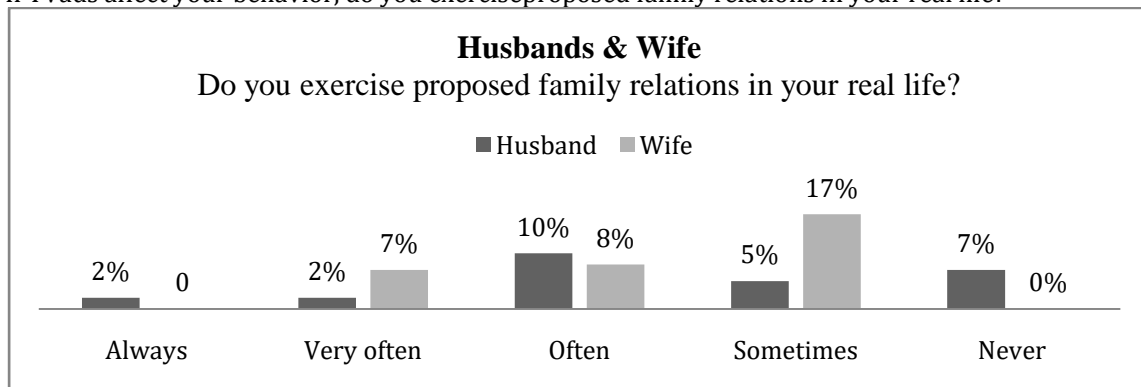


**Interpretation:**

By analyzing the answers of children and parents, it is concluded that among children, advertisement is one of the factor that fascinate them most of time to buy the product whereas parents prefer to buy the product only on the basis of brand characteristics.

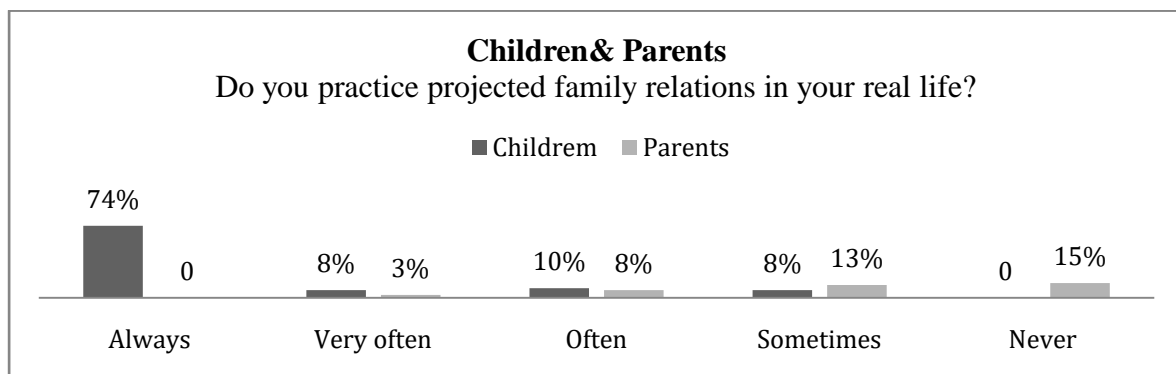
**Research Question No: 4**

If TVads affect your behavior, do you exercise proposed family relations in your real life?



**Interpretation:**

In this regard, results indicate that in terms of following the proposed behavior, the percentage of wives seem more than the percentage of husbands. 10% of husbands follow it often whereas 17% of the wives follow and exercise it sometimes.

