Stereotyping in Consumer Culture: An Analysis of Representing Gender Stereotypical Roles of Women in Television Advertising in Pakistan

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Abstract: *This study sought to evaluate the representation of stereotypical gender roles in Pakistan's electronic media advertising with a focus on television channels as the main variables of this study. Media is the fourth pillar of state and, considered as a source of altering perceptions, attitudes and, convictions of people in a large complex societal system. Independent variable of the study is based on six leading entertainment channels in Pakistan which were conscripted for data gathering. Further data is prorated into three categories which are: Food and beverages, telecommunication and, household products. Each selected television channel displayed a candid number of related advertisements. Results are displayed in the form of frequencies and total percentages by using cross tabulation method. For hypothesis testing procedure, Chi-square test is applied by using the Statistical Package for Social Sciences (SPSS). Results of the study showed that there is no potent relationship between television advertising and, stereotypical gender roles of women in Pakistan thus, the null hypothesis is retained. The study recommends that, despite there is no tenacious relationship between our postulated variables still, stereotyping does exist. Consumer culture represents both men and women in a stereotyped manner especially, women are portrayed as submissive, subordinated, silent and passive. Media as an integral part of our society should not portray men and women in a way that can limit countless possibilities for any section of our society.*

Keywords: *Advertising, Stereotypical Gender Roles, Consumer Culture*

1. INTRODUCTION

Stereotypical gender roles representation has always been an indispensable part of the debate for feminists, gender analysts, researchers, and the public. Many studies are being conducted to scrutinize this phenomenon and, they have shown significant conclusions. Conducting gender stereotypical role analysis is of great relevance as gender differences can affect belief system and can create discrepancies that are large, complex and subtle. To separate fact from fiction, it is crucial to conduct meta-synthesis that may analyze this phenomenon in a broader manner (Iowa State University, 2015). There can be several components that are responsible for the stereotypical portrayal of gender roles. These factors are influencing our day to day perceptions, opinions, and convictions. We are living in a second-hand world, where images and information are being given as we are getting perceptions and convictions from indirect sources. An event, which we have not experienced personally is portrayed by our mental images (Lippmann, 1922). Today, media being an integral part of our lives, is transferring schemas of diverse topics and issues in its own pre-defined demeanor.

When we talk about reshaping convictions, attitudes, and values, we cannot rebuff the role of media in large convoluted society. It is impossible for us to get knowledge about prevailing beliefs, attitudes and opinions in a populous social structure so, we have become reliant on mass media. In the context of altering our beliefs and giving away meanings, media contain a vast variety of content, it can be of any type and, every related content has its own consequences. Role of media is good enough, if they may show what is valuable and positive for societal development and well-being of common. According to Weiss (1970), media perform one main functional role as, it helps people to take a social decision by telling them about the climate of opinion, appraisals of people and occurrences and skill related knowledge (p, 4). Media are playing their role by re-shaping beliefs, portraying a phenomenon, altering values and perceptions in every society. Therefore, concerns related to duties of media in the large complex system have always been under consideration especially when conflicting

situations eventuate. Investigation to explore facets of media reshaping our perceptions and altering our beliefs is of greater significance. In this study, the emphasis is given to assessing the portrayal of women in television advertising, whether and to what extent objectification helps to attract potential customers? And, how this gender roles representation affects our society? Menon and his colleagues (2015, p.5), stated that for advertising household products, women models are used, they are also represented as objects of beauty and now, alcohol advertisements also portray women. So, as a shaper of opinion, advertisements should be more open-minded. Role imitations and examples of fascination are required to be reset. The present study is conducted to investigate an empirical relationship between television advertising and, stereotypical gender roles representation.

