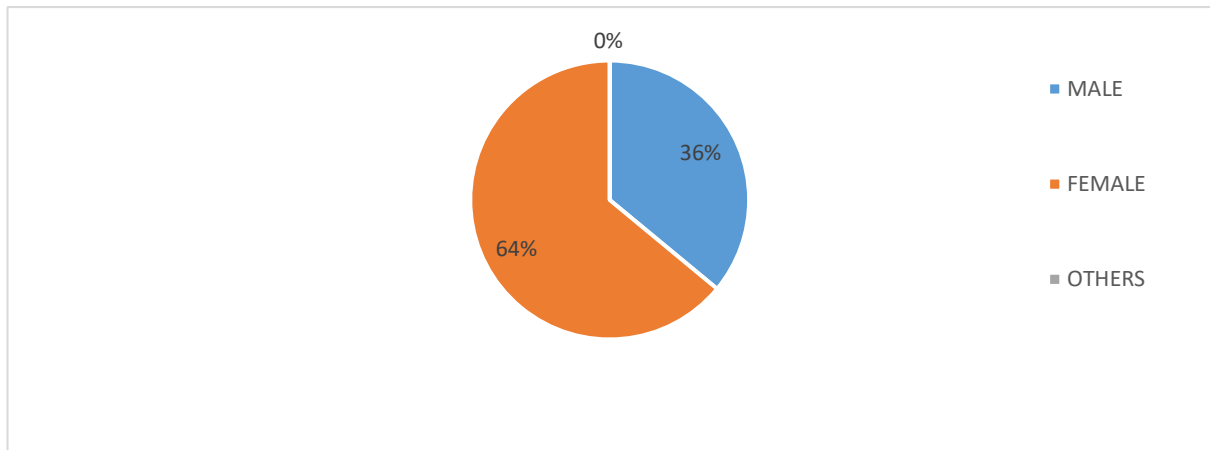


Table 4.1 : Table showing the gender of the population sample

Gender	Counts	Percentage
Male	25	36%
Female	45	64%
Others	0	0%
Total	70	100%

Source : Primary Data

Figure 4.1 : Figure showing the gender of the population sample.



INTERPRETATION

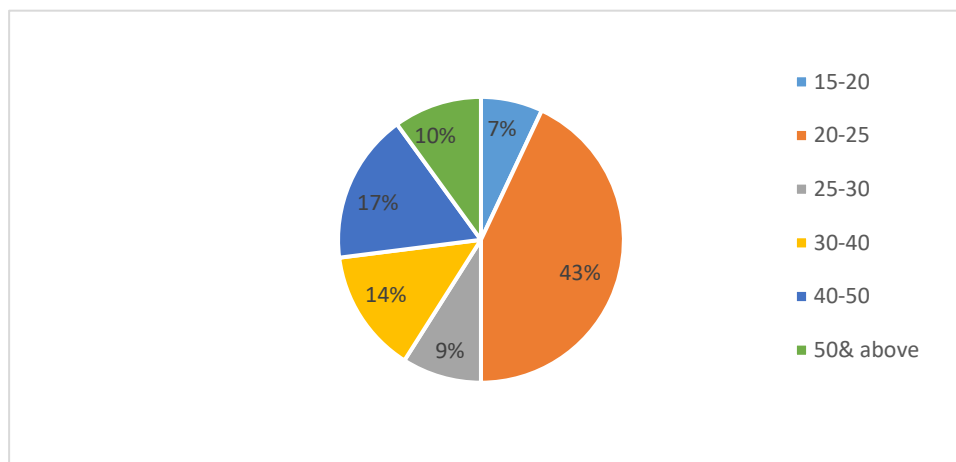
The above chart shows the gender of the population sample. 36% of the sample population were male and 64% of the sample population were female.

Table 4.2 : Table showing the age of the respondent's population sample.

Particulars	Counts	Percentage
15-20	5	7%
20-25	30	43%
25-30	6	9%
30-40	10	14%
40-50	12	17%
50 & Above	7	10%
Total	70	100%

Source : Primary Data

Figure4.2: Figure showing the age of the population sample.



