

AUDIENCE PERCEPTION OF GENDER ROLE REVERSAL IN TELEVISION

ADVERTS: A STUDY OF RESIDENTS OF DARKUMAN-NYAMEKYE

BY

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INTEGRI PROCEEDAMUS

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DECLARATION

I, **BENEDICTA AFRAKOMA GYIMAH**, declare that apart from references to other people's works which have been duly acknowledged, this dissertation is entirely mine and was conducted at the Department of Communication Studies under the supervision of Dr. Abena A. Yeboah-Banin



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DEDICATION

This work is dedicated to my parents, Rev. and Mrs Gyimah, to my sister, PharmD Beatrice Ayowa Gyimah and also to Godfred Kwadwo Asamoah for their endless support.

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What shall I render unto you Lord for all the things you do for me? I am eternally grateful to God for his provision and help throughout my studies. To my father I say I love you and God bless you for the support throughout. To my mother and sister, I would have given up somewhere in the middle if you were not around. I love you both and God richly bless you.

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ABSTRACT

This study examined perception of Ghanaians about television advertisements with gender role reversals and its effect on attitude towards brand. The Cultivation Analysis theory underpinned the study.

It was conducted quantitatively, using the survey method and a sample of 195 respondents of Darkuman-Nyamekye, a suburb of Accra, Ghana. The study found that, respondents are generally receptive of adverts with gender role reversals and hence express a positive attitude towards it. Also, it was found that audiences with a positive attitude towards adverts with gender role reversal express a more positive attitude towards brands that portray such ideas in their adverts. Another finding of the study was that, most respondents grow up in environments that are very stereotypical with regard to gender roles defining what a man and a woman should do but interestingly, they grow up having non-traditional ideologies and embrace the portrayal of role reversals as a norm leading to them preferring it over stereotypical ones. The study also found that consumers of adverts are advertising literates and hence watch adverts with critical minds questioning every content they engage with. Advertisers should therefore be mindful to keep the consumer in mind by replicating what the consumer's expectations are in order to produce messages that resonate with them.

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CHAPTER ONE

Introduction

This chapter gives a background to the study by exploring gender role perceptions in the Ghanaian context and their implications for advertising reception and attitude towards brands. The problem for which this study is being done, significance of the study, research objectives and questions to help achieve objectives are discussed in this chapter. This chapter ends with an overview of chapters two, three, four and five including the structure of the study.

1.0. Background

Gender roles according to Blackstone (2003) are expectations individuals, groups, and societies have of individuals based on their sex and each society's values and beliefs about gender. They are the product of the interactions between individuals and their environments, and they give individuals' cues about what sort of behavior is believed to be appropriate for what sex. Gender roles often determine the traditional responsibilities and tasks assigned to women, men, girls and boys (European Institute for Gender Equality, 2019). Men and women have historically occupied different roles in society. For instance in Ghana, traditional notions of masculine roles expect men to be breadwinners, be the head who represent the family, take care of finances whiles women are expected to be caregivers taking care of the home and doing household chores such as cooking, washing etc. Gender roles vary from society to society and represent how males and females born in a given culture are to behave and interact (World Health Organization, 2019). Individuals who fail to adhere to such prescribed behaviour face humiliation, unfair treatment or social exclusion.

Gender roles can change over time, especially through the encouraging of women and the revolution of masculinities. As societies have developed, the social roles of and the stereotypes attached to men and women have also changed (Lopez-Zafra & Garcia-Retamero, 2012). Majesty (2012) argues that, traditional gender roles have evolved such that females are no longer restricted to domestic spaces where they were historically prescribed to play nurturing and caregiving roles. Women who were expected to do the cooking, catering for the kids, cleaning, etc. occupy influential positions in the society's public spheres. Men who were once considered the bread winners are taking up roles such as care-giver in their families as they are becoming comfortable in accepting that such roles do not need to be necessarily limited to a particular gender. (Majesty, 2012).

1.1. Media, Advertising and Gender Role Representation.

Existing scholarship suggests that the mass media is a key avenue for gender socialization, tending to introduce audiences to gender role expectations through their depictions in content (Hussain, Ahmad, Manzoor, Hameed, 2010).

Whereas the periods prior to the introduction of mass media saw gender roles passed on through socialization by family, churches, contemporary gender socialization is hardly ever in the absence of media influences (Lila, 2014)

Among the different forms of media content (e.g. news, documentaries and music) advertising is considered an important socialization agent that shapes gender roles (Kitsa & Mudra, 2019). Guantlett (2002) states that advertising as a form of socialization reflects what is construed by the society in that, gender role portrayals have changed in modern societies so have adverts due to the efforts of equality for both men and women. He also argues that even if consumers do not pay

attention to adverts or find it as a source of information, it is hard to avoid the influence of advertising due to the mass consumption of media content.

Research shows that advertising is contributory in influencing people's understanding of gender roles and gender relations (Slachmuislder, 2000). For instance advertising has often been cited as a key avenue for gender based stereotyping (Kitsa & Mudra, 2019). Again, it has been identified by studies that even though gender roles are evolving in the family and within the workforce, adverts still communicate gender role stereotypes (Grau & Zotos, 2016). A study in Belgium confirms that despite the efforts towards balanced depiction of men and women, adverts have failed to employ these new ideas into their adverts thus still communicating gender role stereotypes. (Verheen, Dens & Pelsmacker, 2016).

By their portrayals of men and women in adverts and the aspirational scenes in which advertising models are cast, audiences are taught the ideal ways in which men and women should live their lives (Slachmuislder, 2000).

Advertising can thus shape ideas about socially acceptable gender roles by mirroring society (Kitsa & Mudra, 2019). On the other hand, advertising can also be progressive in supporting efforts to change negative gender role perceptions (Eisend, 2019). According to Grau & Zotos (2016), gender portrayals over the years have been very stereotypical as men and women are portrayed in more traditional roles. Men are shown as financial providers, independent and assertive as women are portrayed as loving wives, responsible for nurturing and performing house chores. Eisend (2019) also states that men and women are portrayed differently in adverts with men mostly portrayed as in charge with women playing submissive roles. This according to him has great effects on both sexes and the society as a whole. Coughlin (1985) also states that

though adverts have over years portrayed stereotypical gender roles, some advertisers have realized a shift in consumption hence are incorporating such dynamics in their adverts and this has seen especially women play roles that were once ascribed to men though such adverts are not many.

1.2. Advertising and Gender Role Reversals

Society is evolving and so are gender roles (Majesty, 2012). Gender role ideology is defined as an individual's attitudes to how the roles of women and men are and should be shaped by sex (Somech & Drach Zahavy, 2016). These are grouped into traditional and non-traditional role ideologies. Traditional gender ideologies emphasize the value of distinctive roles for women and men. According to traditional gender ideology about the family, for example, men fulfill their family roles through instrumental, breadwinning activities and women fulfill their roles through nurturing, homemaker, and parenting activities (Kroska, 2007). Kroska again argues that people with non-traditional role ideologies are those who do not conform to the socially accepted norm of what is expected of men and women but believe society is changing hence men and women can all perform responsibilities without limits and restrictions. Such people express a positive attitude towards gender role reversals in adverts. According to Piltcher 1998, gender role reversal is when a particular gender performs duties and responsibilities that were initially construed to be for a different gender. An example is when in adverts men are made to play roles of caregiving, or homemakers which are roles that were traditionally assigned to women.

Advertising portrays what is construed by society hence as society evolves, the trends of gender role portrayal in adverts have also evolved with adverts being less stereotypical (Eisend, 2018). These variations in gender role portrayal show a less biased gender role representation in some

adverts where both men and women are given roles that are aired during primetime television programs, with men less likely to be depicted in lead roles. (Fowler & Thomas, 2013). Research by Baxter, Kulczynski & Ilicic (2015) found that, even though some adverts demonstrate less traditional gender roles, it is an idea given thought to by those living in an environment nurtured on non-traditional expectations of males and females. There is evidence of males crossing boundaries to perform roles that are traditionally construed as women's roles such as cooking, cleaning, caregiving etc. in emerging adverts (Scharrer, Kim, Lin & Liu, 2009).

1.3. Gender role depictions in Ghanaian advertisements

Though society is evolving, Ghanaian adverts are still communicating traditional gender stereotypes. Women are mostly portrayed playing roles such as cooking, cleaning or being housewives. (Kpodo, 2007). In some instances, women are not just portrayed playing stereotypical roles as stated but are also portrayed as sex objects who are used to sell products and this has an effect on a woman's self-esteem and security (Ozkan, 2014).