1.1. Problem Statement

When media re-shape our perceptions and, change our attitudes it gives us monopolized content. Shaping behaviors, influencing our thinking and, motivating us to act or perceive in a certain manner testifies the presence of some external forces filtering media content for their commercial interest. There are many sources, media get funded from but, advertisers are also considered one of the most imperative funding sources for the integrity of media organization. Organizations spend a large sum of money to get their products advertised on mass media. Media perform as the mediator of knowledge and information, also this mediator tends to inform people about the market. Dissemination of information also goes through several filters and, thus this filtered information brings desired feedback (Chaturvedi, 2009). Advertising a content on media requires several strategies to appeal to potential consumers. Using appealing concepts, catchy phrases, jingles and representing gender roles, all are considered as a substantial part of mass media advertising. Especially, television advertising is of no exception in this regard. Portraying controversial stereotypical role of women and objectifying them, have become an elemental concept in consumer culture. According to Rusínová (2010), advertising has the potential to create human physics. Television, radio and other media channels are sources through which stereotyped images of gender come into our mind. Media impute certain behaviour to gender and, people perceive these images as to right and general (p, 17). Gender roles stereotyping is leading us towards a belief system where women are considered a submissive and vulnerable category of society. Advertising stereotyping is also influencing sex role development among children as they also get exposed to an advertisement on television during an age when their cognitive development and attitude formation is being done. According to Plakoyiannaki and Zotos (2009, p, 19), advertising with these social concerns can bring adverse outcomes. Advertisers should carefully consider both negative and subtle effects and, they should stop representing the stereotypical roles of women. Unfortunately, today more women are being represented by the media in a stereotypical manner. Modern feminists, women advocacy and, cultural researchers illustrate that representation of stereotypical gender roles is being rapidly increased today across all cultures and belief systems. So, at this crucial stage, the goal of this research paper is to investigate how these concerns are raising in our mass media proceedings especially, in consumer culture. Additionally, whether and to what extent, women are being portrayed in stereotypical roles.

1.2. Objectives of the Study

The aim of this study is to provide a thoughtful insight about this bleak aspect of advertising on electronic media, to explore its impacts on contemporary society and, to find out the frequency of advertisements representing women in stereotyped gender roles.

1.3. Hypotheses of the Study

H1: It is more likely that, there is a relationship between television advertising and gender stereotypical roles of women in Pakistan

2. LITERATURE REVIEW

A study conducted by Sheikh, Faraz, Bughio and Kadri (2015), to examine the ideologies and choices, being produced through mass media advertisements. They also investigated how male and females are being represented in a gender stereotypical manner. Findings of this study revealed that advertising explicitly reveals gender inequality and patriarchal ideologies. Advertisers use different strategies to present these stereotypical ideologies in a more natural and realistic manner (The Representation of Men and Women in Advertisements: A Critical Discourse Analysis). Consumer culture has deep

effects on reshaping our perceptions. We now perceive and evaluate realities in the light of media portrayals which thus, portray both men and women in the light of our stereotypical cultural paradigms.

Knoll, Eisend, and Steinhagen (2011) conducted a study to investigate gender roles in the advertisement. They found that gender stereotyping exists in television advertisement although, people have changed their perception towards stereotypical roles of men and women, Private media, as compared to public media, are more inclined towards gender stereotyping and sexual roles of women because they purely run on commercial interest-based business which harms concept of gender equality (Gender Roles in Advertising). Contemporary, mass media advertising has modified itself a lot. Improved gender roles can be seen but, but still, there is a majority of advertisers who resort to the traditional way of gender roles representation.

Gender stereotyping has rooted so deeply in our society. Despite observing women taking part in other activities, advertising still portrays women as an integral part of maternal and domestic roles As Thurm (2001), in her study "The Portrayal of Women in Advertising: Reflection or Creation of Values?" explored answers of two stated questions "How women are portrayed in advertisements? And, how this portrayal differs from the actual image of women in our society?". This study concluded that gender stereotyping is a common practice in the advertising industry. And it is considered a natural practice in general.

Sexism and stereotypical gender roles representation both are an integral part of mass media advertising. A successful advertisement is now considered incomplete if female models are not exposed as it is widely said that, females can easily grab consumer's attention A study was conducted to investigate objectification of women in television advertisements. Qualitative analysis was done to examine how sexist and submissive role of females is being represented. The study concludes that this stereotypical representation and sexism in advertising is quite harmful to the public in general and for women (Hazir Ullah and Khan, 2014).

Ali and Shahwar (2011), state that it is vital that the media portrays women as committed to men and, men are committed to their work. Media represents women's body, image and mind to serve male goals. In this study, they analysed 150 television commercials and found that advertising is adversely affecting females in three major ways: consumer spending habits, body image and, sexuality (Men, Women and TV Ads: The Representation of Men in the Advertisements of Pakistani Electronic Media). While gathering data for this study, it was found that the majority of advertisement involved women as either housewives or, mothers. And, this portrayal was more prominent in food and beverages advertisements.

