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**The Behavior of Viewers towards Women Objectification in Television Advertisements: A Case Study**

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**Abstract**

*This research aims to see the women's objectification in TV advertisement and its effects on youth using components from objectification theory. Media, especially television advertisement plays a significant role in promoting women objectification. The sampling is purposive which a nonprobability sampling is. Participants are female students of different universities of Sahiwal, Pakistan. A questionnaire is used to collect the data. The sample size is 306 adult females. The data is collected by personally visiting different universities and distributing the questionnaire among the females. The data is analyzed using SPSS and AMOS software. Different types of tests like regression and correlation are used to test the hypothesis. The results said that women's objectification leads to mental health risks. One of the Mediators' body shame impacts independent and dependent variables.*

**Keywords:** Women objectification; Body shame; drive for thinness; advertisements; Sahiwal

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## Introduction

The issues of images of media and the effects that arise due to it have attracted much attention from the general public as well from researchers. If the causes are being discussed researchers have come to point that mass media somehow responsible for unhealthy practices and body dissatisfaction. Millions of people have a continuous feeling about how they look, it means they are not happy with their body, which automatically leads to low self-esteem. The media whole day telecast thin images of women and men; a thin and smart body of women and broad and muscular for men. Magazines also portray athletes and models as thin idols. Television, advertisements, print, and social media are the main cause of promoting idealized images of females and males about their shapes and sizes (Badero 2011).

Media portrayed images, especially that are presenting in the advertisements about weight loss products, promoting the idea that it is flexible to change the body size and shape and achieving a thin body is quite easy. Those media images look real even though advertisers used a higher level of editing and different beauty-related software. So, the mass media is the main source of beautiful images that are women and girls trying to achieve (Monro 2005). Present-day, it is becoming very common to utilize women in commercials particularly in TV advertisements. Beautiful women wearing high-class garments and substantial cosmetics are utilized by advertisers to advance their items. Items that enhance beauty like Creams and other magnificence related items utilize ladies in their special campaigns. Since it grabs attention, this thing automatically benefits the organizations in their dealings. The objectification of women in broad communications (especially in TV advertisements) has a long sorted history. TV commercials depict women as sexual protests as opposed to women. Sexually externalizing messages impart to women that if they utilize a specific brightening cream or body lotion, they will improve their possibility of being engaged with an attractive man. Television commercials are the main source of promoting the sexism culture in society. The immoderate objectification of women encourages sexism so much efficiently reduces women to objects (Ullah and Khan 2014). In the past images of women's beauty and femininity were depicted through art, music, and literature. But now media drastically changed its direction and criticized it due to portraying women's idealized body images. thin idealized images aired on television is 15% below the average weight (Hogan 2012).

The sexual objectification of women is very common in Western societies. These images of ideal thin-looking women's bodies are depicted through film, advertisements, television, music, videos, and women's magazines. Not only do these images portray on western media depicts women as objects, but continuously showing sociocultural values of ideals suggest that the ideal woman is young, thin, fit, White, and sexually attractive (Claudat 2013). Commercials, advertisements, and billboards only show women as objects and to give pleasure. Much of them are designed in a way that enhances the curves of females. Women are exploited as unfair things and to sell things and nothing else. It is considered that their only tasks are their looks, beauty, and hair. Unfortunately, nowadays media is neglecting moral values, traditions, and respect by violating the culture of society (Huda and Ali, 2015). In an overview of men and women and their reactions to different advertisements, it is seen that women are influenced more by this sexual sort of advertisement. Shields found that the general redundancy of these pictures turned out to be "so fundamental to a women sentiments of belief and social valuation to eating problems, low confidence (Michaelides 2005).

For instance, when one person continuously notices the self from a third-person point of view, it may lead to body shame and anxiety, which in turn become the reason for mental health risks, including dissatisfaction with the body. Researchers have documented that objectification may lead to shame, feelings of anxiety, and body image disturbance (Fitzsimmons 2010). In Objectification theory, it has been expressed that when saw sexual objectification through media outlets and relational connections offer certainty to young girls and women to self-objectify, in which they constantly screen their body and the external look.