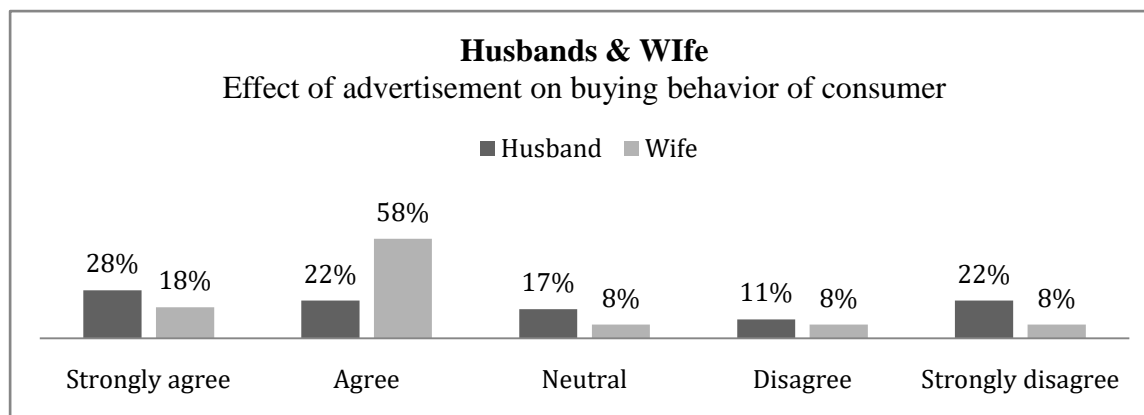


**Interpretation:**

With regard to the children, they always seem to exercise the projected family relation in their real life as the percentage is on highest than a parent that is 74%. On the other side, parents do not seem to follow such things most of the times.

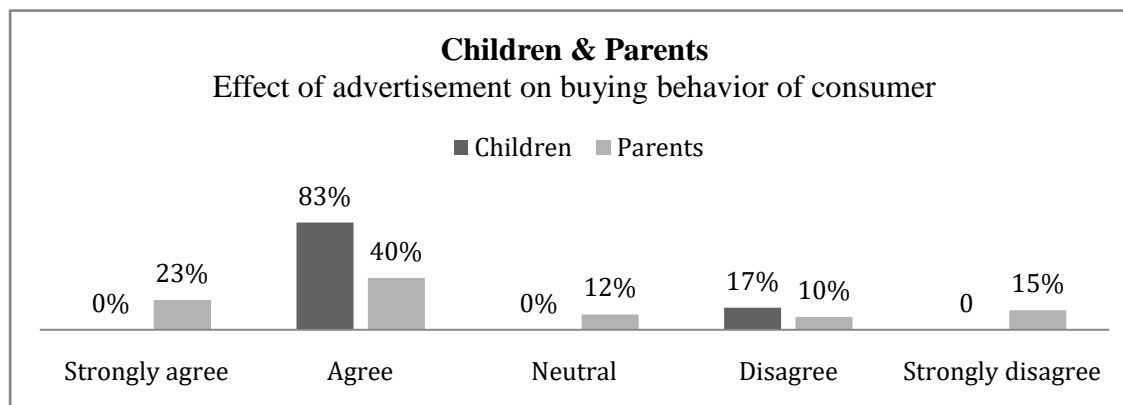
**Research Question No: 5**

Do you agree ads influence the purchasing behavior of the user?



**Interpretation:**

Most of the wives are of the opinion that advertisement affects their buying behavior because their percentage is more in quantity than husbands. On the other hand, 28% of the husbands agree strongly that it impart the effects on consumer behavior.



**Interpretation:**

In this regard, children seem agree most of the time that advertisement tends to affect the behavior of consumers because of the percentage that is 83%. On the same side, parents too, are of the opinion that this notion tend to affect the behavior of the consumer.

**Hypothesis Testing**

**H1:**The production treatment of TV ads is glorifying the family relations

Category	Positive	Negative	Neutral	Total
Slogans	03	18	02	23
Dialogues Characters	05	12	06	23
Voice Over	00	20	03	23
Camera Shots	15	07	01	23
Color Scheme	01	11	11	23
Aggregate	24	68	23	

68negative categories in the above table reject hypothesis no.1.The above table prove that the production treatment of TV advertisements is not venerating the family relationships.



**The validity of 2<sup>nd</sup> and 3<sup>rd</sup> hypothesis is proved by applying statistical tests.**

Following are the results.