A study conducted by Diabah (2019) indicates that though over the years adverts have mostly represented characters in stereotypical roles, there are adverts in recent times that challenge stereotypical roles. This can have an implication on how the audiences who view these adverts with traditional gender role perceive gender role in general and as Slachmuljder (2000) indicates, people will believe themselves capable of what they see others, similar to themselves, achieving.

1.5 Problem statement

Advertising is an influential medium which can control, limit or expand the perceptions of one's own reality and ability (Slachmujlder, 2000). A lot of research has shown that advertising has

reinforced societal gender stereotypes through problematic gender role depictions (Kpodo (2007), Kitsa & Mudra (2019), Eisend (2009), Verhellen, Dens & Pelsmacker (2016).

Scholars contend that such depictions can have negative consequences for those whose sex is associated with stereotypical portrayals. Research by Davies, Spencer, Quinn, and Gerhardtstein (2002) shows that initiation or reinforcement of gender stereotypes through advertising reduces women's professional aspirations and positive self-perceptions.

By the same token, advertising that introduces new gender roles and role reversals in which men play roles expected of women and vice versa can have consequences for audience perceptions (Baxter, Kulczynski and Ilicic (2015)). As Eisend (2018) argues, whereas advertisers use gender roles to promote their products, consumers also react to the non-product related cues conveyed to them.

Research shows that how men and women live is changing such that both sexes are crossing their gendered social boundaries. These social changes have found their way into adverts where men are seen cooking and women portrayed in non-domestic settings (Scharrer, Kim , Lin & Liu, 2019).A typical example on the Ghanaian television is the Delay and Ena Pa mackerel adverts where the men playing the prime roles are seen in the kitchen in aprons cooking which is socially construed as a woman's role.

Research by Baxter, Kulczynski & Ilicic (2015) shows that audiences have mixed feelings about gender role reversals in adverts. Whereas some have positive attitudes towards advertisements that challenge traditional gender roles, others express negative attitudes.

In Ghana, a high proportion of women are contributing to support and maintaining the home, a gender role traditionally assigned to men (Wrigley-Asante 2011). Similarly, among the growing

middle class, men have also assumed traditionally feminine roles such as caring for children, cooking and shopping for the home.

Local adverts, especially on the television seem to be imbibing such trends and depict these new definitions of socially acceptable male and female roles (Grau & Zotos, 2016).

Adverts in which the man is found in the kitchen cooking and those in which the woman is in the corporate world carrying out managerial and other duties are depicted on Ghanaian TV. This trend raises scholarly curiosity as to how the Ghanaian audience that is often described as conservative receive such redefined gender role depictions. This is important given that the general research that looks at gender role depictions focus on content (Grau & Zotos, 2016) denying us of an understanding of how the audience sees it.

This study therefore seeks to assess audience perceptions about gender role reversals in television advertisements and the implications for their responses towards the ads and brands advertised.

1.6. Goal of the study

To assess the relationship between gender role reversals in television adverts and the perception of Ghanaians about gender roles.

1.7. Research Objectives

To help achieve this goal, the following objectives have been identified to guide the research.

To ascertain what Ghanaians think of television adverts with gender role reversals

To find out the relationship between perceptions of gender role reversals in television adverts and audiences' attitudes.

1.8. Research questions

These questions serve as a guide which when answered appropriately will help achieve the research objectives.

- a) What do Ghanaians think of Television ads with gender role reversals?
- b) What is the relationship between perceptions of gender role reversals in television ads and audiences' attitudes towards adverts with gender role reversals?

1.9. Significance of study

This study will add to the advertising literature in the area of gender role depictions in adverts by shedding light on role reversal and its role in shaping audience's perception of gender roles in society.

This will also serve as additional literature to future researchers who will study gender related issues especially gender role reversals by providing them with information and sources of relevant literature to their study.

The study, in exploring gender role reversals and its impact on audience perception, will also contribute to gender equality advocacy efforts by providing baseline evidence to guide interventions. This is because, the findings can show how effective or not gender sensitive content can be in advocacy efforts. In doing this, the study will inform gender advocacy organizations on how to communicate gender messages to affect society since gender is very crucial to the development of society.

Lastly, this study will serve as a guide for advertising creatives or the brand managers seeking

ways to address the changing gendered dynamics in the Ghanaian society without alienating their audiences.

1.10. Organization of study

This study is in five chapters. Chapter one provided a background to the study, statement of problem, i.e. the reason why this study is necessary, significance of the study, research objectives and the research questions.

In the second chapter, research works that informed this study will be reviewed or discussed i.e. objectives, methodologies and findings of related studies with regard to what adverts usually depict as far as gender roles are concerned and how they affect audience's perception. The theory underpinning the study will be discussed as well as the development of the hypotheses.

The third chapter talks about the methodology and methods this study will employ to gather information and it includes the research approach and design, population and sample size, sampling, data collection and instrument, construct measures, data gathering and analysis.

The fourth chapter presents findings of the study. The chapter gives an overview of the sample by presenting the demographic information in tables and text and audiences response to adverts with gender role reversals. It comes with a table for clarity. The chapter also presents measure development and assessment which details how the final variables were arrived at right from the initial factor analysis. Again, the validity and reliability components are presented in tables and text as well as the hypotheses test results.

The last chapter of the study discusses the findings of the study into details under various subheadings to give meaning and understanding to study. Conclusions are drawn from the

discussions and recommendations are made. In this chapter, the researcher presents limitations that needs future attention and if studied will go a long way to bring understanding to certain underlying factors that could possibly be influencing some of the variables in the study.

CHAPTER TWO

THEORETICAL FRAMEWORK AND LITERATURE REVIEW

2.0. Introduction

A number of studies have been done to examine the portrayal of gender roles in adverts and their impact on perception. Most of these studies that have been done in different parts of the world have focused on the advertising industry and gender, how adverts portray male and female gender roles and audience perception and attitude towards gender roles in adverts. Other studies have also explored the impact of globalization on changing gender roles and whether traditional gender roles in adverts still hold. Most of the findings from the studies showed that adverts on television still communicate gender role stereotypes even though there are a few that are communicating the new trend of gender role reversal in their adverts.

This section reviews some of these studies to be able to establish a basis upon which the objectives of this study can be achieved. The theory underpinning the study will be discussed. Also, the hypotheses to be tested will also be built out of the literature review and discussion of the theory. Due to the different issues addressed by scholars interested in the subject, the ‘related studies’ section will be divided into three parts. The first reviews gender role portrayal in television ads while the second discusses adverts that challenge traditional gender roles and the perceptions of viewers. The last section looks at advertising and gender role depictions in Ghana.

2.1 Cultivation Theory and advertising effects

The theory underpinning the study is the Cultivation Analysis Theory propounded by George Gerbner. Gerbner began the ‘cultural indicators’ research project in the mid-1960s, to study

whether and how watching television may influence viewers' ideas of what the everyday world is like. It was developed in response to beliefs that media has limited effects. It was later expanded upon by Gerbner and Gross (1976). According to Gerbner, people tend to believe in the media as real (Vinney, 2019). As they are constantly exposed to media messages, their perceptions are influenced (Vinney, 2019).

This theory has been identified to be one of the core theories of media effects. The basic assumption of the theory is that, individuals who spend more time with television are likely to be influenced by the messages they consume. The influence is so significant that it affects their perceptions about the world. According to Gerbner, people have never really experienced what they know or think they know (Gerbner, 1999).

The Cultivation theory tries to discover if those people who watch more television, compared to those who watch less but are otherwise similar, are more likely to see the real world in ways that reinforce what they see on television (Gerbner, 1973).

There are three streams of research of which cultivation analysis is part. First is: institutional process analysis which investigates how media messages are produced, managed and distributed. Scholars delve behind the scenes of media organizations in an effort to understand what policies they indulge in and to which ends. Regarding the portrayal of males and females in advertising, this component seeks to identify why advertisers project men and women the way they do and to what end? A researcher analyzing a study with this component will understand the intent of the key player (in this case, the advertiser) in a situation. With the portrayal of men and women in advertising, scholars such as (Eisend, 2009, Fowler and Thomas, 2013 and Windels, 2016) have identified that advertisers communicate the messages they relay because they want to portray what

is construed by the society which their consumers are familiar with in order to influence brand purchase positively.

The second component, message system analysis examines media content to find ‘what exactly does television transmit’? It shows the most repetitive presentations of images and portrayals.