As foreseen by this theory, self-objectification direct prompts: (a) body shame, as women see themselves coming up short concerning the social thin-complete body shape; (b) diminished familiarity with interior substantial states, for example, hunger, security, and feelings; (c) testing mental physical exercises and (d) appearance and safety tension (Tylka and Hill 2004).

This study will look at the trend of female portrayal in TV advertisements. The objectives of the study are to see the effects of television advertisements on the female youngsters of Sahiwal and to see the viewer's behavior towards it. The advancements and new patterns in the field of advertising have made these commercials essential for the general population from various parts of life. The advertisements are playing out the capacity of building up the states of mind of the viewers towards various brands and to the models showing up in the commercials for passing on messages. Moreover, the portrayal of genders also affects the psychology of the viewers. The portrayal concerning the matter of the perfect body of the models in advertisements is influencing dissatisfaction in the minds of youth as they start using different ways to get the exact body type like their favorite superstars (Ali and Shahwar 2006).

### **Research Questions**

**Q1:** Do TV advertisements promoting women's objectification in our society?

**Q2:** Does women's objectification affects viewers' behavior in negative ways like psychological consequences (body shame, Drive For thinness), and mental health risks?

**Q3:** Does body shame induces drive for thinness?

### **Literature Review**

Objectification theory gave an establishment for this investigation. Created by Fredrickson and Roberts (1997), this theory proposes that when women encounter sexual objectification, they take this internally, called self-objectification. Self-typification is related to body disgrace, appearance tension, wretchedness, dietary issues, and the sky is the limit from there (Winteret et al. 2017). Beyond the mechanism of action, associating broad communications and negative eating and self-objectification results, objectification theory gives a hypothetical structure to seeing how this bitter reality happens. This theory has turned into a widely considered and exactly recognized theory. It depends on the thoughts of sexual objectification (a relational occurrence that happens when a man is seen or regarded as a body or gathering of body parts for utilizing or wrecking by others) (Krawczyk 2013).

### **Women objectification**

It is proceeding to see that women are the focus of most advertisements and the greatest offering point for the item being sold. Inappropriately, the demotion of women in some of the views continues but is being considered as the oppressed through the different place in the media in a society like Pakistan. The image of a woman as perfect, thin, and beautiful, in turn, is the reason that many women have low self-worth and often feel unhappy because they do not look like this perfect image of a woman (Imran 2019). Such types of advertisements create a sense of dejection among girls about their beauty. The audience and consumer also trust those images that look bright and often exaggerated. They think that these images are the actual life, and they may become like those models by using this product (Raza and Noor 2016).

Female body all around the world has been exposed to print and electronic media to a great extent. The female body has been used to sell every type of product from cars to creams, perfumes to eatable items, etc. the external sources who are the cause of setting up the standard of beauty ideals for women is a much-complicated process and needed to be addressed. Sometimes these standards are not easy to achieve. Most of the models that are projected in advertisements are well below that are viewed as the healthy body (Sarkar 2014).

Advertisements are in the current days consider as the most vital offering media. Advertisements ought to send us the message that the most important thing is appearance and also shows us to act naturally conscious about how we look. This may seem normal because of

viewing too many advertisements daily. Negative feelings, whether it is about the outer look or anything else are the main reason for lowering down the confidence (Ali and Shahwar 2011).

### **Body Shame**

Fredrickson and Roberts (1997) posit a key role for shame that is a risk of causing mental health problems badly affecting women. As girls try to get that perfect unrealistic body and continuously failed, they start to form a negative shameful relationship with themselves and with their bodies. In the US women are on daily basis seeing this idealized image, consists of young, thin, and about white complexion (Crawford 2006).

Shame is a feeling that happens when people assess themselves concerning some disguised or social perfect however don't measure up. People who encounter shame tend to credit their inadequacies to worldwide parts of the self (Imran et al. 2020). Shame is additionally bound with good and social judgments that both the self as well as other people make. The individuals who don't comply with ordinary magnificence and weight goals are viewed as disregarding a social standard and are seen as lacking in self-control and morals (Evans 2010). A high score on the Body Shame Scale taps a woman's thinking that she is a horrendous individual in case she doesn't assemble social appearance objectives. The Control conviction Scale measures how much a woman assumes that she can control and change the presence of her body (Dorland, 2006).