**H2:**

Viewers adopt the family relations which are projected in Television ads in their life.

Q-How often do you use slogans of your favorite Television advertisement in your daily life?

Relationship	Wife		Husband	
Category	Occurrence	%	Occurrence	%
Always	00	00%	02	03%
Most of time				
Sometimes	06	10%	03	05%
Occasionally				
Never	25	04%	05	08%
	29	49%	15	25%
	00	00%	35	59%
<b>Aggregate</b>	<b>60</b>	<b>100%</b>	<b>60</b>	<b>100%</b>

$\chi^2(4)=55.788$  , p= 0.000\*\*\*

Relationship	Parents		Children	
Category	Occurrence	%	Occurrence	%
Always	01	2%	39	65%
Most of time				
Sometimes	05	8%	12	20%
Occasionally				
Never	15	25%	07	12%
	22	37%	02	12%
	17	28%	00	0%
<b>Aggregate</b>	<b>60</b>	<b>100%</b>	<b>60</b>	<b>100%</b>

$\chi^2(4)=75.558$  , p=0.000\*\*\*

Q-How frequently do you practice dialogues of characters of your preferred Television ads in your everyday life?

Relationship	Wife		Husband	
Category	Occurrence	%	Occurrence	%
Always	00	00%	00	00%
Most of time				
Sometimes	00	00%	00	00%
Occasionally				
Never	25	42%	12	20%
	35	58%	13	22%

	00	00%	35	58%
<b>Aggregate</b>	<b>60</b>	<b>100%</b>	<b>60</b>	<b>100%</b>

$\chi^2(2)=49.651, p=0.000^{***}$

<b>Relationship</b>	<b>Parents</b>		<b>Children</b>	
<b>Category</b>	<b>Occurrence</b>	<b>%</b>	<b>Occurrence</b>	<b>%</b>
Always	00	0%	15	25%
Most of time				
Sometimes	00	0%	27	45%
Occasionally				
Never	18	30%	18	30%
	24	40%	00	0%
	18	30%	00	0%
<b>Aggregate</b>	<b>60</b>	<b>100%</b>	<b>60</b>	<b>100%</b>

$\chi^2(4)=84.00, p=0.000^{***}$

The tables that have been mentioned above along with statistical results indicate that a hypothesis is approved as the significant value of these tables is less than 5.

Chi-square test has been applied for hypothesis no 3. It will assist to assess the hypothesis towards accuracy.

### H3:

The audiences of family relations proposed Television advertisements purchase those products.

Q-What motivate you to buy any product?

<b>Relationship</b>	<b>Wife</b>		<b>Husband</b>	
<b>Category</b>	<b>Occurrence</b>	<b>%</b>	<b>Occurrence</b>	<b>%</b>
Advertisement	16	27%	20	33%
Word of mouth/Conversation				
Family members	00	00%	00	00%
Brand characteristics				
Previous experience	20	33%	00	00%
Any other	14	23%	33	55%
	10	17%	07	12%
	00	00%	00	00%
<b>Aggregate</b>	<b>60</b>	<b>100%</b>	<b>60</b>	<b>100%</b>

$\chi^2(3)=28.655, p=0.000^{***}$

Relationship Category	Parents		Children	
	Occurrence	%	Occurrence	%
Advertisement	18	30%	45	75%
Word-of-mouth/Conversation				
Family members	00	0%	00	0%
Brand characteristics				
Previous experience	10	17%	03	5%
Any other				
	24	40%	12	20%
	08	13%	00	0%
	00	0%	00	0%
<b>Aggregate</b>	<b>60</b>	<b>100%</b>	<b>60</b>	<b>100%</b>

$\chi^2(3)=27.341, p=0.000^{***}$

These tables along with their statistical results indicate that the hypothesis is approved as its significant value is less than 5.

## VI. DISCUSSION

The study based on quantitative and qualitative measures on projection of family relations in TV advertisements concluded that majority of husbands are of the view that the family relations are not projected in glorified ways as compared with real life. On the other side, a large number of wives have given answers opposite to husbands. They argue that family relations are presented in glorified manners in Pakistani TV advertisements.