INTERPRETATION

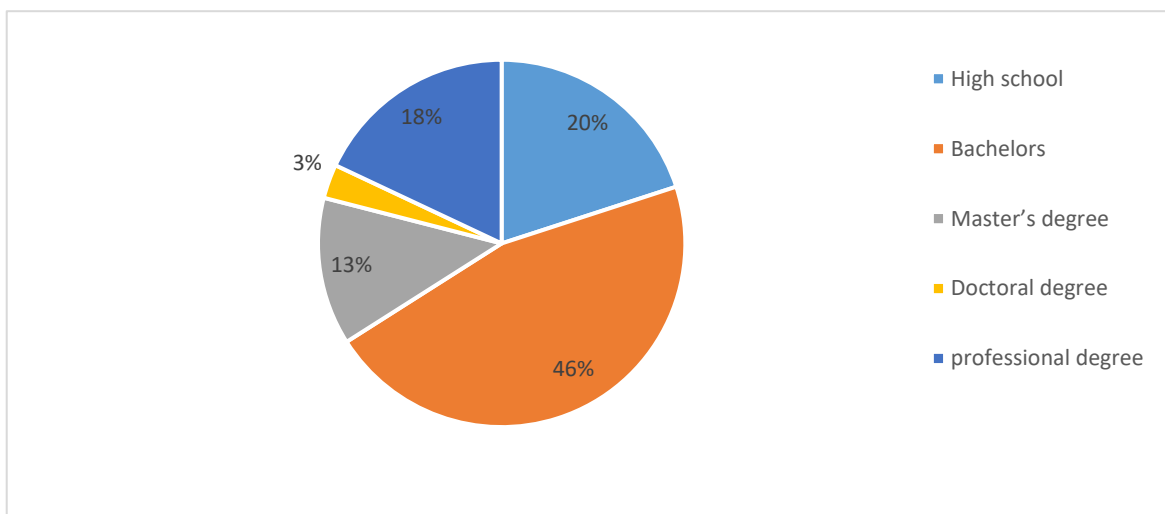
The above chart shows the percentage of sample population belonging to each age group. 7% of people belong to the age group of 15-20 years. 43% of people belong to the age group of 20-25 years. 9% of people belong to the age group of 25-30, 14% of people belong to the age group of 30-40 years, 17% of people belong to the age group of 40-50 years. 10% of people belong to the age group of 50 years and above.

Table 4.3 : Table showing the educational qualification of the population sample

Education qualification	Count	Percentage
High school	14	20%
Bachelors	32	46%
Master's degree	9	13%
Doctoral degree	2	3%
professional degree	13	18%
total	70	100%

Source : Primary Data

Figure4.3: Figure showing the educational qualification of the population sample.



INTERPRETATION

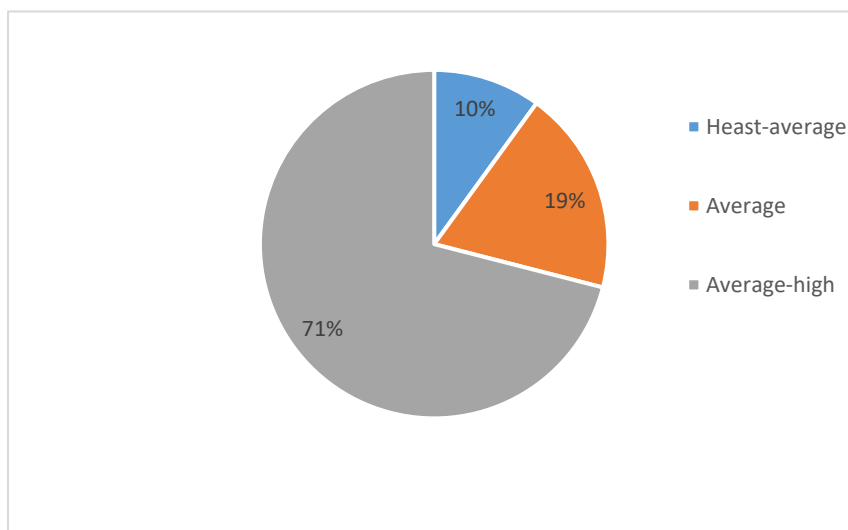
The above chart shows the educational qualification of the population sample. 20% of sample population have high school qualification ,46% of sample population have bachelor's degree, 13% of sample population have master's degree ,3% of sample population have doctoral degree, 18% of sample population have professional degree.

Table 4.4 : Table showing their rate of interest in technology.

Rate of interest	count	Percentage
least-average	7	10%
Average	13	19%
Average-high	50	71%
Total	70	100%

Source : Primary Data

Figure4.4: Figure showing their rate of interest in technology.