In this stream of research, scholars have found that since stereotypical depictions are most repetitive, these portrayals of both men and women in advertisements influence them since they engage with this content and hence they see themselves in that world (Slachmuislder, 2000).

The final stream is cultivation analysis itself which studies how exposure to television contributes to conceptions that viewers have about reality. It asks the question: ‘how does television content affect your perception of reality’? The central argument is that, television is a message system that cultivates or creates a worldview that although possibly inaccurate, becomes the reality because people believe it to be so.

This third component is what the present study takes an interest in. This study seeks to find out if television advertising and its portrayal of gender role reversal affects the perception of the audience. It is guided by two mechanisms by which cultivation occurs i.e Mainstreaming or Resonance.

The mainstreaming logic presents the view that constant exposure to television content blurs reality such that people of different backgrounds who frequently consume the same content will eventually come to share common perceptions (Gerbner et. al 1980). On the other hand, resonance assumes that when people see on television what is compatible with their everyday (perceived) reality, there arises a sound and powerful ‘double dose’ of the message which significantly boosts cultivation.

This theory is therefore relevant to this study because the components of the theory will assist the researcher to analyse the perception of Ghanaians on gender role reversal and the effect of advertising content on the audience.

2.2 Related studies

2.3. Gender role portrayal in television adverts

Eisend (2009) conducted a meta-analysis on the degree of gender stereotyping in advertising, the possible changes of gender stereotyping over the years, and the nature of the relationship between gender stereotyping in advertising and role changes in society.

Eisend (2009) conducted a study that provides a meta-analysis of research on gender roles in television and radio advertising based on 64 primary studies and found that stereotyping is prevalent in advertising and it was less likely for advert's primary concern to be gender equality. Another observation made from the study was that the stereotypes portrayed in adverts though having decreased over the years is dependent on gender related developments and value changes in a society. As society evolves, trends in adverts also change with regard to the portrayal of gender roles. This in effect suggests that advertising only reinforces what is constructed in a particular society and not necessarily influencing perceptions by creating new images and values.

In 2016, Verhellen, Dens and Pelsmacker conducted a longitudinal content analysis of gender role portrayal in Belgian television advertising. They gathered a sample of 493 commercials (featuring 907 characters) randomly selected out of two periods (January 2002–April 2003, $n = 250$ and January 2009–April 2010, $n = 243$) from a database containing all advertisements broadcasted on Belgian commercial television. Content categories included gender of the characters, gender roles (i.e. parental, housekeeping and professional expert) and sexual objectification.

Verhellen, Dens and Pelsmacker (2016) hypothesized that ‘men and women would be represented differently in television advertising, and that these differences would reflect traditional gender stereotypes.

Findings from their study showed that in Belgium, adverts communicate stereotypical gender roles with women being portrayed either as young or dependent, playing roles such as caregiving parent, housewife or as sexual objects than men. Men are on the other hand seen playing roles that presented them as professional experts.

The study suggested that, advertising professionals be given clearly defined rules to follow as far as gender representation in their adverts are concerned to get them to pay attention to gender representation. They also suggest that advertisers should pay attention to the perceptions of their consumers to help them avoid discrimination in gender role portrayal in their adverts because it can lead to customer dissatisfaction and in turn affect product permanence with time.

This study is therefore helpful because it touches on the importance of perceptions of consumers on the brand that is being advertised.

Zafra and Retamero (2012) conducted a study on the dynamism of gender stereotypes in Spain and found that as society is developing, social roles including stereotypes attached to men and women have changed. The authors sought to find out if gender roles are changing in Spain and what the perceptions of people are about it. They therefore sampled two hundred and seventyseven (277) men and women (aged between 15 and 87 years old) from three regions of Spain (Andalusia, Castile-La Mancha, and Madrid) for in the study.

This study found that gender roles are changing in Spain but there is some dynamism in the change. Women were found to be changing from performing stereotypical roles more quickly than

men. Again, women were found to be taking on masculine characteristics more but that wasn't the case for men with regard to them taking on feminine roles as construed by society.

With regard to the perception of people about these changing gender roles, the authors found that age was a factor that appeared to be a constant influencer of perception. The participants generally suggested that the gender role of women was changing at a faster rate than men especially with women taking up masculine characteristics. Also, according to the study in Spain, gender role distribution between males and females are foreseen to be equal over time.

An important consideration to be made is that, in the case of Spain, social changes have been strongly determined by political change. In the Twentieth century, the country moved from a republic to dictatorship and then to a democracy which strongly impacted the gender divide in terms of what is right for a man or woman. It was hence realized that changes in a society may influence perception of gender roles but it depends more on an individual's experience or the opportunities an individual encounters to experience change. This therefore contributes to the perception of the quality of change and may differ from person to person.

This literature is important to this study because, it helps to appreciate the factors that influence people's perception when they are exposed to the new trends of gender roles in advertising. As the study found, the age of an individual can influence their perception of an advert with a change in gender role. Also, their experiences and opportunities can be underlying factors that can influence their appreciation of adverts with changes in gender roles.

The following discussions under this section will be divided into male and female portrayals.

2.4. Male portrayals in adverts

Some of the literature exploring gender role portrayals in adverts has concentrated on one sex at a time. For instance, Iasmina, Alexandra and Gabriela in 2018 conducted a study to analyze male role stereotypes in television adverts. The authors conducted a qualitative research of television commercials aired in March 2018 by Romanian television channels.

Results showed that there is a reversal of the male role stereotyping: female roles have considerably turned into male roles and vice-versa, which could be explained by the changes in men and women's social roles.

Fowler & Thomas (2013) conducted a study on male roles in television adverts. They examined television advertising to provide insight on the depiction of males, the portrayed relations between males and other individuals, and how these depictions may have changed from 2003 to 2008. They contrasted the depiction of male lead roles in 907 primetime commercials from 2003 and 961 commercials from 2008 from the four major US broadcasting networks (ABC, NBC, CBS, and FOX).

The results from the study suggested that some adverts depicted traditional male roles while other adverts were a reflection of the changing society. Again, they found that there were changes from 2003 to 2008 in male depictions in primetime television advertising. Men were significantly less likely to be depicted as the lead character in primetime television commercials aired in 2008 as compared with 2003.

Generally, it appears men are portrayed in lead roles in primetime programs in adverts on televisions in different parts of the world but because society is evolving the trend seems to be changing though not as fast as society is changing. The next sub section analyses how women are portrayed in television adverts.

By conducting textual analyses of thirteen commercials in the United States of America, Yannick (2015) compared the various representation of masculinities to assess the semiotic power of the commercials in the reinforcement of hegemonic masculinity and patriarchic ideology. Yannick found that adverts serve as a cultural guide on what is expected of a man.

Gee & Jackson (2010) conducted a study in New Zealand to explore the ways in which its promotional culture illuminates ideas of masculinity. The authors used a multimethod qualitative approach which combined contextualisation with the critical textual analysis of two advertisements from the 'Southern Man' television campaign and interview data obtained from one key cultural intermediary, the campaign's creator. Their study revealed the power of advertising as the advertising campaign site became a guide for understanding masculinities and it also revealed how they are constructed by defining what is expected of a man.

2.5. Female portrayal in television adverts

With regard to female portrayal in television adverts, a study by Kitsa and Mudra (2019) in Ukraine sought to ascertain if the representation of women in Ukrainian adverts reflect the new trend in gender roles in the society. The authors did an analysis of advertising on the Ukrainian popular TV channels on prime time by content-analysing 200 commercials on six leading TV channels of Ukraine.

The findings from their study proved that, despite the new trend in society with regard to gender roles, advertisers are still communicating stereotypical gender roles in society with women performing traditional roles such as nurses, guardians, servants or as decoration to power men.

They further indicated in their study that these adverts have a negative impact on society hence it will be nearly impossible for audiences of such adverts to perceive men and women as equals.

They therefore encourage advertisers to reflect the new trend of gender roles in real life in their adverts in order to avoid the negative and stereotypical image portrayed of women in adverts.

In a follow up to a study by Dominick and Rauch (1972), Ferrante, Haynes and Kingsley (2009) conducted a study to find out if how women are represented in television adverts had undergone any significant change. In doing this, they conducted a content analysis on 1,480 commercials. Commercials were coded for product advertised, gender of the voice over announcer, gender of the on_camera product representative, setting, age, and occupation of the characters.

The researchers found that female roles had undergone significant change unlike in 1972. Women were found to be exposed to a wider range of occupations in adverts and also shown in settings outside the house. For example women were shown in the place of work playing lead roles etc.