Batool and Ali (2015), conducted a discourse analysis to scrutinize stereotypical identities of gender roles in Pakistani media. Data revealed that advertisements contain stereotypical content that supports patriarchy and submissive role of women. They represent women in domestic roles and as weak, passive, vulnerability part of the society. Thus, this study holds the idea that such stereotypical representation shows inequality and traditional stereotypical gender roles in our society. Today, when feminism has deeply rooted in our social system, still equality is a concept among the public. Media can play its role to end stereotyping but wistfully, the role of media is not quite positive in this regard.

Sometimes, little or no exposure to factual content in media also becomes a hindrance to uncover an actual picture of women in society. To explore this phenomenon Rahman (2012), categorized Pakistani women in five basic groups: Liberal group, secular group, positive religious group, rebellions and, oppressed Pakistan women. Results showed that only 2% of articles in the newspaper were based on liberal women, 65% were about secular women. Whereas, the portrayal of Pakistan women as an oppressed community was vital in 2001 (Framing of Pakistani Muslim Women in International media: Muslim feminist's Perspective).

Plakoyiannaki and Zotos (2008), in their study, examined the stereotypical portrayal of women in several magazines. Findings of this study revealed that majority of magazines are showing traditional stereotyped images of women by explicitly objectifying their bodies and, portrayals of women as domestic workers linked them to their positions as submissive and disregarded people (Female Stereotypes in Print Advertising: Identifying with magazines and product categories). Portraying women in stereotypical genders roles is one of the bleakest parts of magazine advertising. Unreal

images of "perfect" women as mother and wife can be seen so prominently. Furthermore, women in subordinated roles are also an integral part of print media advertising.

Apparently, narrating the roles of both males and females in mass media and, particularly in advertising is vital. To investigate how both genders are being represented in advertising Pastor, Ojeda and Salas (2013), analysed the representation of children's gender in the advertisement during different time periods. A sample of study comprised of 595 television commercials Findings revealed that male children were more explicit in advertisements than female children. Advertisements showing strength, power, development, and grooming were directly associated with males whereas, values like motherhood and beautification were directly linked with female children.

Zotos and Grau (2016), conducted to highlight the gender stereotyping in advertising and, scholarship regarding this stereotyping of gender roles. Women are represented in an inferior role despite their capabilities and potentials. Men as compared to women are shown in more egalitarian manner and explicit manner. Researchers also recommended further studies to explore other more facets of this phenomenon (Gender stereotypes in advertising: A review of current research). While gathering data, the researcher found most of the advertisements portraying men and women in a manner. Men were shown more aggressive and, emotionally strong but women, on the other hand, were shown silent, lacking opinion and directly linked to maternity and domestication.

Wood (1994), stated in her study that, there are three basic themes our media is following for gender representation. The themes include: First, women are underrepresented which shows that women, as compared to men, are unimportant part of society, second, men and women are presented in a stereotypical manner and third, depictions of women and men support traditional thinking and violence against women (Gendered Media: The Influence of Media on Views of Gender). Gender representation in mass media is also identified by under representing women or, portraying them in silent roles lacking autonomy and opinion.

There are certain advertisements that use women to sell different products like, razors, men clothing brands, food items, baby products and others. they portray women, selling products in a submissive way. According to Khaneja (2016), this modern age, when women are being seen competing men almost in every field of life some advertisers still represent them in a negative manner. Shampoos, baby products and other related advertisements show women in a stereotypical role of being mother as responsible for only these things. Women are also represented as sex objects which is now has leading concept in mass media advertising.

Presenting gender roles in a stereotyped manner is an explicit discrimination. Sexism and submissive role of women is a clear violation of human rights. Concerning private life, women are presented in the context of family. Presentation of women body is equal to presenting an object. Female bodies are used to sell products suggest that, women bodies are just like products for sale (Ending Stereotyping and Sexist Portrayals in Advertising, 2012). Identifying women with maternity and housekeeping is widely seen in mass media advertisements. Such portrayals are one of the most adverse sources of promoting inequality and, stereotypical perceptions about gender roles.

Attributing power and decision with men and, passivity and autonomy with women is prevailing in mass media content. Men are portrayed as having capability to compete any challenge, whereas women are shown lacking personal experience and life goals. Rusinova (2010), in her study investigated how gender roles are portrayed and what purpose they do fulfil in advertising? Results of this study revealed that males are given more exposure than females, Similarly, women are shown in weak and, submissive roles calling mean for help during various situations. She further states that such portrayals lead to inequality and we perceive men as better entrepreneurs than women.