INTERPRETION

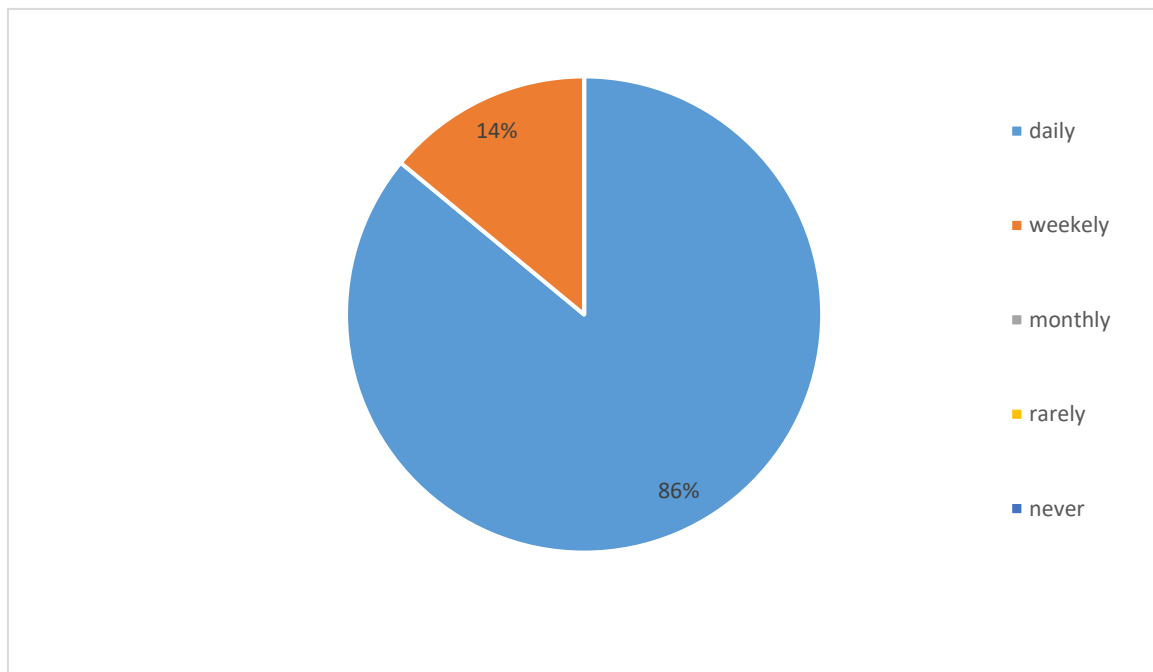
The above chart showing their rate of interest in technology .10% of the sample population is least interest in technology. 71% of the sample population is on an above average scale on the interest in technology.

Table 4.5 : Table showing how often they come across advertisements of communication gadgets like smart phones tables etc.

Particulars	Count	percentage
Daily	60	86%
Weekly	10	14%
Monthly	0	0%
Rarely	0	0%
Never	0	0%
total	70	100%

Source : Primary Data

Figure4.5: Figure showing how often they come across advertisements of communication gadgets like smart phones tables etc.



INTERPRETATION

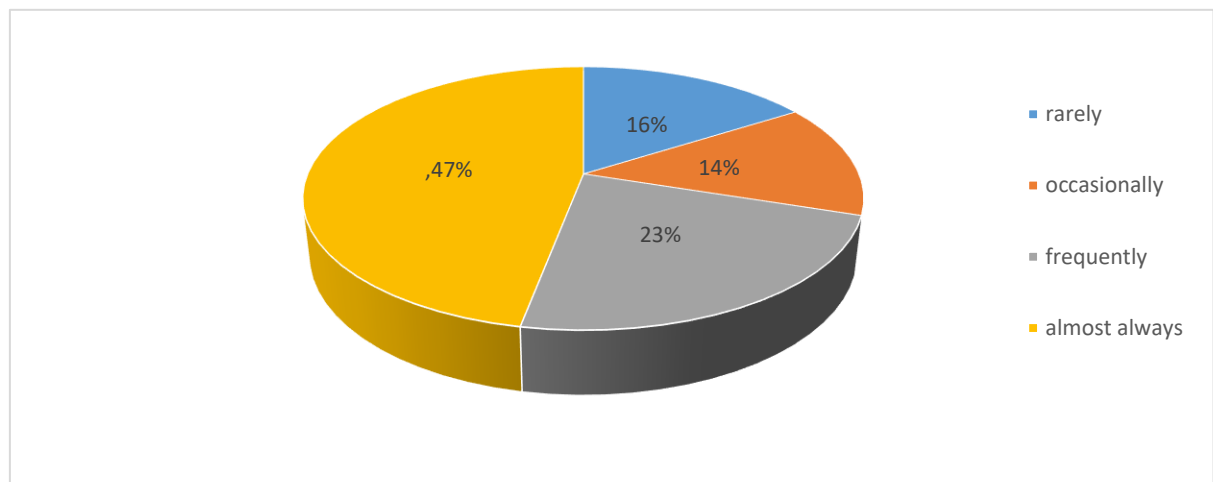
The above chart show how often they come across advertisements of communication gadget. 14% people weekly come across advertisements ,86% people daily come across advertisements.

Table 4.6 : Table showing whether people look at advertisements and reviews before purchasing gadgets products.

Particulars	Counts	Percentage
Rarely	11	16%
Occasionally	10	14%
Frequently	16	23%
Almost always	33	47%
Total	70	100%

Source : Primary Data

Figure 4.6: Figure showing whether people look at advertisements and reviews before purchasing gadgets products.