Body-conscious construct said if you continuously evaluate your body, it leads to dissatisfaction, habitual monitoring of body, and body shame. Body shame feels comes to mind when women don't succeed in getting the idealized body. Young men and young ladies with a higher body mass file would see a more prominent view from the media, indicate higher body shame (Knauss et al. 2008). Shame is a negative feeling that happens when one sets a standard according to the publicized images and failed to get it (Imran and Hart 2019). The sexual introduction appears differently concerning the experience of shame have been found, with loads more slanted to feel disfavored than men Fredrickson and Roberts battles that the social ambush of thin, youthful, white, female 25 pictures in expansive interchanges displays an unachievable standard for women. Nevertheless, this is the standard most women try to fulfill and against which most women evaluate themselves. The, expected negative connection for most women conveys assessments of dissatisfaction. All of above the lifted hugeness of failure to meet these set goals of the body strengthens the feeling of body shame, making it harder to lessen (Ilaria 2006).

At the point when people evaluate themselves for humanizing standards and find that they neglect to satisfy these beliefs, shame is being felt. Tangney (1993) argued that people who are ashamed feel a sense of disclosure and a feel that others are evaluating them. Objectification theory sets that the constant examination of the media images is a reason for shame particularly body shame. Western culture characterizes the perfect body as ultra-thin, a body that is inconceivable for most women to accomplish (Roberts and Gettman 2004).

According to objectification theory, the internalization of sexual objectification leads to constant self-monitoring, creating a state of self-consciousness that breeds feelings of shame and anxiety. Newer studies support this assertion, finding that self-objectification is correlated with higher rates of body shame and appearance anxiety. The feelings of shame and anxiety resulting from self-objectification have been found to subsequently lead to depression (Rooney 2016: 34)

### **Drive for thinness**

Moreover, the portrayal of gender also affects the minds of the viewers. Frustration has been created due to these advertisements in youth as they start using unhealthy ways to get the body type like their favorite superstars. The depiction of female models as tall, and beautiful is creating an urge in the minds of girls to get the same figure which is being shown in the media. For this purpose, they also use unhealthy ways to achieve those beauty goals which are difficult to attain. The impact of the introduction of the thin media picture of women impacts certainty,

body satisfaction, a dietary issue, and level of obscure of the thin-perfect (Ali and Shahwar 2011).

Bessenoff (2006) found that continuously viewing these idealized images of a thin body cause negative effects on women such as lowering self-esteem, depression, and eating habits has been disturbed. While McKinley and Hyde (1996) claim that the most worse aspect is the exposure of media is on women is self-objectification means women think that their body is present somewhere just to evaluate by others.

Sexual objectification encounters were related to thin-perfect image and body reconnaissance, which thus were connected to body disgrace. Thin-perfect disguise and body shame all was straightforwardly identified with disorder eating (Mitchell and Mazzeo 2009).

Levels of concern and open civil argument about whether the utilization of thin models in the media damagingly affects ladies are expanding. Contrasted with the genuine masses of adult women, thin female models are profoundly completed, addressed in magazines and TV, so only a little minority of women have the body assessment showed up in every way that matters to all advertisers. Women's ideal body weight as depicted in magazines has lessened all through the late 40 years, with the objective that the typical model now is more than 20 percent underweight. Parallels are once in a while drawn between the lessening size of the female body perfect and both raising levels of women's body 28 dissatisfaction. The test considers the impact of media pictures report that prologue to the thin flawless can and prompts here and now diminishes in self-perception (Halliwell and Dittmar 2004).

### **Mental health risks (Depression, anxiety)**

Introduction to admired pictures in advertisements has been accounted for to have different negative consequences for viewers, for example, diminished confidence and sentiments of tension. In commercials, women's bodies are seen as aesthetic objects of want for men, which replicates the cliché parts of sexual orientation and effects on how ladies encounter their bodies. Sexual typification in publicizing has been reprimanded because of its negative effect on society (Bae et al. 2015). To start with, repeating sentiments of body shame and tension can't promptly be overcome, since the societal recommended thin perfect of magnificence is unthinkable for most ladies to accomplish. Such uncontrollable capacity is a foundation of the educated helplessness theory of depression Second, an absence of experience of pinnacle motivational states essentially lessens the personal satisfaction and prompts lost saw uplifting comments and the motivational shortfall normal for discouragement (Tiggemaan and Kuring 2004).