Besides gender identification battle of superiority between both sexes has also become a part of mass media content. Both men and women are given different tasks to perform and when any of them wins they show that they are superior than people of other gender. To investigate this phenomenon, Epinosa (2010), in her study examined gender stereotyping in media and stated that males and females are stereotyped in gender roles careers. Similarly, women are shown more concerned about their femininity and beauty and, battle between both sexes is prominent too (Running head: GENDER ROLES IN THE MEDIA GENDER ROLES IN THE MEDIA AND DEBUNKING SOCIETY'S STEREOTYPES: GLEE AS A POP-CULTURE REFLECTION).

3. THEORETICAL FRAMEWORK

This present study critically evaluates the concern about stereotypical gender roles and women objectification in contemporary television advertisements in Pakistan. The conceptual framework of this study is drawn on two pertinent conceptual backgrounds. First, we cogitate this concept from Martha Nussbaum's seven properties of objectification and stereotypical gender roles in mass media which include: Inertness, denial of autonomy, ownership, fungibility, violability, instrumentality and, denial of subjectivity. Rae Langton later modified Nussbaum's concept by adding "Reduction to the body, reduction to appearance and, silencing" in seven earlier existing properties. According to Anna DavtyanGevorgyan (2016), femininity and masculinity are not purely biological. These all are cultural constructs. Every culture has its own perceptions about femininity. This concept is constructed by family, education, traditions and, media. Long-term change in an image of women in media can help to alter perceptions about gender roles in our societies (Women and Mass Media. Feminism and Gender Democracy). The second concept giving an empirical and, epistemological background to this study is named "Social Constructionism" (1966). This concept is from Sociology which investigates how understandings are generated in large complex social systems. The basic notion of this theory postulates that human beings rationalize their practices by creating models of external realities and then, materialize these models through language. In this context, the role of media as a mediator of constructing social realities, representation of stereotypical gender roles is unassailable. According to "THE SOCIAL CONSTRUCTION OF GENDER" (2001), differences between male and female gender is one of the most bulging reasons for inequality. While exploring inequalities between men and women, we can track this phenomenon based on biological differences. However, biological differences do not really matter when comparing the analogies. Cheng and Ottoson (p. 5), stated that in mass media we experience many images that may affect us consciously and, subconsciously. It is one of the biggest parts of our lives. It influences how we perceive ourselves and the external world. It is quite interesting to scrutinize how gender roles are being represented in mass media content. This portrayal affects our lives and, how we attribute each other with some identities (The representation of gender roles in the media- An analysis of gender discourse in Sex and the City Movies, 2012).

4. METHODOLOGY

4.1. Content Analysis

In this investigation, content analysis is used to scrutinize media content. This technique helped the researcher to explore deeply this phenomenon by dividing content television advertising into different categories. Objectification and stereotypical role representation are manipulated and then carefully analysed.

4.2. Population and Sampling

The population of this study comprised all the television advertisements of Pakistan. six most popular entertainment channels were chosen, and data was recorded between 8:00 p.m to 9:00 p.m. Data was gathered from 13th August to 17tth August (2018). Time for research was from 20th July to 15th September 2018.

Three Categories of Advertisements

Food and Beverages	Cold drinks, Spices, Cooking oils, Milk, Ice-creams
Household Items	Detergents, Shoe polish, Toilet cleaners, Online grocery store, Wall paints, Real estate, Telecommunications
Telecommunication	Mobile connections, Internet services

4.3. Classification of Variables

Independent Variable

- Television Advertising:
- Geo Entertainment
- ARY Digital
- Hum Entertainment

- Urdu1
- Express
- Tv One

Dependent Variables

Stereotypical Gender Roles Representation:

- Domestication
- Maternal Roles
- Supportive

4.4. Methods of Analysis

After the collection of data and, categorization values are assigned to each category of statements which were required for the quantification of variables. Statistical Package for Social Sciences (SPSS) is used for data entry and analysis. Study successfully evaluated objectification and stereotypical roles of women in the television advertisement. The cross-tabulation method is used to display results and, Chi-square test is used to test the stated hypotheses. Findings of this study are developed through methods of cross-tabulation and frequency distribution. Cross tables and frequency distributions are constructed by using "multiple response questions".