With Romania representing a Latin culture where women have been typically assigned to traditional roles, Stoica, Miller and Ardelea (2010) did an examination of gender role portrayal in Romanian television commercials. They hypothesized that adverts made by Romanian Locals or even foreigners who want to win the market in the country will have more traditional gender roles reflecting in their adverts on television.

The findings indicate that adverts on Romanian television reflect a mixture of both traditional and modern roles for men and women. Just like other studies the adverts prove that social norms are

changing and women are increasing in economic power but its representation in television adverts are still slow in pace as compared to the change experienced in society.

2.6. Adverts with Gender role reversals

A common recommendation from scholars whose works were presented in the preceding section is that advertisers and advertising practitioners need to revise role portrayals to reflect the changing trends in society. Even though some advertisers still portray stereotypical gender roles of men and women, some studies have found that some television adverts have gender role reversals where men and women are both performing roles that are not traditional but rather reflect the new trend in society. This section will review some adverts with role reversals and also attempt to identify how audiences perceive them.

There is evidence of males crossing boundaries to perform roles that were traditionally assigned to women, for example, house chores such as cooking, cleaning, caring for kids etc., in television adverts. This was found in a study conducted by Scharrer, Kim, Lin and Liu (2009) when they sought to find out how house chores are depicted in television commercials.

Another study by Fowler and Thomas (2013), found that adverts with male depictions are reflecting gender roles that are congruent with the changing gender roles in society. Specifically, the study conducted in their paper examines television advertising to provide insight on the depiction of males, and how these depictions may have changed from 2003 to 2008. Male depictions in lead roles were contrasted using 907 primetime commercials from 2003 and 961 commercials from 2008 from the four major US broadcasting networks (ABC, NBC, CBS, and FOX).

2.7. Audience perception of adverts with gender roles

Baxter, Kulczynski and Ilicic (2015) conducted a study to find out the extent to which males are portrayed as caregivers in Australian adverts and consumers' attitude towards products that have adverts that either conform to or challenge gender role ideologies. Results from this study found that adverts with non-traditional gender ideologies, that have men as caregivers are seen as atypical or reflective of the new trend in society by those who have non-traditional gender role ideologies and hence it affects their attitude towards the brand positively. Those with traditional ideologies about gender roles seem to express a less positive attitude towards products that have non-traditional gender roles communicated through their adverts.

A study conducted by Dunu and Ugbo in 2018 on South East Nigerian women's perceptions of gender based advertising reviewed a lot of scholarly articles on how gender roles in advertising have showed traditional stereotypes and how these adverts have been criticized to have negative impact on women. The objective of this study was to find out how educated women from the South eastern part of Nigeria read and interpreted gender-based advertising messages, if their interpretation is different from how scholars predict (since most of the arguments emanate from the western climes) and whether they conform with the advertisers intended readings or they challenge it. Findings from their focus group study showed that, advertising that are stereotypical was very offensive.

Just like the study by Zafra and Retamero (2012) conducted on the dynamism of gender stereotypes in Spain found, this study also proved that women interpreted the ads based on their experiences, social norms and demographics. The study therefore suggests that with the new trend in society and the perception of audiences on how gender is portrayed in adverts, advertisers in Nigeria should gradually use gender sensitive communication principles in producing advert message content.

Another study by Balitaan (2011) on the perception of gender roles in the advertising industry agrees with these findings. The study quantitatively sampled 63 female students using a survey method. The study shows how offensive the females students gender portrayals about women that are stereotypical.

Studies about audience perception have so far indicated that there are several factors that contribute to how audiences interpret and think of adverts with gender roles, some of which have been mentioned above. In addition, Eisend (2018), also found that an individual's perception of television adverts with gender roles is dependent on their ideologies whether they are traditionally inclined or non-traditional in their way of thinking

Another factor that has been identified from the two studies reviewed above is literacy level of an individual.

2.8. Advertising and gender role depictions in Ghana

Most of the literature in Ghana with regard to advertising and gender find adverts communicating gender stereotypes with almost all the literature projecting the woman as most affected as far as the projection of stereotypical images of gender is concerned.

According to an article by Kpodo in the *Daily Graphic*, a newspaper in Ghana, day in day out, Ghanaians are showered with adverts of all kinds on all media platforms to create awareness, change attitude, influence perception etc. The article acknowledges that the portrayal of women in television adverts playing narrowly defined roles reinforces the notion that such portrayals are suitable and normal. Women are mostly portrayed playing roles such as cooking, cleaning or being

housewives. This form of advertising according to the article limits the woman to domestic chores or even worse, serves as a sex or decorative piece. However, men are portrayed as strong, smart, professionals, leaders who are in charge and the sole breadwinners of the family.

In a study by Tamba (2017) on the representation of women in local and multinational brands in Ghana, she found that local brand advertisers portrayed women more in the domestic and health sectors than multinational companies did. Also, local brand advertisers present women as consumers more than players while the multinational brands draw a better picture of projecting women as players in the industry.

Another study by Furnham and Paltzer (2010) on the portrayal of men and women in television advertisements: in over 20 countries (including Ghana) reported that the Ghanaian men are likely than women to be portrayed in occupational settings (17.7 vs. 3.3%). The majority of men in Ghana were portrayed in outdoors settings (46.8%), compared to 24.6% of women.

According to Anyidoho (2016), the Ghanaian society just like everywhere else in the world, saw women oppressed, marginalized and suffering vulnerability but the contemporary Ghanaian woman despite the challenges has carved a notch for herself in areas that saw men dominating such as government, education etc.

The average Ghanaian consumes media which includes adverts since it is the main source of revenue for the media hence its impact is critical in shaping the minds of consumers. Ghanaian adverts have been identified to well represent especially the woman in adverts but portray them performing stereotypical roles with men being more prominent than the woman.

There seem to be an absence of research on the changing trends of advertising on the Ghanaian television which portray men and women performing non –traditional gender roles, its impact on viewer perception and attitude towards brand which is why this particular study necessary.

2.9. Research hypotheses

Based on the literature review and theory that has been discussed, this section presents the study hypotheses.

2.1.0. Advertising engagement and attitudes to gender role reversals in advertisements

According to Gerbner, (1973) people are more likely to believe what they see on television as real as they constantly engage with it. By extension, the more people are exposed to and engage with adverts with gender role reversals, the more they are likely to perceive that as their reality and gradually have a positive attitude towards such gender portrayals. Exposure is measured in terms of light and heavy viewers. Light viewers are those who engage with television less than four hours in a day while heavy viewers are those who engage with television at least four hours a day. Irrespective of their backgrounds and experiences, cultivation theory suggests that heavily exposed individuals as they engage with adverts with gender role reversals, will be influenced positively leading to the hypotheses that:

- H1: Audiences who engage heavily with television adverts with gender role reversals will show a more positive attitude towards such portrayals as norm in society.

2.1.1. Audience attitude and its influence on attitude towards brands that portray gender role reversal in advertisements

Eisend (2018) found that advertising is likely to experience positive effects when consumers perceive gender portrayals as corresponding with their existing conceptions and when they are in

line with their gender role expectation. Advertisers, according to Eisend reflect society to influence audience perception in order to attract a more positive attitude towards brand. The resonance component of the Cultivation theory states that, when people see on television what is compatible with their perceived reality, it becomes a double dose' and it results in a more positive influence on audience perception and attitude. Therefore as audiences are exposed to adverts with gender role reversals, it is more likely that their perceptions will change because the message reflects their perceived reality and this will in turn influence their attitude towards the brand that portray gender role reversals hence:

- H2: Audiences with a positive attitude towards the portrayal of adverts with gender role reversal will express a more positive attitude towards brand.

2.1.2. Audience orientations and attitudes towards role reversals in advertising

Cultivation theory suggests that people's engagement with television can influence how they perceive the world they live in. In particular, the theory's resonance logic suggests that individuals whose experiences are replicated in adverts will accept what is presented as a norm. This line of thinking was supported in Eisend's (2018) study which found that advertising is likely to have positive effects when consumers perceive gender portrayals as corresponding with their existing ideas and expectations. Therefore as audiences engage with the advertisements with role reversals, it is more likely that they will positively view such reversals because they reflect audiences' own reality.

Research shows that gender role ideologies are key to influencing audience perception about advertising gender role depictions (Eisend 2018;, Dunu & Ugbo 2018; Zafra & Rotamero, 2012)

For instance Baxter, Kulczynski and Ilicic (2015) found that adverts with non-traditional gender ideologies are seen as atypical or reflective of the new trend in society by those who have nontraditional gender role ideologies. Accordingly, it is expected that:

- H3: Audiences with non-traditional gender role ideologies will show a more positive attitude towards adverts with gender role reversals.