INTERPRETATION

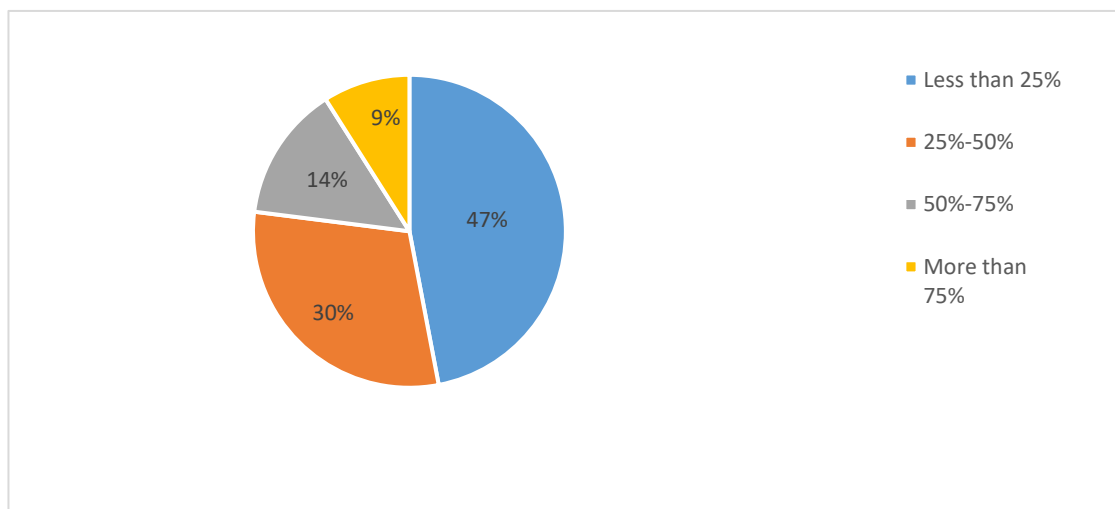
The above chart shows the dependency of the people on reviews and advertisement before making a purchase .16% of sample population rarely depends on advertisement on and reviews on purchase .14% of sample population occasionally depends on advertisement and reviews on purchase .23% of sample population frequently depends on advertisement and reviews on purchase. 47% of population almost always depends on advertisement and reviews on purchase.

Table 4.7 : Table showing their opinion on what percentage of these advertisements feature women.

particulars	count	percentage
Less than 25%	33	47%
25%-50%	21	30%
50%-75%	10	14%
More than 75%	6	9%
total	70	100%

Source : Primary Data

Figure 4.7: Figure showing their opinion on what percentage of these advertisements feature women.



INTERPRETATION

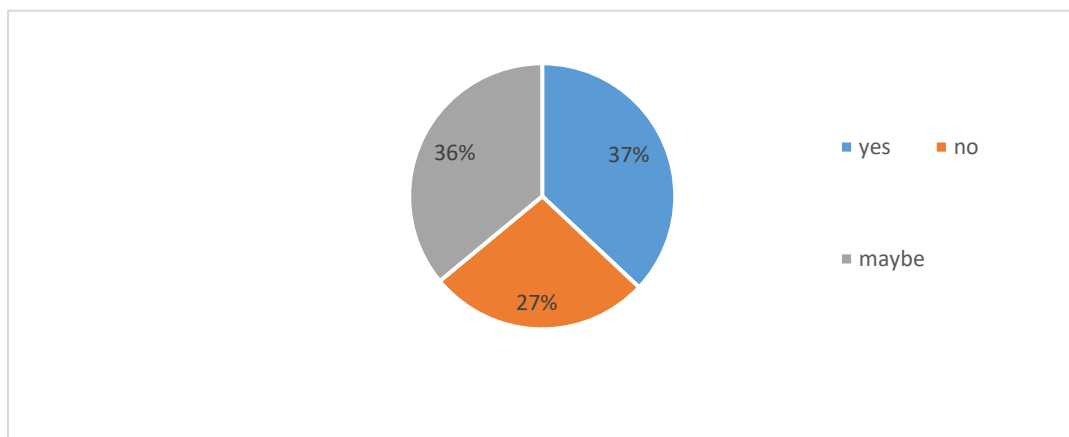
The above chart shows their opinion on what parentage of these advertisements feature women .47% of population believes that women are portrayed on less than 25%. of gadget advertisements. whereas 30% of people think they see women in advertisement up to 50% of time. 23% of population believes that women are portrayed more than 50% of gadget advertisements.

Table 4.8: Table showing men know technology better than women.

Particulars	Count	Percentage
Yes	26	37%
No	19	27%
Maybe	25	36%
total	70	100%

Source : Primary Data

Figure 4.8: Figure showing men know technology better than women.