As per Hammen and Watkins (1997), depression is characterized as an impeded and delayed state of mind, physical, mental and behavioral encounters that are clinically analyzed as misery. Misery can influence individuals distinctively and is more predominant among ladies than men. Ladies are a few times more prone to be discouraged than men. Moreover, ladies can progress toward becoming discouraged when they don't have supreme control over their physical appearance and how others see them (Imran and Yuae 2020). Specifically, because women only can alter their bodies to a certain extent, they cannot hide their body shame and anxiety. Women begin to feel less powerful in correcting their physical outlook and in scheming others' reactions to their physical appearance. Feeling helpless and powerless can lead to depression (Williams 2013).

Previous researches have been done on creating a link that body shame affects mental health like depression, but they also relate to physical health, disturbing immune system. However, body shame, physical illness, and self-reported physical health researchers are starting to think that body shame or the tendency to judge our body harshly, is not just affecting our mental states, but also actually causing physical illnesses (Elíasdóttir 2016).

### **Theoretical framework**

The components of this research Model are taken from objectification theory presented by (Fredrickson and Roberts 1997). Past inquires on Self-objectification which is described as

regarding one's own specific body more from a third-singular perspective, focusing on observable body characteristics (Noll and Fredrickson 1998) but in this study, I want to see the objectification of women in television advertisements. Body shame is taken from (Slater and Tiggemann 2010) In this study it is said that body shame leads to eating disorder But we want to measure only the mental health risks (depression/Anxiety) presented in objectification theory and also in the study of (Calogero 2012), so exclude eating disorders is excluded. Drive for thinness and the hypothesis that said that Body shame leads to drive for thinness is taken from the research of (Calogero, Davis, and Thompson 2005). This part also covers the literature regarding independent variables, mediating variables, and dependent variables.

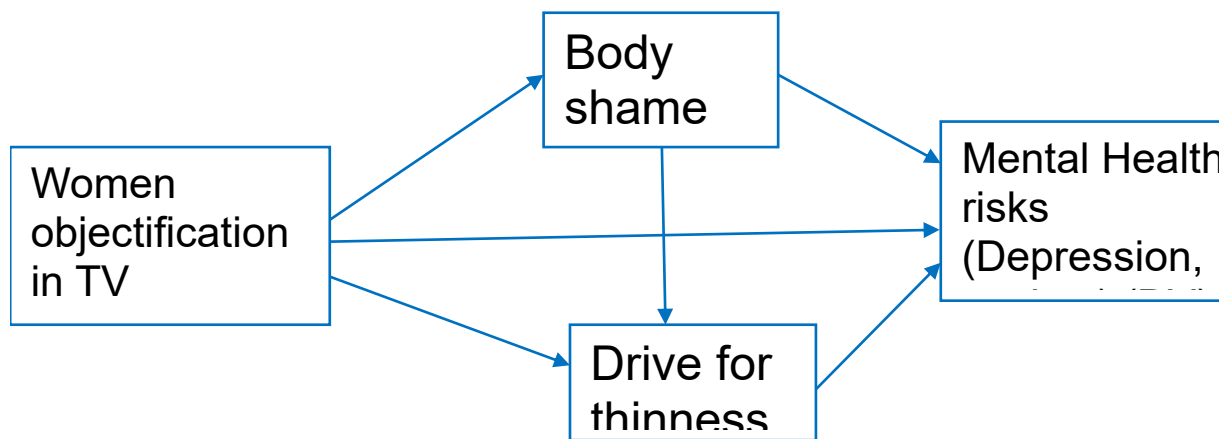


Figure 1. Consequences of Women Objectification

### Research Hypothesis

**H1:** Women's objectification in TV advertisements is positively associated with mental health risks. (Depression, Anxiety).