2.1.3. Gender differences in attitudes towards brands that portray gender role reversals in adverts

Studies by some authors have found that individual differences with regard to how males and females feel towards brand matters (Meulenaer, Dens, Pelsmacker and Eisend, 2017). The resonance component of cultivation theory posits that as individuals engage with messages that reflect their reality, they have a positive attitude towards the message hence if the message conflict with their experiences, they will reject it. Society is changing with men and women performing non-traditional gender roles, but women are embracing the change more than the men (Yeboah and Thompson, 2013). Also, in Ghana, Gyasi (2015) found that women are taking up more productive and income-generating roles with many men feeling their supremacy is threatened (Gyasi 2015). Since the traditional portrayals of gender roles in adverts favor men more than it does women, it is likely that:

- H4: Women who express a positive attitude towards adverts with gender role reversals will show a positive attitude towards brands that endorse gender role reversal than men.

2.1.4. Chapter summary

Advertising as a part of television content is an influential medium through which gender roles in society are communicated and this impacts people's perception and attitude towards brands. Over

the years it has been realized that advertisements have communicated traditional gender stereotypes but with the new trend in society, some advertisers are imbibing this new trend in their adverts and this study seeks to find out audience perception of such portrayals. This is because the theory underpinning this study, the cultivation analysis theory indicates that as people engage with television content over a period of time, it shapes their perception of reality.

CHAPTER THREE

RESEARCH METHODOLOGY

3.0 Introduction

This study sought to examine audience perceptions of television adverts with gender role reversals in Ghana. The study also aims to ascertain the relationship between perceptions of gender role reversals in television ads and audiences attitudes.

This chapter focuses on the methodology used. It explains the study's design, population and sample, unit of analysis, data collection and data analysis method.

3.1. Research approach and design

The study employed the quantitative methodology using survey as the method for data collection. This is premised on the empiricist philosophical point of view that assumed human behavior and attitudes and interrelations between them to be observable, repeated and patterned.

The quantitative methodology helps to examine the relationship between two or more variables (Barbie, 2007). This makes it suited to this study given the interest in exploring the nature of the relationships between perceptions of adverts with gender role reversals and attitudes of Ghanaians towards brands. The survey method is most appropriate to study the residents of Darkuman-Nyamekye since according to Babbie (2007) surveys are the best approach a social researcher can use for collecting original data for describing a population too large to be observed directly.

3.2. Population and sample size

The total number of elements or units in a group from which data can be collected is the population (Parahoo, 1997). The population for this study was residents of Darkuman-Nyamekye, Accra. This area was chosen because unlike some areas in Accra, Nyamekye is well represented with people of different ethnic, religious, social and economic backgrounds, which will give the researcher-varied views as the issues of interest. The population of the residents of DarkumanNyamekye is 14,185 (GhanaStatisticalServices, 2010), a size that one might argue is quite large to be studied directly (Babbie, 2007). Therefore, the survey method was used to collect original data which very well represents the population and provides the opportunity to clearly study the relationship between the variables needed to bring understanding to the study.

Darkuman-Nyamekye is located in Accra, Ghana and falls within the Ablekuma-North constituency. For the purpose of the study, the sampling focused on individuals in Nyamekye who are 18 years and above. At that age, an individual is considered old enough to make decisions and make reasonable analysis of information hence the choice made.

According to Ghana Statistical services, the Nyamekye locality has 6,749 adult males with 7,436 adult females making a population of 14,185. A sample size of 185 was determined using guidelines from Israel (1992) drawn from the population for this study.

3.3. Sampling

This study employed a probability (multistage) sampling technique that includes both the systematic, which was the primary technique, and simple random sampling techniques. Systematic sampling involves selection of every 'nth' subject in the population to be in the sample. This way, each unit will have an equal chance of inclusion in the sample. To identify the street names in Nyamekye for sampling purposes, the researcher relied on Google maps.

Google maps has become a very reliable source for directions for most drivers and people who are new to a neighborhood since it provides detailed information on landmarks, street names and other characteristics to help identify communities from each other. According to Google maps, the total number of streets in the Nyamekye community is 13 hence the sample size of 185 was divided by the number of streets. The resulting 14.2 was to be used as house selection criterion.

However, because strict adherence to this would result in a less adequate sample size (i.e. $14 \times 13 = 182$), the decision was taken to sample 15 houses instead to ensure that the 185 baseline sample size was met. Hence 15 houses were selected on each street from which to sample individuals. This meant that the sample size increased to 195.

The researcher then took a manual count of the average houses on each street and found this to be fifty-five (55). Accordingly, to identify the 15 houses on each street, this number (55) was divided by the 15 individuals to be sampled resulting in four (4). This was used as the systematic nth number for skipping houses. Accordingly, starting from any point on a street, the researcher entered every (4th) house to sample individuals.

Upon entering the house, one individual of 18 and above who can read and write English was recruited to respond to the questionnaire. The researcher ensured gender parity by ensuring that every other person sampled was of the opposite sex.

3.4. Data collection instrument

Questionnaires were used to collect data in this primary research. The questionnaires were structured and used predominantly multi-item measures of constructs. The questions were mostly closed ended using a five point likert scale to measure the degree to which respondents agree to or

disagree with statements reflecting the constructs. There were also questions seeking information about respondent's demographics.

The questionnaire was divided into three (3) parts, sections A, B and C. Preceding section A were images to find out if respondents could identify adverts with gender role reversals. Section A had questions to find out if respondents engage with adverts with gender role reversal. The section also had general information on the factors that can influence an individual's perception of an ad with gender role reversal (e.g. gender, education, age etc. (Eisend, 2018; Zafra & Rotamero, 2012). Section B had statements to measure engagements with and acceptance of ads with gender role reversal.

Section C measured the perception, ideologies and attitudes of respondents towards ads with gender role reversals.

To make the respondents relate very well with the questions been asked, the word 'I' was used often to establish that personal relationship with the questions. Example, 'I find brands whose adverts portray gender role reversals appealing'.

3.5. Construct measures

Existing measures were identified to measure the constructs in the study hence these measures were adapted to fit the Ghanaian context.

To measure respondent's attitude toward brand, Spears and Singh's (2004) scale for measuring Attitude Toward The Brand was adapted to fit the Ghanaian context. Merisavo et al's (2007) scale for measuring Acceptance of Ads was adapted to measure respondent's acceptance of gender role

reversal in television adverts. Ebrahim's (2013) scale for measuring brand preference and brand purchase intentions were adapted as well. Also, Davis and Greenstein's (2009) scale for measuring Gender role was adapted as well as Schivinski and Christodoulides' (2016) scale for measuring Brand Engagement.

3.6. Gathering of data

The questionnaires were self-administered. This is because information from Ghana statistical services suggests that the study targets are able to speak and write in English.

3.7. Data analysis

Completed questionnaires were coded and analyzed with the Statistical Package for the Social Science (SPSS). Data gathered was analyzed both descriptively and inferentially. Independent Sample T-Test and Pearson's correlation were used to conduct the statistical analysis. In describing the sample, similarities were measured to ascertain what common factors influence perception of Ghanaians hence the focus on the mode. The inferential statistics made it possible to generalize the findings after assessing the assumptions made about the population from the data gathered.

3.8. Chapter summary

This chapter discussed the methodology that was used for carrying out this study with emphasis on the empirical setting and sampling approach as well as the data collection instrument and how constructs in the study were measured. A brief description of the types of analyses run was presented as well.

CHAPTER FOUR

FINDINGS OF THE STUDY

4.0 Introduction

This chapter presents the findings of the study. The purpose of this study is to find the perception of Ghanaians on television adverts with gender role reversals. Descriptive and Inferential statistics were used in analyzing the data by presenting how the measures were developed, including its validity and reliability. This chapter also presents a vivid explanation and analysis of the hypotheses in tables and text. Additional tables are also presented on other related factors to add on and bring clarity to information provided in text under every subheading.

4.1. Overview of Sample

The study had a sample size of 195 respondents comprising 100 (51.3%) females and 95 (48.7%) males. Majority (47.2%) of the respondents fall within the ages of 18-28years. They are followed by those who fall within the ages of 29-39years (33.3%) and 40- 50years (7.2) %. Those who were above 60years numbered 10 (5.1%).

All respondents are educated with the highest level of education being people who have up to tertiary levels of education (62.6%). The sample included 111 (56.9%) people employed in the formal sector with the least number of respondents being self-employed in the formal sector,7 (3.6%).