INTERPRETATION

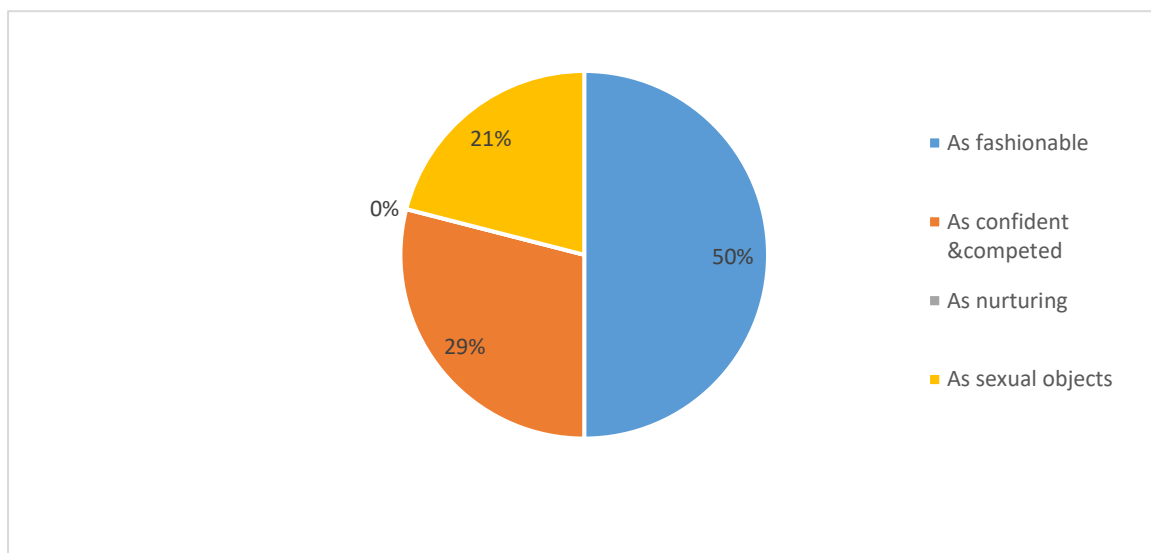
The above chart shows 37% of the sample population believes that men know more about technology than women and 36% partially agree with that, 27% population believes it to be false.

Table 4.9: Table showing how women are portrayed in gadget advertisements.

Particular	count	Percentage
As fashionable	35	50%
As confident & competed	20	29%
As nurturing	0	0%
As sexual objects	15	21%
total	70	100%

Source : Primary Data

Figure 4.9: Figure showing men know technology better than women.



INTERPRETATION

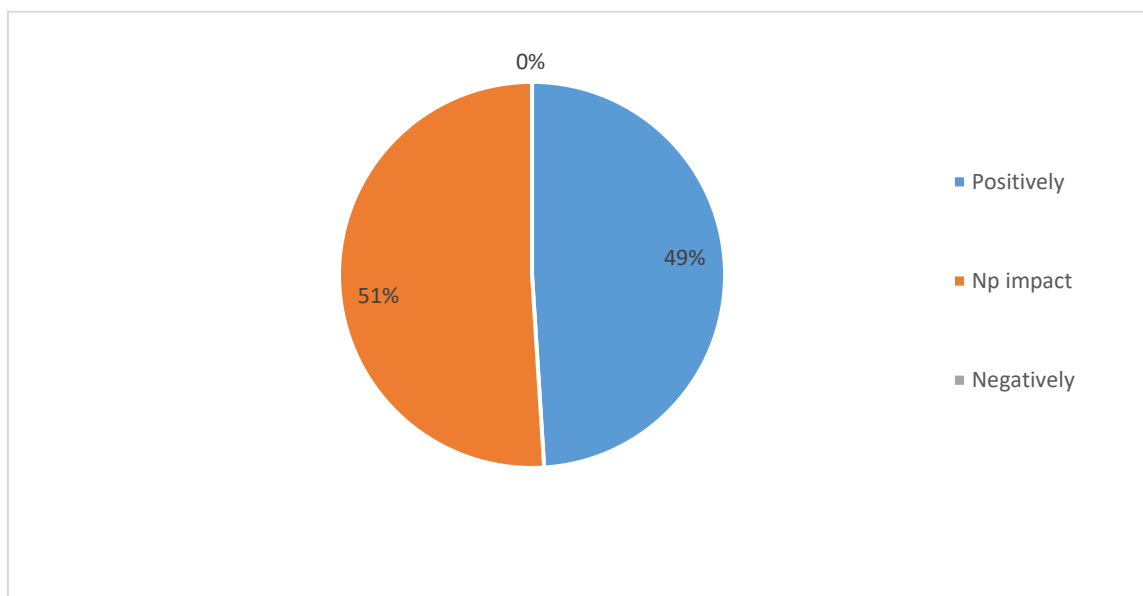
The above chart shows 50% people believe that they find women as fashionable whereas 29% people believe that they find women as confident and competent .21% people believe they find women as sexual objects.

Table 4.10: Table showing the portrayal of the women in gadget advertisement impacts the perception of the product being advertised in the minds of the people.

Particulars	Count	Percentage
Positively	34	49%
No impact	36	51%
Negatively	0	0%
total	70	100%

Source : Primary Data

Figure 4.10: Figure showing the portrayal of the women in gadget advertisement impacts the perception of the product being advertised in the minds of the people.