Most of the respondents do not seem agree that they get influence from the ads in which family relations are projected. Only children get influence in this regard because they watch more TV as compared to adults. This indicates that greater exposure of children towards ads results in high cultivation for them. It shows that children get influence, adopt the projected family relations, practice and idealize them to buy the products. On the other hand, husbands have no influence of these TV ads projecting family relations. But, they agree with the point that the projection of family relations in TV ads need to be as real as it is in real life. Study indicated that the entire family don't watch such ads to watch family relationships or for purchasing purpose. Besides, children are the only who are motivated by these ads. Furthermore, the results indicate that according to wives the projected family relations need to be same as in real life relations. But at same time they idealize and practice themselves in TV ads. By examining the subjects of TV advertisements to investigate the family associations, it is concluded that the methods of product elevation are overvalued instead of projecting family relations. In addition, it is viewed that projection of family relations are used as an emotional appeal to grab viewer's attention. The production treatment including camera shots are used to enhance and glorify the emotions of the characters acted in TV ads and extreme close-ups are used to enhance the effects of product as well. It is seen that the parent-children relationship is well-projected and promoted through dialogues of the characters shown in these ads instead of husband-wife relationship.

Most of the time viewers watch TV for entertainment but it is observed that wives watch TV for entertainment, time pass and getting their selves aware of new products related to cosmetics and home appliances for buying purpose. It shows that purchasing purpose is related to mothers and wives as compared to children and husbands. Mothers or wives are more attracted toward the TV ads in order to buy products. Zero percentage was observed of the question related to the idea in order to view that the interest in family relations is provoked or not in these TV ads.

Children are considered as heavy TV viewers as they watch TV for three hours of prime time daily and get influence over their behaviors and adopt the projected family relations from it. It can be viewed that second objective and hypotheses are fulfilled and proved through these findings. Through this study, it is evident that wives, husbands, parents and children are of the view that buying behavior of consumer is affected by TV ads. Results indicated that family members motivate wives to buy the product whereas children are attracted toward TV ads and get conviction to buy the product. Moreover, brand characteristics inspire parents and husbands to buy the product.

## VII. CONCLUSION

The study investigated the projection of family relation in Pakistani TV advertisements. Various sort of interesting answers were observed in this regard. It has been analyzed that as compare with parents, children tend to have more exposure than their adults therefore they tend to get influence more. This effect leads the study towards the theory of cultivation. In short, its outcome turns into having severe effect of attitude and behavior of children. They are seem more effected, prone to maintain their actions according to the performance that they view of TV ads in which family relations are projected. Moreover, they tend to glorify themselves in their dreams and force their parents to buy the same product. Again, in terms of getting influence of these TV ads for buying the product, only children are motivated. These results indicate that women have double standards because they think that family relation does not need the assistance of these TV ads, but at the same time they exercise the projected relations. It shows the contrary behavior. Moreover, the main objective of this study was to view if the family relations are glorified in Pakistani TV advertisements, but it has been analyzed that encouraging the promotion of the product is the only common purpose in these TV ads. This notion concluded projection of family relations is to capture the considerations of the viewers only. Using emotional appeal in such TV ads as tool is their skill to motivate the customers. During shooting the product, if camera shots those characters in TV ads in close-ups, then at the same time, presentation of the product are exhibited in extreme close-ups strengthen and reinforce the effects of the product.

### **Recommendations for future researchers**

This study entails with the idea only of production treatment and language of the content used in TV ads projecting family relations. The researchers can study lights, music, jingles etc., to discover the veneration of family relationships and associations in TV advertisements and their influence on Pakistani families and audiences with the help of interviews, focus groups and a variety of research techniques.

### **Suggestions for advertisers**

They should promote and venerate the family relationships and associations in the TV ads along with the promotion of their products.

The family relations should be depicted in positive manner and sense while projecting in TV ads.

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