TABLE 1.0 SAMPLE DEMOGRAPHIC INFORMATION

Variable	Classification	Frequency	Percentage
Gender	Male	95	51.3%
	Female	100	48.7%
Age	18 -28	92	47.2%
	29 -39	65	33.3%
	40 -50	14	7.2%
	51 – 60	14	7.2%
	Above 60	10	5.1%
Educational Level	No formal education	0	0
	Below SHS	4	2.1%
	Up to SHS	36	18.5%
	Up to tertiary	100	62.6%
	Other(above first degree)	33	16.9%
Employment Status	Formal sector employee Informal	111	56.9%
	sector employee Self employed	34	17.4%
	Self-employed informal	22	11.3%
	Self-employed formal	8	4.1%
	Unemployed	7	3.6%
		13	6.7%

4.2. Audience response to adverts with gender role reversal

Two different images of Ghanaian adverts were presented to respondents to identify which represented role reversal to ascertain if they understood the concept. In addition, they were asked to indicate whether they see adverts with gender role reversals on television.

Table. 2.0 Audience identification and exposure to adverts with gender role reversal images

IDENTIFICATION EXPOSURE TO ADVERTS	TOTAL RESPONSES	PERCENTAGE
Identification of images with gender role reversal	195	100%
Identification of stereotypical images	0	0%
Those who see adverts with gender role reversals on television	181	92.8%
Those who do not see adverts with gender role reversals on television	14	7.2%

The results in the table above indicates that all respondents could identify an advert that portrays gender role reversal and hence can distinguish it from an advert that portrays gender stereotypes. Again, the table further shows that majority of viewers can identify and are exposed to adverts with gender role reversal on television. This makes them an appropriate sample for this study.

Respondents were also asked to indicate what they typically do when adverts with gender role reversals are showing. The study finds that, typically, majority of respondents continue watching such adverts when they start running. Only a few people switch to other stations or use the opportunity to see other things etc.

4.3. Measure development and assessment

Statistical Package for Social Sciences (SPSS) was used to assess the measures used in tapping constructs in the study. Prior to measure analysis, all variables that were inversely worded were reverse coded to prepare data for factor analysis. The total number of factors in the study were eight with six having five observable variables, one factor had seven variables and the other factor had six variables.

An exploratory factor analysis (EFA) was then conducted to explore underlying structures of a set of interrelated variables without imposing an expected outcome. This kind of factor analysis used allowed the observed variables to load freely onto the respective factors. In order to know which variable was appropriate to belong to a factor or not, the strength of the variable was used. An average and suitable criterion of 0.50 was used in the determination of which item had to be included in the analyses. Accordingly, items that were loaded at least 0.50 were included in the analysis while those below were excluded since they were considered too weak. The Principal Component Analysis was used to determine the number of deserved variables that suited each factor. Kaiser-Meyer-Olkin (KMO) measure and Bartlett's test of Sphericity were used to determine if the data was appropriate to carry out an exploratory factor analysis.

The KMO index was .90 which is greater than the standard value .60. Bartlett's test and this justified the use of exploratory factor analysis.

The table below shows the result of the initial factor analyses run in order to align the appropriate variables to their respective factors.

Table 3.0. Initial EFA pattern matrix

	Component							
	1	2	3	4	5	6	7	8
ENGT1	.590							
ENGT2	.531							
Recoded ENGT3					.713			
Recoded ENGT4					.747			
Recoded ENGT5					.738			
ATTD1	.688							
ATTD2	.802							
ATTD3	.655							
Recoded ATTD4								
ATTD5	.649							
ACPT1	.681							
ACPT2	.713							
ACPT3	.764							
ACPT4	.693							
Recoded ACPT5	.530							
PERC1	.758							
PERC2	.713							
PERC3	.695							
PERC4	.736							
Recoded PERC5	.734							
IDEO1						.671		
IDEO2						.544		
IDEO3								
IDEO4								

	Component							
	1	2	3	4	5	6	7	8
IDEO5						.685		
IDEO6						.530		
Recoded IDEO7							.617	
SOCI1		.862						
SOCI2		.829						
SOCI3		.748						
Recoded SOCI4		.800						
SOCI5		.757						
BDPR1				-.749				
BDPR2				-.735				
BDPR3				-.777				
BDPR4				-.793				
BDPR5				-.849				
BDPR6				-.826				

The seventh and eighth factors were eliminated after this stage since each had just one variable.

After excluding all unnecessary variables from the matrix, table 5 below represents the final factors that were obtained as the acceptable variables to measure each factor.

The pattern matrix below shows the variables suitably loaded on each factor with ENGT 3,4,5 loading on factor one, ATTD 1,2,3, (ATTD_r4),5 loading on factor two, IDEO 1,2,3,4,6,(IDEO_r7) loading on factor three, SOCI 1,2,3,(SOC_r4),5 loading on factor four and BDPR1,2,3,4,5,6 loading on factor five. After identifying the variables that make up each factor, a composite was created for all five factors to enable further analysis.

The table below constitutes final variables that were loaded onto their respective factors.

Table 4.0. Final items loaded onto the respective factors.

CONSTRUCT	ITEMS	FACTOR LOADING	CONSTRUCT	ITEMS	FACTOR LOADING
ENGAGEMENT	ENGT1r	.733	BRAND PREFERNCE Cont'D	BDPR1	.862
	ENGT4r	.713		BDPR2	.872
	ENGT5r	.794		BDPR3	.738
ATTITUDE	ATTD1	.729		BDPR4	.820
	ATTD2	.751		BDPR5	.773
	ATTD3	.723		BDPR6	.810
	ATTD4r	.564			
	ATTD5	.531			
GENDER ROLE IDEOLOGY	IDEO1	.667			
	IDEO2	.743			
	IDEO3	.637			
	IDEO4	.646			
	IDEO6	.699			
	IDEO7r	.606			
GENDER SOCIALIZATION	SOCI1	.819			
	SOCI2	.862			
	SOCI3	.823			
	SOCI4r	.753			
	SOCI5	.741			

4.4. Validity

Construct validity was measured to examine the extent to which variables actually measure the underlying construct they target. This test is done to establish the extent of accuracy of construct measures hence if a construct measures what it is intended to measure, it is valid. In measuring the validity of the construct measures, convergent and discriminant validity were accounted for.

4.5. Convergent validity

This validity was used to establish similarities or how related measures are to each other and to their underlying factors. An aspect of convergent validity was tested using the factor loadings which as noted was the minimum of 0.50. Since all the variables included in the construct measures met the baseline, convergent validity is established. In addition, the interrelations between items was examined to see if they were closer to -1.0 or +1.0, which indicate strong convergent validity. Across the construct, inter correlations between items were high and in a few cases, moderate.

The inter-item correlation between items of Engagement ranged between .373 and .626. That between items of construct two (ATTD) was .374 and .770, while Ideology items shared correlations between .394 and .666. Finally, the inter-item correlations Socialization, Brand Preference and advertising literacy ranged between .431 - .673, .561 - .754 and .397 - .569 respectively.

4.6. Discriminant validity

This type of validity was done to measure how different each construct is from the other. The lower the low inter-correlations, the better.

Table 5.0. Discriminant validity between constructs

	ENGAGEMENT	ATTITUDE	IDEOLOGY	BRAND PREFERENCE	SOCIALIZATION
ENGAGEMENT	.1	.443	.483	.246	-.178
ATTITUDE	.443	.1	-.674	.615	-.180
IDEOLOGY	.483	-.674	.1	-.513	.246
BRAND PREFERENCE	.246	.615	-.513	.1	.045
SOCIALIZATION	-.178	-.180	.246	.045	.1

The table above shows that generally the factors discriminate well from each other. In some cases, however, there appeared to be high correlations. For instance, the difference between attitudes, ideology is low, suggesting poor discriminant validity. However, this is expected given that both constructs address the individual's posture on something suggesting that they may both have underlining factors. For this reason, the researcher continues to use them for further analysis.

4.7. Reliability

Reliability asks the question, 'to what extent would the measures consistently measure the same factor'? This is done to find out how repeatable the construct measures are. How reliable factors are was assessed using the Cronbach's Alpha lower limit of $\geq .70$ (Bagozzi & Yi, 2012). The table below gives a summary of the reliability analysis done using SPSS.