INTERPRETATION

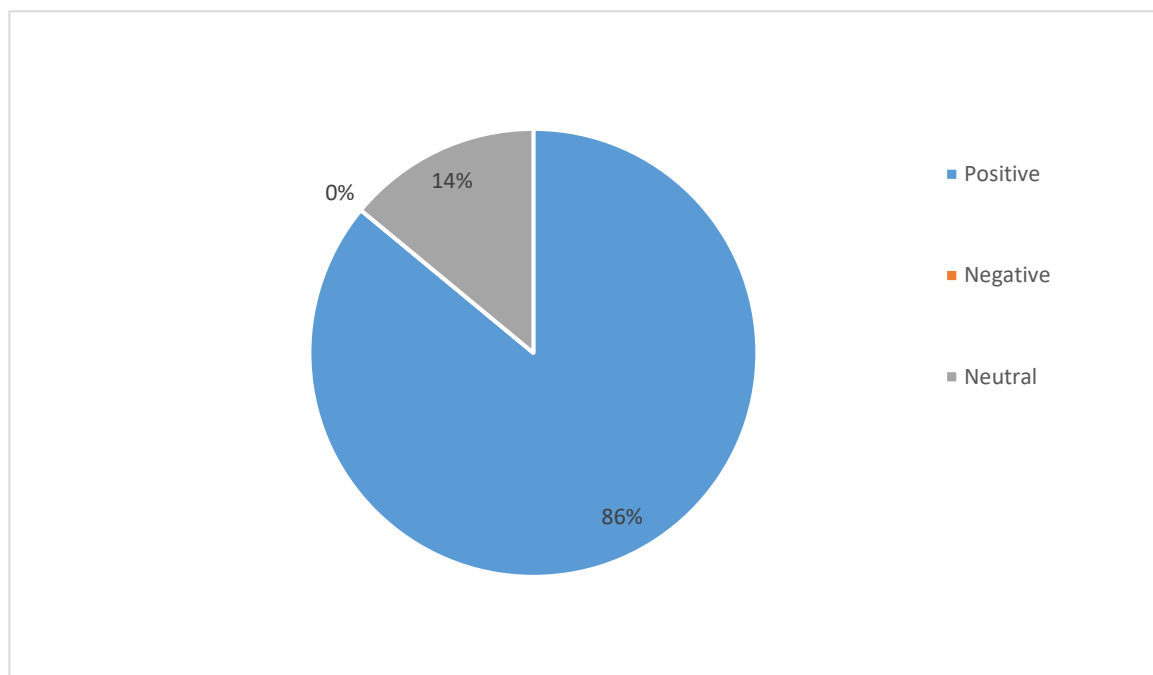
The above chart shows 51% of the population finds no impact in the decision making based on the gender of the actors portrayed in the advertisements at the same time , 49% of the population claims they had a positive impact on finding women being portrayed in gadget advertisements. None of the respondents perceive the impact as negative.

Table 4.11: Table showing the kind of impact the portrayal of women in gadget advertisement have on society as a whole.

Particulars	count	Percentage
Positive	60	86%
Negative	0	0%
Neutral	10	14%
total	70	100%

Source : Primary Data

Figure 4.11: Figure showing the kind of impact the portrayal of women in gadget advertisement have on society as a whole.



INTERPRETATION

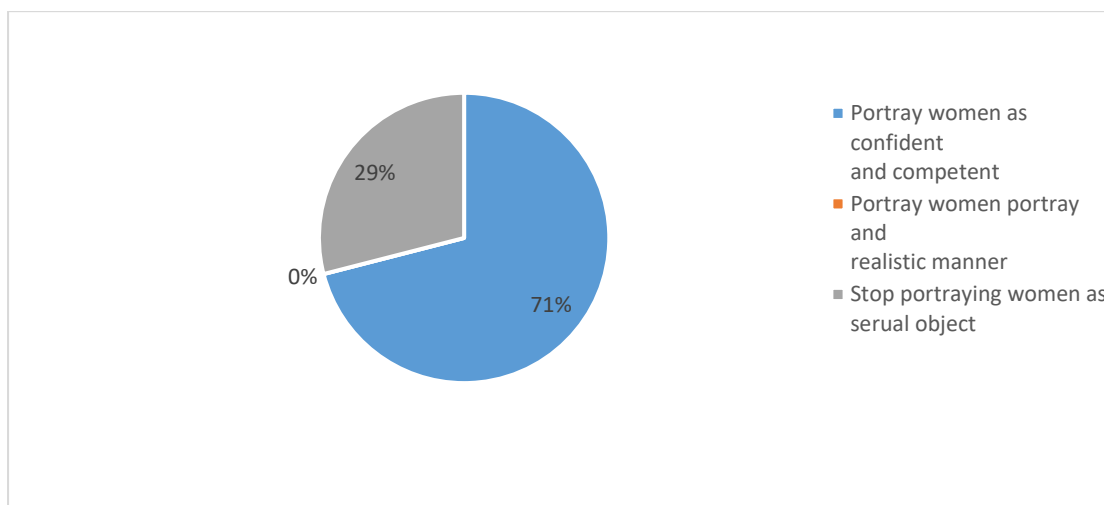
The above chart showing what kind of impact does the portrayal of women in gadget advisement have on society as a whole. 86% of the population find positive impact and 14% of sample population are neutral about the impact. None of the respondents perceive the impact as negative.