**H2:** women's objectification in TV advertisements is positively associated with body shame and drive for thinness.

**H3:** Body shame is positively associated with mental health Risks.

**H4:** Drive for thinness is positively associated with mental health risks

**H5:** Body shame is positively associated with the drive for thinness.

**H6:** Body Shame mediates the relationship between mental health risk and women's objectification in Tv advertisements.

**H7:** Drive for thinness mediates the relationship between mental health risk and women objectification in TV advertisements

### Research Methodology

This research is quantitative (survey, through a structured questionnaire) to enhance the validity and reliability of data. The research will be conducted by young females of different universities in Sahiwal. The research is cross-sectional because it was carried out only once.

### Data collection

This research study used primary data through structured (closed-ended) questionnaires. The questionnaires are distributed personally. The natures of the data and type of questions (open or closed questions) have a major blow on a selection of the method of data collection.

### Sampling technique and Size

The sampling method which we used is non-probability purposive sampling. As we need females from the universities of Sahiwal between the ages of 18-32 purposive sampling

is a good means to get relevant information (vid. Table 1). The sample will be selected based on their access to a TV advertisement. Almost everyone have access to television and also watch advertisements which are aired on TV. The population is young people, especially female students of different universities of Sahiwal (vid. Table 2). The sample of 306 female students is drawn from the universities of Sahiwal.

**Table 1.** Age of respondents.

Age group	Frequency	Percent	Valid Percent	Cumulative Percent
18-22	175	57.2	57.2	57.2
23-27	77	25.2	25.2	82.4
28-32	54	17.6	17.6	100.0
Total	306	100.0	100.0	

**Table 2.** Level of education of respondents.

Level	Frequency	Percent	Valid Percent	Cumulative Percent
Under-graduate	127	41.5	41.5	41.5
Post-graduate	179	58.5	58.5	100.0
Total	306	100.0	100.0	

### Reliability

To check the reliability of the instrument, a reliability analysis is done and find out the value of cronbach alpha for each variable in SPSS (refer to Table 3).

**Table 3.** Cronbach alpha values.

Variable Name	Cronbach alpha value
Women objectification	0.603
Body shame	0.740
Drive for thinness	0.727
Mental health risks( depression, anxiety)	0.638

To check the quality, we utilize Cronbach's alpha esteem that ought to be 0.7 or above The tables of every factor show that alpha estimations of all factors are more than .5 so we can state that the scale we are utilizing as a part of our exploration is dependable.

**Table 4.** Regression weights of variables.

Pathways	$\beta$	p-value
Women objectification=>Mental health risks (depression,anxiety)	0.11	<0.05
Women objectification=> body shame	0.19	<0.05
Women objectification=> drive for thinness	0.31	>0.05
Body shame => Mental health risks (depression,anxiety)	0.63	<0.05
Drive for thinness => Mental health risks (depression,anxiety)	0.53	<0.05
Body shame => drive for thinness	0.54	<0.05

### Interpretation

Linear regression analyses were used to test and confirm the mediating relationship of body shame and drive for thinness between women's objectification and mental health risks (depression, anxiety). The results are shown in Table 5. A variable functions as a mediator to the extent that it accounts for the relation between the predictor and criterion. The above table shows significant results except for drive for thinness. A regression analysis of women

objectification predicting mental health risks is significant and it explains 1.4% of the variance ( $\beta=0.117$ ,  $p<0.05$ ). Women objectification predicting drive for thinness explains only 1% of the variance ( $\beta=0.31$ ,  $p>0.05$ ) which is not significant. Women objectification predicting body shame explains only 3% of variance ( $\beta=0.19$ ,  $p<0.05$ ) gives significant result. A regression test was run to test the mediators with dependent variables. Body shame predicting mental health risks explains 40 % of the variance ( $\beta=0.63$ ,  $p<0.05$ ).