Table 6.0. Construct reliability

CONSTRUCT	CRONBACH'S ALPHA	NO. OF ITEMS
ENGAGEMENT	.739	3
ATTITUDE	.876	5
IDEOLOGY	.883	6
SOCIALIZATION	.864	5
BRAND PREFERENCE	.922	6

As shown in the table above, the items loaded onto the various factors show a strong co-efficient for each construct. This gives assurance of strong measure reliability.

4.8 Hypotheses test result

The first hypotheses stated that audiences who engage heavily with television adverts with gender role reversals will show a more positive attitude towards such portrayals. To test the nature and strength relationship between audience engagement and attitude towards gender role reversal, the Pearson correlation was used. As shown in the table 7 below, there is a moderately positive association between the two. The link between them is statistically significant ($r = .443$, $p = .000$).

This means that H1 is supported.

Table 7.0. Hypotheses 1 test result

		ENGAGEMENT	ATTITUDE
ENGAGEMENT	Pearson Correlation	1	.443 **
	Sig. (2-tailed)		.000
	N	194	191
ATTITUDE	Pearson Correlation	.443 **	1
	Sig. (2-tailed)	.000	
	N	191	192

The second hypotheses stated that audiences with a positive attitude towards the portrayal of adverts with gender role reversal will express a more positive attitude towards brands that portray such in their adverts. Here also, Pearson correlation was used to establish if there is any form of relationship between attitude towards portrayal and attitude towards brand.

Table 8. Hypotheses 2 test result

		ATTITUDE	BRANDPREFERENCE
ATTITUDE	Pearson Correlation	1	.615 **
	Sig. (2-tailed)		.000
	N	192	189
BRANDPREFERENCE	Pearson Correlation	.615 **	1
	Sig. (2-tailed)	.000	
	N	189	192

The evidence showed that there is strong positive association between the two which was statistically significant ($r = .615$, $p = .000$). Accordingly, H2 is supported.

In the third hypotheses, it was predicted that audiences with non-traditional gender role ideologies will show a more positive attitude towards adverts with gender role reversals. The Pearson correlation test was run to ascertain the nature and strength of the relationship between the two constructs. There was a strong negative association between the two which is statistically significant ($r = -.674$, $p = .000$). What this means is that per the data, respondents who hold non-traditional gender role ideologies are actually less receptive to gender role reversal in adverts. This surprising finding means that H3 is rejected.

Table 9. Hypotheses 3 test results

	ATTITUDE	IDEOLOGY
ATTITUDE Pearson Correlation	1	-.674 **
Sig. (2-tailed)		.000
N	192	190
IDEOLOGY Pearson Correlation	-.674 **	1
Sig. (2-tailed)	.000	
N	190	193

The fourth and last hypotheses predicted gender differences stated that women who express a positive attitude towards adverts with gender role reversals will show a positive attitude towards

brands that portray adverts with gender role reversals than men with a similar attitude. Independent sample t-test was used to test this hypotheses to establish whether the male and female respondents were different relative to their brand preference as a function of attitude to the ads.

The tables below show the test results.

Table 10. Dependence Relationship between gender and brand preference

Group Statistics

	GENDE R	N	Mean	Std. Deviation	Std. Error Mean
BRANDPREFEREN CE	MALE	93	2.5570	.66715	.06918
	FEMALE	99	2.4444	.62763	.06308

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
BRANDPREFERENCE	Equal variances assumed	.360	.549	1.204	190	.230	.11254	.09344	-.07177	.29686
	Equal variances not assumed			1.202	187.137	.231	.11254	.09362	-.07214	.29723

The tables above show that the group means are not statistically significantly different because the "Sig. (2-tailed)" is greater than 0.05. Looking at the **Group Statistics** table, the means hover around the same mark showing there isn't much difference between males and females.

The study found that males and females do not differ significantly in their preference for brands that portray adverts with gender role reversal.

4.9. Chapter Summary

This chapter reported findings of the study starting with an introduction to what the chapter provides and an overview of the sample i.e the demographic information of the sample. This chapter also presented how the variables for the study were developed starting with the initial factor analysis (IFA). Initially, the IFA presented eight factors but after all unnecessary variables were excluded from the matrix, the final items presented were five (5) and they are engagement, brand preference, gender role ideology, gender socialization and attitude. The variables were tested and proven to be valid and reliable. The chapter continued to test hypotheses and had tables and text explain the relationship between variables and also show whether the hypotheses was supported or rejected. Of all four hypotheses, three were supported but hypotheses three (H3) which stated that, 'Audiences with non-traditional gender role ideologies will show a more positive attitude towards adverts with gender role reversals' was rejected.

CHAPTER FIVE

DISCUSSIONS, CONCLUSIONS, RECOMMENDATIONS AND LIMITATIONS

5.0. Introduction

The purpose of this study was to find out Ghanaians' perceptions about television adverts with gender role reversals and how that affects their attitude towards the brands. The study therefore proposed four different hypotheses to address the issue under discussion. The findings are discussed in relation to the theoretical framework that underpinned the study and related studies.

5.1. Exposure to adverts with role reversal

Findings from the study show that all respondents could identify adverts with gender role reversal from stereotypical ones. About 181 out of 195 people see adverts with gender role reversals on television. This implies that there is evidence of role reversal on Ghanaian television with males crossing boundaries to perform roles that were traditionally assigned to women and vice versa. The finding corroborates findings by Scharrar, Kim, Lin and Liu (2009) and Fowler and Thomas (2013). The study also finds that most people continue watching the adverts with few people switching to other channels when adverts with gender role reversals are showing. The study found that most of the respondents expressed a positive attitude towards adverts with gender role reversal, had non-traditional ideologies and mostly engage with these adverts. Again, most people expressed a positive attitude towards brands with gender role reversal even though most respondents grew up in very traditional homes where stereotypical roles were adhered to.

According to Gerbner's cultivation theory, as people constantly engage with media messages, it shapes their reality or influences their perception despite their experiences, demographics etc. To confirm Gerbner's assertion that exposure can influence perception, the hypotheses to be discussed in the subsequent sessions will address these issues to help understand whether these underlying factors are contributing factors or not.

5.2. Engagement with and Attitude towards adverts with gender role reversal.

According to Gerbner, people tend to believe in the media as real (Vinney, 2019). As they are constantly exposed to media messages, their perceptions are influenced (Vinney, 2019). The basic assumption of the theory is that, people who spend more time with television are likely to be influenced by the messages they consume and this by extension connotes that people who engage more with television adverts with gender role reversal will begin to accept it as a norm by expressing a positive attitude towards it and this was stated as the first hypotheses. This study finds moderate support for the cultivation premise. It finds a moderate association between engagement with gender role reversal and portrayal of a positive attitude towards such adverts.

A moderate relationship suggest that though there could be a relationship between the two variables, there could be other underlying factors that influence people who engage with television adverts with role reversal to express a positive attitude towards such portrayals as a norm. Zafra and Retamero (2012) have argued that beyond media consumption, people's experiences opportunities, ideologies etc shape their attitudes.

5.3. Attitude towards role reversal and attitude towards brand

Verhellen, Dens and Pelsmacker (2016) suggest that if advertisers want consumers to be satisfied with their products, then they should pay attention to their attitudes. In other words, as society

changes, they should imbibe the new trend in their adverts. Ghanaian adverts have seen such portrayals of this new trend in society. Respondents who expressed positive attitude towards adverts with gender role reversal also expressed positive brand attitudes such as willingness to purchase brands that portray role reversal in their adverts. The majority of respondents indicated that such brands will be their first preference among other products that show stereotypical adverts.

Eisend (2018) found that advertising is likely to generate positive results when consumers perceive gender portrayals as corresponding with their expectations. As society is evolving, people are expecting to encounter such change in adverts as well. If advertisers reflect society, it influences audience attitude in order to attract a more positive attitude towards brand. Resonance, which is a component of cultivation analysis also states that, when people see on television what is compatible with their perceived reality, it becomes a double dose' and it results in a more positive influence on their attitude.

The study finds a strong relationship between attitude towards adverts with gender role reversal and brand preference. Meaning that, if people have a positive attitude towards adverts with gender role reversal, they will be attracted to brands that communicate such messages in their adverts.

5.4. Gender role ideologies and attitude towards adverts

The third hypotheses suggests that audiences with non-traditional gender role ideologies will show a more positive attitude towards adverts with gender role reversals. Baxter, Kulczynski and Ilicic (2015) found that individuals with a traditional gender role ideology found adverts with non-traditional roles as atypical of a new trend in society hence show a negative attitude towards such portrayals. Previous scholars see (Eisend, 2018;, Dunu and Ugbo, 2018;, Zafra and Rotamero,

2012), assert that gender role ideologies are key influencers of people's perception and subsequently on their attitude towards role depictions in adverts.