Table 4.12: Table showing how should women be depicted in future gadget advertisements.

Particulars	Count	Percentage
Portray women as confident and competent	50	71%
Portray women portray and Realistic manner	0	0%
Stop portraying women as Serial objects	20	29%
total	70	100%

Source : Primary Data

Figure 4.12: Figure showing how should women be depicted in future gadget advertisements.



INTERPRETATION

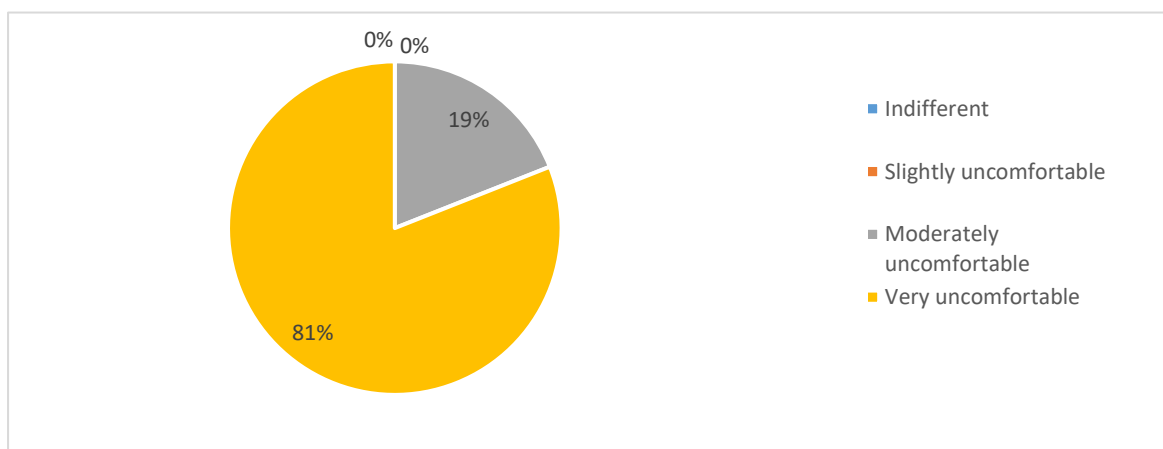
The above chart showing 71% of the population claims advertisers should portray women as confident and competent and 29% of the population claims advertisers should stop portraying women as sexual object.

Table 4.13:Table showing non portrayal of women in communication gadget advertisement make them feel .

Particulars	Count	Percentage
Indifferent	0	0%
Slightly uncomfortable	0	0%
Moderately uncomfortable	13	19%
Very uncomfortable	57	81%
Total	70	100%

Source : Primary Data

Figure 4.13: Figure showing non portrayal of women in communication gadget advertisement make them feel.



INTERPRETATION

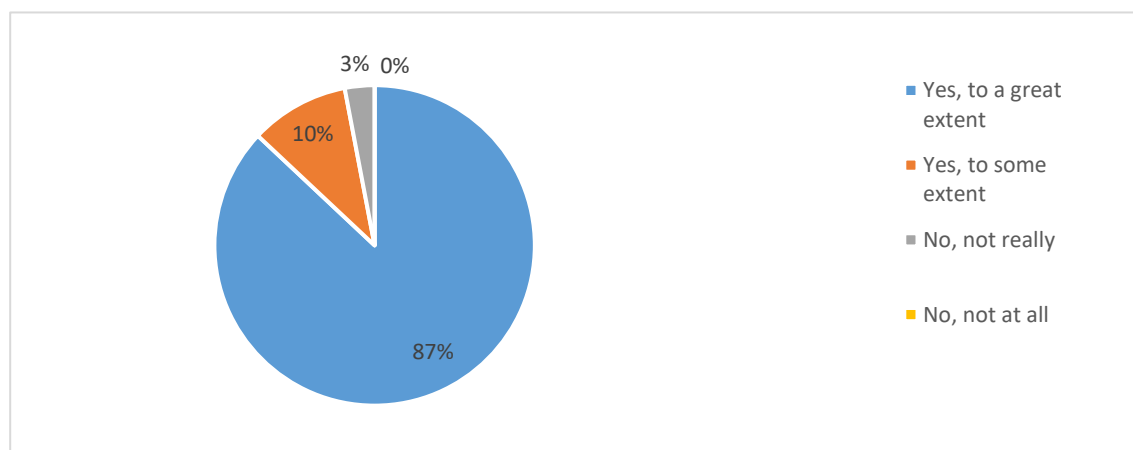
The above chart shows non portrayal of women in communication gadget advertisement make 80% people feel very uncomfortable and 19% of people moderately uncomfortable.