Drive for thinness leads to mental health risks explains 28 % of variance ( $\beta=0.53$ ,  $p<0.05$ ). Body shame explains 29 % of drive for thinness ( $\beta=0.54$ ,  $p<0.05$ ). We use AMOS to test the mediating effects of body shame and drive for thinness. After mediation with body shame, the relationship between independent and dependent variable became insignificant but beta values are reduced ( $\beta=0.09$ ,  $p>0.05$ ); drive for thinness results also does not show significant results ( $\beta=0.16$ ,  $p>0.05$ ) it means our mediators do not support the mediation. As studied in the research of Illaria (2006) for the total sample, body shame partially mediated the relationship between self-objectification and depression, although the relationship was in an unexpected, negative direction. The first regression analysis of self-objectification on depression was statistically significant ( $\beta=.25$ ,  $p<.001$ ), and accounted for approximately 6% of the variance in depression. Second, self-objectification was a significant negative predictor of body shame ( $\beta =-.30$ ,  $p<.001$ ), accounting for approximately 9% of the variance in depression.

Our independent and dependent variables have a direct relationship and have some relationships with mediators separately. As said by Tiggemann and Pickering (1996) the amount of television watched did not correlate with either body dissatisfaction or drive for thinness, but the category of the program did. Specifically, the amount of time spent watching soaps, movies, and (negatively) sport predicted body dissatisfaction, and the watching of music videos predicted drive for thinness.

**Table 5.** Means, standard deviations, and correlations for all observed variables.

Variable	Mean	SD	WO	BS	DFT	MHR
WO	30.67	4.41	1			
BS	23.22	6.34	.197**	1		
DFT	26.42	6.84	.031	.542**	1	
MHR	26.64	6.39	.117**	.636**	.533**	1

Note: WO=women objectification; BS=body shame ; DFT=drive for thinness; MHR=mental health risks (depression, anxiety).

### Interpretation

Specific Sign with the esteem affirms that whether there is a negative or positive connection among factors. The above table demonstrates that there is no negative connection between factors because there is no negative sign before the estimations of the Pearson relationship. The second thing is that relationships can change from - 1 to +1 and this esteem tells the strength of the relationship among factors. 0 demonstrates no association, -1 indicates idealize negative relationship and +1 indicates culminate positive connection. There are diverse rules to decipher the qualities cohen (1998). Women objectification shows a positive and small correlation with body shame, drive for thinness, and mental health risks, body shame is significantly correlated with the drive for thinness and mental health risks(depression, anxiety). Drive for thinness is significantly correlated with mental health risks. Similarly, body shame is positively correlated with a drive for thinness. Large correlations are found among body shame and drive for thinness ( $r=0.542$ ), body shame, and mental health risks ( $r= 0.636$ ), drive for thinness, and mental health risks ( $r= 0.533$ ).

### Discussion

The model displayed in the present examination is the first presented by Fredrickson and Roberts (1997) declaration that young women's incessant distraction with checking their bodies adds to sexual orientation contrasts with gloom (Grabe, Hyde, and Lindberg 2007). Our



results tell us that Women's objectification in Television advertisements have a direct impact on mental health risks like depression and anxiety.

The main aim of this study is to investigate whether women's objectification in TV ads directly affects the mind and mental health of girls. Because Pakistan is a country where media is free and on-air every type of advertisement without any direct restrictions. Nowadays TV and other media are within reach of everybody and youngsters spend most of the time in front of the Television, Social media, etc. The things that they watched on them have an impact on their daily life. On the other hand, the outcomes could mirror a social standard against generalizing ladies or an inspiration to abstain from seeming sexist (Loughan, Haslam, Murnane, Vaes, Reynolds and Suitner 2010).

Objectification theory focuses on self The procedure of self-externalization that features young ladies' inability to accomplish the perfect body as they enter pre-adulthood, and the subsequent conviction that they need control over their bodies and potentially their condition may prompt the improvement of cluttered and meddling thoughts (Grabe, Hyde, and Lindberg 2007). But our topic of discussion mainly is on women's objectification so we use this as an independent variable but Pakistan is an Islamic country most people thought that this may not survive in this culture. But now due to media and education girls are more aware and the content of Advertisements has some role in their daily routines.