Quantitative Findings

Stereotypical Gender Roles Representation	HUM TV	ARY Digital	APlus	Urdu 1	Geo Ent	Express Ent	Total Percentage
Is woman being represented in a maternal role?	2(66.7%)	3(50.0%)	3(37.5%)	3(42.9%)	4(66.7%)	7(53.8%)	22(51.2%)
Is woman being shown as serving kids?	2(66.7%)	3(50.0%)	2(25.0%)	3(42.9%)	4(66.7%)	6(42.5%)	20(46.5%)
Is woman being represented while performing house chores?	3(100.0%)	3(50.0%)	2(25.0%)	3(42.9%)	4(66.7%)	7(53.8%)	22(51.2%)
Is woman being represented as subject whose experiences and opinions do not matter?	0(0.00%)	2(33.3%)	3(376.5%)	3(42.9%)	1(16.7%)	5(38.5%)	14(32.6%)
Is woman being represented in a silent role, lacking self-confidence and determination?	1(33.3%)	2(33.3%)	1(12.5%)	3(42.9)	1(16.7%)	4(30.8%)	12(27.9%)
Is woman being represented as a house keeper?	2(66.7%)	3(50.0%)	6(75.0%)	5(71.4%)	4(66.7%)	8(61.5%)	28(65.1%)
Is woman being shown while cooking and cleaning?	1(33.3%)	3(50.0%)	6(75.0%)	5(71.4%)	4(66.7%)	8(61.5%)	27(62.8%)
Is woman being represented as lacking autonomy?	1(33.3%)	1(16.7%)	2(25.0%)	3(42.9%)	1(16.7%)	4(30.8%)	12(27.9%)
Is woman being represented serving her husband and other family members?	2(66.7%)	3(50.0%)	2(25.0%)	3(42.9%)	1(16.7%)	4(30.8%)	15(34.9%)
Is woman being represented in a supportive role?	3(100.0%)	4(66.7%)	3(37.5%)	4(57.1%)	1(16.7%)	6(46.2%)	21(48.8%)
Does woman in advertisement lack opinion?	1(33.3%)	2(33.3%)	2(25.0%)	3(42.9%)	1(16.7%)	4(30.8%)	13(30.2%)
Is woman in being represented as victimized and vulnerable?	0(0.00%)	2(33.3%)	2(25.0%)	1(14.3%)	0(0.00%)	1(7.7%)	6(14.0%)
Is woman being represented in some relationship with men?	2(66.7%)	4(66.7%)	5(62.5%)	5(71.4%)	1(16.7%)	8(61.5%)	25(58.1%)
Is woman being in an ineffective and insignificant role?	2(66.7%)	3(50.0%)	2(25.0%)	4(57.1%)	2(33.3%)	6(46.2%)	19(44.2%)
Total	22(733.4%)	38(633.3%)	41(512.5%)	48(685.9%)	29(483.7%)	77(596.4%)	256(595.4%)

Results of this study show that regarding our miscellaneous postulations related to stereotypical gender roles variables, every manipulated independent variable (Television channels) does have broadcasted a fair amount of advertisements. As: HUM TV broadcasted 22 (733.4%) advertisements, ARY Digital broadcasted 38(633.3%) commercials, APlus broadcasted 41 or 512.5% advertising content, URDU1 broadcasted 48(685.9%) endorsements. Similarly, Geo Entertainment broadcasted 29 (483.7%) endorsements whereas, Express Entertainment exhibited 77 or 596.4% commercials.

Hypothesis Testing:

Variables	Sig.	P Value	df
Maternal role	7.651	.177	5
Looking after kids	0.00	18.744	2
Performing chores related to kids	.879	0.23	1
Lacking opinion	.000	25.442	2
Silent role	.004	8.395	1
House Keeper	.047	3.930	1
Domestication	.093	2.814	1
Cooking and cleaning	.000	18.744	2
Lacking autonomy	.004	8.395	1
Serving family members	.000	23.628	2
Supportive roles	.879	.023	1
Lacking life goals	.010	6.721	1
Typical relation with man	.000	20.837	2
Victimized and vulnerable gender	.000	22.349	1
Insignificant and ineffective role	.446	.581	1
(Total) Chi-Square	.177	0.05	

To test the stated hypothesis of the study, one of the most authentic and useful non-parametric technique named "One-Sample Chi-Square" test is used to find out the strength of the relationship between stated variables. In the above table, first individually every variable is tested, and the overall values are mentioned. Chi-square value is $X2= .177$ whereas, p .05 is found which means the null hypothesis is retained.