Again the resonance component of Gerbner's theory is replicated in line with Eisend's (2018) study which states that consumers tend to have a positive attitude towards what they perceive as corresponding with their existing expectations.

The explanation above suggests that people with non-traditional role ideologies will express a positive attitude towards such portrayals in adverts but the test for this hypotheses proved negative. According to the data, respondents who hold non-traditional gender role ideologies are actually less receptive to gender role reversal in adverts. The reasons why those with non-traditional gender role ideologies are less receptive of adverts with such portrayals is not known.

This interesting observation made in the Ghanaian society from the data collected refutes claims made by Eisend (2018) and the other authors including the theory underpinning the discussion.

5.5. Gender differences and attitude towards brands.

The last hypotheses states that women who express a positive attitude towards adverts with gender role reversals will show a positive attitude towards brands than men with a similar attitude. Meulenaer, Dens, Pelsmacker and Eisend (2017), have identified in their studies that the differences in how men and women receive gender role portrayals in adverts matter. This is because most adverts have been found to portray stereotypical roles putting the woman at the mercy of the man hence favoring men more than the women. But since society is changing, studies have shown that advertisers are imbibing the new trend in their adverts which gives men and women equal chances of playing any role. Given that women have been historically stereotypically portrayed, they should be more receptive to role reversals.

Similarly, Gyasi (2015), suggests that the Ghanaian society has seen women boxing up to occupy positions that were once male dominated and this is making men uncomfortable since they feel their supremacy is being threatened. This then informed the hypotheses since men and women seem to appreciate the new trend in role portrayals differently.

The study found that in the Ghanaian society, there is not much difference between how men and women feel towards brands that portray non-traditional roles in their adverts. No clear reason is known for this observation. It might be that because consumers are product sensitive, they purchase them not necessarily because of what somebody is doing in their adverts but rather how that product meets their needs in ways that no other can and also because the product offers value for money.

5.6. Conclusions and Recommendation

This study was conducted to find out Ghanaians perception of television adverts with gender role reversals and how this influences brand preference. This was done using a quantitative survey sampling a 195 people from Darkuman-Nyamekye to represent the Ghanaian society.

The findings showed that generally, people engage with adverts with gender role reversal and have a positive attitude towards these portrayals on television. This positive attitude towards role reversals lead them to have a positive attitude towards brands that show such portrayals in their adverts. Advertisers are therefore encouraged to use this information to create content that speak more role reversals in order to have men and women they target relate well with brands since such communicate their expectations.

The study also found that people with non-traditional role ideologies are not receptive of adverts that portray gender role reversal on television. In targeting therefore, it is recommended that advertisers should be strategic so as to not overburden viewers with information on role reversals.

Again, the study found that there is no difference in men and women's attitudes towards brands that portray role reversals in their adverts. Due to this, advertisers are recommended to communicate a particular message of role reversal to both sexes since they would not react differently towards brands due to shared interest in brands that encourage role reversal portrayals.

The study also found that despite the new trend in society, most Ghanaian homes are still socializing their members traditionally to differentiate between how men and women perform roles in society at large and at home. Interestingly, though socialization is more traditional, people have ideologies that are non-traditional and are more inclined to roles that portray non-traditional roles on television. It is therefore recommended that advertisers encourage this new trend in society since that is what people grew up to accept and be drawn to.

Lastly, the researcher recommends the study to be replicated in other areas of Ghana, particularly the very traditional societies for a comparative picture with very urban and semi-urban centres, etc. This will go a long way to bring depth in understanding to some underlying factors that may be hidden to this study due to the approach used and area of study.

5.7. Limitations and suggestions for future research

The research methodology and approach used did not provide respondents with the choice of expressing themselves or giving reason for some of their choices hence it restricted the researcher in explaining certain events. Future researchers should consider using a structured interview to provide opportunity to unearth the reasons behind the observations made. Future studies could therefore use a mixed methods approach to get in-depth information into what could influence

people's ideologies and attitudes and how. This would enable a better understanding of people with non-traditional role ideologies rejecting adverts with gender role reversal.

Secondly, the study is limited to the Nyamekye community in Accra. An inter-community sample could provide richer in-sights. This could be done by comparing responses from different communities to ascertain how environment influences perception etc. an inter-community study could be done to find out if a particular community will see adverts with gender role reversals differently from the other in order to draw possible causes to the difference and show how unique each community views role reversals within the same society.

5.8. Chapter summary

This last chapter contains a summary of the key findings, the key conclusions drawn and their corresponding implications. The chapter also presented some recommendations by the researcher for future studies as well as limitations to the study. Under the limitations to the study, the researcher suggests that, the study be replicated but with a different approach and methodology to explain certain underlying factors that best explains why hypotheses three for instance was rejected. The study could be done between communities or in other areas of the country, Ghana to add on to what already exist in literature.

Below is the instrument (Questionnaire) used for data collection.

APPENDIX A

Which of these images represent gender role reversal? Please choose one.



SECTION A

This section seeks your demographic information in order to understand what factors are likely to influence choices in subsequent sections.

- Do you see Ghanaian adverts in which gender role reversal has been used?
- Yes B. No
- When ads with gender role reversals are being shown, what do you typically do?

- Continue watching Switch to another station Use opportunity to see other things
- Other

- Gender

- Male Female

- Age

- 18 -28 29 -39 40 -50 51 – 60 Above 60

- Level of education

- No formal education Below SHS Up to SHS Up to tertiary Other

• Employment Status

- Formal sector employee Informal sector employee self-employed
 Self-employed informal Self-employed formal Unemployment

SECTION B

We continue in the following section to know whether you agree or disagree with the statements presented to you. Kindly answer each question as instructed. Thank you.

Tell us how you engage with television adverts with gender role reversal by choosing between strongly agree to strongly disagree for each statement below.	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
I watch adverts that portray gender role reversal.					
When I see an advert that has gender role reversal, I pay attention					
When I see an advert that has gender role reversal, I switch to a different channel					
When I see an advert that has gender role reversal, I resist it mentally					
When I see an advert that has gender role reversal, I turn off television					
Here, we seek to find your attitude to television adverts with gender role reversal.	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
I feel positive about adverts with gender role reversal.					
I am willing to receive the message the adverts with gender role reversals communicates					
I am willing to be engaged with adverts in which men and women play non-traditional gender roles					
I hate to see men and women do non-traditionally defined things in adverts					
I embrace adverts with gender role reversal					

SECTION C

What do you think of the following statements? Choose between strongly agree to strongly disagree	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
I am fine with adverts that use gender role reversal					
I feel society has changed and so it is okay for adverts to portray gender role reversal					
Where adverts portray gender role reversal, they depict societal realities					
The idea gender role reversal in adverts is a good depiction of reality					
Please indicate how you feel about brands that use gender role reversal in adverts	Completely Agree	Agree	Undecided	Disagree	Absolutely Disagree
I find brands whose adverts portray gender role reversals appealing.					
I believe in brands that portray gender role reversals in their adverts					
I feel that brands whose adverts depict gender role reversal are progressive.					
I like brands whose adverts portray gender role reversals					
I find brands whose adverts portray gender role reversal to be unfavorable.					
What is your ideology of gender roles?	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Men and women should maintain their traditional gender roles in society					
A man's main task in the family is breadwinning while the woman cooks and cleans					
Society will suffer if men and women reversed their traditional gender roles					
A woman should not work if the economic situation of the man is adequate.					
Men and women should follow different professional paths					
Men should deal with tasks away from home such as working and paying the bills					
Men should join in doing housework such as cleaning and cooking					
The following questions seek to find out your gender socialization	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree

While growing up, only my mother did all the housework while my father paid all the bills					
Growing up, I was told girls should stay at home while men go out to bring family income					
Growing up I was told that men and women should stick to defined gender roles					
Growing up I saw both parents do housework					
Growing up I saw only girls do most of the housework while boys could go out and play					
How likely is it for you to purchase brands that portray gender role reversal in their adverts?					
In future, brands with adverts with role reversal will be my first choice.					
I would be inclined to buy brands that use role reversals in their adverts.					
In future I will use brands with role reversal portrayal in their adverts more than any other					
I prefer brands that use gender role reversals in their adverts to those that use stereotypical roles					
I am interested in trying out brands with gender role reversal in their adverts					
When it comes to making a purchase, brands with role reversal adverts in my first preference.					
Adverts with gender role reversal are wrong depictions of society					

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