Past research has shown the disgrace ladies feel by neglecting to meet the body perfect and the social presumption that it is in their control may prompt endeavors to control weight through prohibitive eating or disarranged dispositions toward sustenance. People seeing their particular picture do not coordinate the perfect tend to have more antagonistic sentiments about their bodies and more elevated amounts of body shame (L. Kessler and B.S. 2010). Women are objectified and told through each media type that if they want to look more beautiful, more appealing, and to objectify more then there is a certain method that they have to adopt. A man cannot stroll past a magazine stand, particularly one rich in magazines focused on a lady without seeing messages everywhere throughout the page about slimming down, weight, their sexual coexistence, garments, and their general appearance. Through these messages, women are told that these are the only things that women have to be worried about. These full-page covers tell them how to look more beautiful and more trendy and how to enhance each physical and materialistic part of one's self (Dickerson 2014: 40).

Treating a person as an object is a painful phenomenon rather than a problematic issue that can destroy the positive image of women in society. Objectification of women is a denial of subjectivity and emphasizes the reality that women's feelings and experiences are not important but their body is. Objectification of women is to prove that their ownership belongs to some men. (Ahmed and Wahab 2016).

## **Conclusion**

In a country like Pakistan, which follows Islamic rules and regulations objectification of women is a serious issue that has to be noticed. Women are used even in products that do even have a relation with them and advertisers can make their ad without using women as an object in them but they use these tactics to gain the attention of viewers. Our results tell us that Women's objectification in Television advertisements have a direct impact on mental health risks like depression and anxiety. Our mediating variable body shame and drive for thinness does not support the mediation but our mediating variables have a direct impact on our dependent variable.

Body shame leads to drive for thinness strongly impacts each other. The main persistence of the current study is to see the response of female students of different universities and colleges of Sahiwal. Because girls face a lot of problems, we can say one of them is how to look good. Media telecasting beautiful, thin, idealized women tell others that if you are looking like them you have the chance to get success in life. Just because these girls find ways to look stunning, beautiful, and smart like those models. The type of advertisements on air on

tv increase materialistic culture and people adopt that things which don't even are in the need. This topic can be useful to understand the role that the media plays to increase pressure on women to dysfunctional their body image and objectifies themselves in society. This can also be helpful to stop all these objectifying activities and give women a respectable view of society.

Media is a vast field and also in reach of everybody so by showing the positive image of women we can give females confidence so that they can also move in the society freely and safely. Girls during the age of 18 to 32 feel pressure from media and the surrounding to dress and behave in the manner shows on TV and other Media and our results also explain the body shame increase due to women objectification. If Television ads also used women as a decorative material the viewers affected by it badly. Depression and anxiety increased in our society because the content on-air on TV has no connection with real-life but people cannot understand it. Many health issues arise in our country because we also want to adopt a materialistic lifestyle that is impossible for everyone to achieve.

### Limitations

- i. This research also has some limitations. Just because of limited time and budget only colleges and universities of Sahiwal are being covered. We collect the response from those colleges and universities and apply them across the Pakistani population. So in the future, this study should also be performed in other big cities of the country.
- ii. Secondly, the sample size of this study is not so large. Since we were directing examination on a female understudy so we confront trouble in discovering females who were set up to participate in our overview. Thus, that is the reason our example isn't sufficiently extensive to execute the outcomes into the entire populace of Pakistan.
- iii. Thirdly, our country is an Islamic country, most people think that this is not acceptable in Pakistan, although people are not ready to accept the reality that this phenomenon exists in Pakistan.

This research study mainly focuses on females about how they feel when they have seen objectification in advertisements. The response of the female is being investigated in this research; we can use this on only males or use a mix of both to see the overall response of youth about this sensitive issue. This research is conducted only in the Sahiwal region so in the future, we can expand it to the other cities of Punjab.

We can also increase our age group of respondents; their demographics can be changed. The approach of this present investigation is quantitative so for additional examines, a subjective approach can be utilized. Along these lines, meetings or center gatherings can be directed for securing the information. The advantage of utilizing these methodologies is that we can get inside and out information about wonders and can find more exact and fair solutions.

As we are centered just on Television ads, so in the future, we can likewise utilize an alternate sort of media (Print, music recordings, mobile phones, and so on) because promotions of various items are currently publicized all over the place. The other variables can also be increased in the future to know more about this phenomenon.

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