Table 4.14:Table showing non-portrayal of women in communication gadget advertisements affects the way women are perceived in society.

Particulars	count	Percentage
Yes, to a great extent	61	87%
Yes, to some extent	7	10%
No, not really	2	3%
No, not at all	0	0%
total	70	100%

Source : Primary Data

Figure 4.14: Figure showing non-portrayal of women in communication gadget advertisements affects the way women are perceived in society.



INTERPRETATION

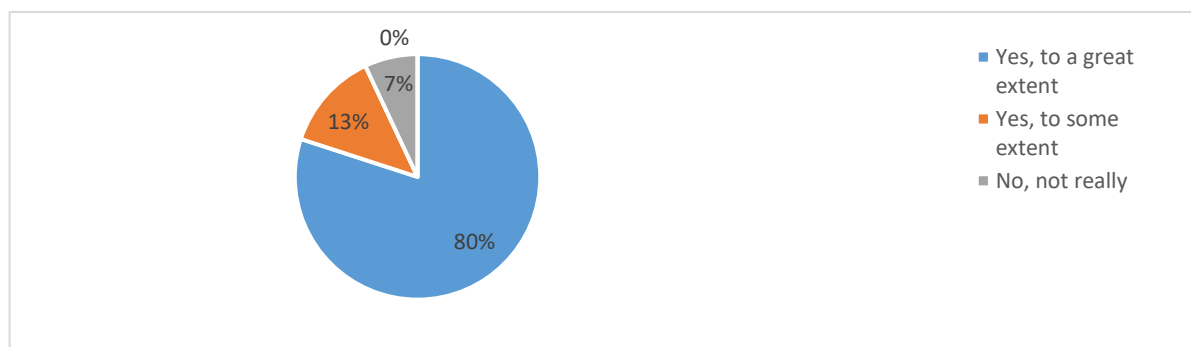
The above chart shows 87% of the population find the non-portrayal of women in communication gadget advertisement affect the way women are perceived in society. 3% of the population find non portrayal of women does not affect the way are perceived in society.10% responded yes, to some extent.

Table 4.15:Table showing non-portrayal of women in communication affects the purchasing delusions of women.

Particulars	Count	Percentage
Yes, to a great extent	56	80%
Yes, to some extent	9	13%
No, not really	5	7%
No, not at all	0	0%
Total	70	100%

Source : Primary Data

Figure 4.15: Figure showing non-portrayal of women in communication affects the purchasing delusions of women.



INTERPRETATION

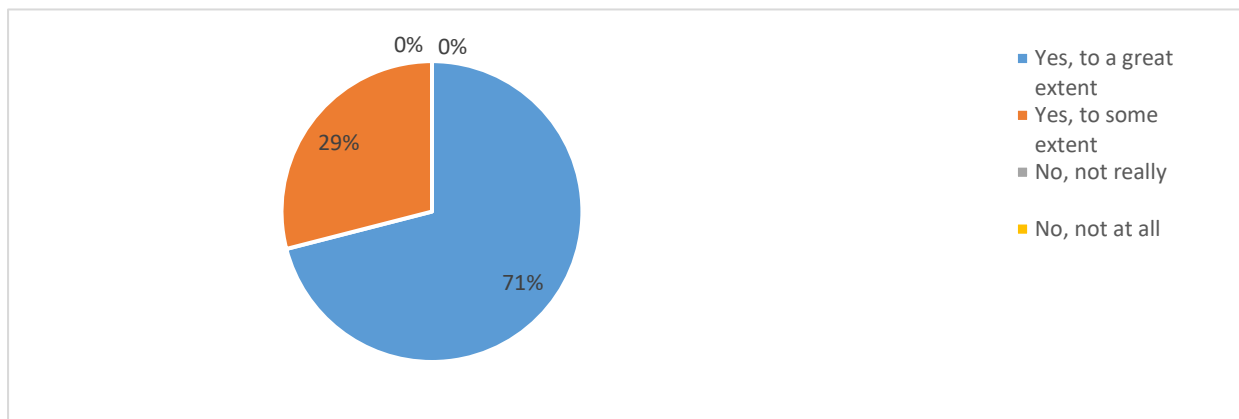
The above chart shows 80% of the population claims non portrayal of women affect the purchasing decision of women in a great extent and 7% of the population responded no,not really and 13% responded to it as yes , to some extent.

Table 4.16: Table showing communication gadget companies should include women in their advertisements.

Particulars	Count	Percentage
Yes, to a great extent	50	71%
Yes, to some extent	20	29%
No, not really	0	0%
No, not at all	0	0%
Total	70	100%

Source : Primary Data

Figure 4.16: Figure showing communication gadget companies should include women in their advertisements.



INTERPRETATION

The above chart shows 71% people responded the advertisers should make an effort to include women in their advertisement and 29% people claims the advertises should make an effort to include women in their advertisement yes ,to some extent.