5. RESULTS AND CONCLUSION

In the stated hypothesis, the relationship between Television advertising and, gender stereotypical roles of women are postulated as it is written as "It is more like that, there is a relationship between television advertising and stereotypical gender roles of women. The hypothesis of this study is non-directional as, today mass media is playing more matured role as compared to older times but, gender roles depiction in a stereotypical manner is still vital. According to Hans (2014), women in media are still represented as subjected to suffering, vulnerability, items, and scandals rather than an astute and potent section of society. There is a hulking misrepresentation/ underrepresentation of women. Hence, inequality with this section leads towards violation of democracy (Women Portrayal in the Media-From Sex Roles to Social Construction and Beyond).

The hypothesis of this study was purely based on observations of the researcher as consumer culture undeniably contains content that portrays women typically as mothers, housewives and, attributes them with domestication, maternity, vulnerability and, insignificance. Woods (p. 3), states that media portrayals of women indicate gender stereotyping in a representative culture that departs remarkedly from reality as we observe women as dramatically underrepresented (Gendered Media: The Influence

of Media on Views of Gender). P. 0.05 in hypothesis testing is an indication of an indispensable face that, we cannot rebuff that media is not portraying women in a clichéd manner. Gender stereotyping in consumer culture does exist and, thus it has adverse effects on our society.

6. DISCUSSION

Role of mass media in our society is of greater importance. It is considered the fourth pillar of a society and, the torchbearer of democracy. Everyone has a right to access media, media has a direct relationship with masses, information can be viewed and accessed by the public. But, contemporary media content is highly affected by market and competition which, presents images in a fabricated and framed manner (Media Democracy, 2016). Similarly, gender identities are also considered as the creation of mass media. In general, the media presents males and females with stereotypical gender identities which limits our perceptions of human capabilities. According to Wood (1994), women are often represented as passive, dumb and, dependent. They spend their lives to improve their appearances and, also to serve their families.

This is because the media invade our lives and distorts how we perceive men and women (Gendered Media: The Influence of Media on Views of Gender). Representation of women in gender stereotypical roles is a major concern for feminists, media, and researchers. Media as a source of information is transferring information in a cultural stereotypical manner and, consumer culture is of no exception in this regard. In mass media, women are mainly being misrepresented or, underrepresented. Smith (2017), analysed the roles of gender in movies. She stated that every year we are hopeful to see an actual change. Women are mainly observed silently in leading or co-leading roles (People want to see more diversity in movies, but it's not happening fast enough). Despite modern trends and, feminism has deeply affected our lives. Women are now also represented in other roles too but, mass media mainly portrays them with stereotypical attributions. While the data gathering procedure, the researcher found advertisements for food items were full of those portrayals which represent women as mothers and, housewives. Other products like household items also linked domestication with women. A limited portrayal of women in consumer culture is a thought-provoking phenomenon. Human life can be full of possibilities, both men and women have abilities to function in multiple roles. Portraying gender with stereotypical roles does have adverse effects on our society. According to Kumar and Joshi (2015), the way women are being portrayed in media is far away from real life circumstances. It is of great concern that, it has a great impact on lives of adolescents as they start imitating and identifying themselves with what they are being exposed to (Gender Stereotyped Portrayal of Women in the Media: Perception and Impact on Adolescent). Due to the misrepresentation of women in advertising, they are now being mainly perceived as housekeepers and sex objects. Their desires to continue their education and careers may get suppressed. Results of this study have not shown any strong relationship between stereotypical gender roles and television advertisements in Pakistan but, still, consumer culture is being indulged in these strategies for its commercial purposes. Although cultural trends are altering, perceptions are being changed and, societies are also improving but, mass media still needs to ameliorate its content as gender identities are purely media product and, misrepresenting/under representing any section can have dreadful impacts on our society.

LIMITATIONS OF THE STUDY

Due to limited resources and time frame, this study is conducted on a small scale. However, results will be helpful for future researchers. Therefore, more studies are required to be conducted on this phenomenon so that, other aspects of consumer culture may be investigated.

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