Perception Impact on Media Advertisements in Perspective of Gender-marketing

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Abstract: The world of advertising and commercial Ads are mentioned as the most important domains under which a particular attention has to be paid on impact of the factor "gender". Sexual attractions by mentioning the factor "gender" in advertisement industry have been mentioned as the most important strategies for accessing to high earning and profit gaining. For this, Gender Portrayal in Propagandas is from the issues which a particular attention has to be paid on it. Case study in this paper is banks advertisements. Data collection was provided by distributing questionnaire among 200 citizens living in Tehran. According to data collection, an observation about hypotheses of research and also data analysis through descriptive and inferential statistics was provided.

Key words: Media advertisements · Gender-marketing · Sexual stereotype

INTRODUCTION

One of the main indices to assess attitudes in the society toward gender, is the way of portraying male and female in medias particularly in television. Commercial advertisements as one of the television genres have very important role in showing the gender, so that the way of portraying sexual stereotypes in Commercial advertisements is very important. In most societies, many liabilities are undertaken by women, thus most of bank and fund affairs are done by women. This matter could show a new group of customers with different tastes and preferences. Hence, considering inclinations of customers would be useful for keeping them the permanent customers forever and finally customers would be sustained loyal toward the bank they used to go there every time.

Main Body: There are particular number of addressers in every of medias and a particular function for advertisers could be seen in any media, but in fact the advertisements in television are more comprehensive than any other media. Media advertisements mean showing economic institute and introducing quality of product or services to consumers in different ways and consequently inviting them to the institute for using the services of advertisement center [1].

Media advertisements might be used with the purpose of giving information, convincing and memorizing for keeping the customers using the services [2]. Using Sexual attractions for addressers as entering the factor "gender" in advertisement industry is one of the most important strategies which it is useful for access to high earning and profit [3]. Studies show that Gender preferences in the most typical objects for living could be useful. As a matter of fact, according to the difference among men and women, gender-marketing could influence consumer's behavior. This fact could be seen in choosing goods and services by men and women which the differences based on gender could be obviously seen, importantly to say men and women would be under influence of their male and female inclinations. For this, men and women's reaction toward advertisements would be difference which this is due to their gender. Hence, an observation about bank Media advertisements in perspective of gender-marketing are provided in present paper.

Importance of Research: Generally, banks have an unavoidable role in economy of country and based on competitive environment, facilities, fund ability and wide range of activities- banks are known as propulsion for marketing science in country. Funds attraction could be helpful for the banks to achieve their purposes for

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economic growth, advertisements would be mentioned as a useful economic factor by which resources in the bank could be increased. [4] advertisements could be used for providing better services to customers in banks and fund institutes. Advertisements in bank have to be attractive for customers and in the other side, addressers have to be known in any bank and points discussing with them have to be specified. A bank advertisement has to be attractive in order to attract addressers and make relationship with them [4].

Objectives of Research: In terms of research by purpose, this research is such an applied research which its consequence is gaining applied results about observing effect of perception in Media advertisements in perspective of gender-marketing. Secondary objectives in this research are as follows:

- Observing the relationship between Sexual stereotypes in bank advertisements and defining bank capabilities
- Observing the relationship between Sexual stereotypes in bank advertisements and convincing addresser in using bank services
- Observing the relationship between Sexual stereotypes in bank advertisements and customer's proceeding in using bank services

Hypotheses of Research: Any research has to be started with a matter and this matter causes to such questions in mind of researcher by which representation of hypothesis is resulted, thus main duty of any researcher is providing observation and research to give a response to the questions of research and also conclusion is essential using data collection about research. Finally, researcher has to consider data collection in rejecting or confirming the hypotheses and decide to give response to questions of research [5] Hypotheses of research are as following:

Main Hypothesis: There is a significant relationship between Sexual stereotypes in bank advertisements and perceiving media advertisements

Secondary Hypotheses:

- There is a significant relationship between Sexual stereotypes in bank advertisements and defining bank capabilities
- There is a significant relationship between Sexual stereotypes in bank advertisements and convincing addresser in using bank services

- There is a significant relationship between Sexual stereotypes in bank advertisements and customer's proceeding in using bank services

Literature Review : Hide Van den Bulck and Corine Van Hellemont (2012) in a study about "effect of unfavorable advertisements on men and women", stated that Belgium is a good place for doing the research. In This study, the effect of unfavorable advertisements on men and women in terms of professional individuals in market, consumers and GEO employees regarding the equal number of both genders is observed. Thereafter, it is stated that type of unequal gender Image makes respondents anxious. The results show that the response here regarding language, gender and age would be different. Generally, respondents are more anxious toward sexual roles in advertisements rather than sexual stereotypes. [6] in a research about "determination of effects of customers' gender on perceiving quality of services in Phillipine commercial banks" provided an observation and he mentioned this research in relation with quality of services in Phillipine commercial banks in perspective of customers. The observation about five dimensions of quality of services has been provided in this paper by which it is specified that how different genders could influence expectations and perceptions of quality of bank services. Hypothesis of research is confirmed referring to results of research and statistical tests. According to hypothesis of the research, sexual differences put effect on relative importance of five dimensions of quality of services and also expectations and perceptions of customers toward quality of bank services. This research is helpful for extending the customer-oriented strategies by which customers' perception toward quality of bank services increases. [7-15] in a paper by the title of "an outlook toward sexual differences and marketing concepts", stated that various factors on changing market regarding sexual differences are considered in this paper. Some of these factors are as education, earning, generation differences and dynamism of family. Marketing strategies associated to any gender are represented involving titles like various types of pertinent strategies and marketing issues which all these could be used for different genders. Finally, concepts related to choosing various media channels and the relation between subsets in any gender are discussed.

MATERIALS AND METHODS

In terms of research by method, this descriptive research is such a survey research. To collect data, library

and field methods have been used. Library method has been used to collect data about internal and external studies. Essential information has been used with studying researches, studies and professional magazines. Also, to collect data in this base, 200 questionnaires among 200 individuals in Tehran city has been distributed. In this type of research, researchers gave questionnaires to a society to gain information about dispersion extent, specifications, attitudes and beliefs in the society. Main tools in this research are the questionnaires by those data could be quantified.

Data Analysis: In this paper, an observation about hypotheses of research and analysis of them by descriptive and inferential statistics regarding data collection is provided. Descriptive statistics in this research include frequency tables, central indices and displaying data by diagrams and Pearson correlation coefficient test was used to represent inferential data which SPSS software version 17 was used in this case. Also, the method of confirmatory factor analysis and Path Analysis in LISREL software package version 8.54 has been used to find structural equation model.

Interpretation: According to obtained results of Table 1, it is perceived that 50% of individuals in sample society are men and the remained 50% of individuals are women. Also, due to the point that Frequency percentages have been calculated totally equal, so that bimodal distribution is concluded meaning that there is no more mode or frequency.

Interpretation: According to obtained results of Table 2, it is perceived that 24%,25.5%,36.5%,12% and 2% of individuals in sample society are 20-25, 26-30,31-35, 36-40 and 41-45 years old, respectively.

Interpretation: According to obtained results of Table 3, it is perceived that 6%, 26%, 35.5%, 24.5%, 5.5% and 2.5%of individuals in sample society have under diploma degree, Diploma, Associate's degree, Bachelor, Master degree and PHD, respectively. The value for Median is reported equal to 3 showing that average education status for individuals in statistical society is Associate's degree. In other words, Median index is from the central indices specifying center of data distribution which here Associate's degree is the central index.

Interpretation:it is perceived that perception in Media advertisements in 1.5%,10%,35%,45% and 8.5% of individuals in sample society is so low, low, average, high
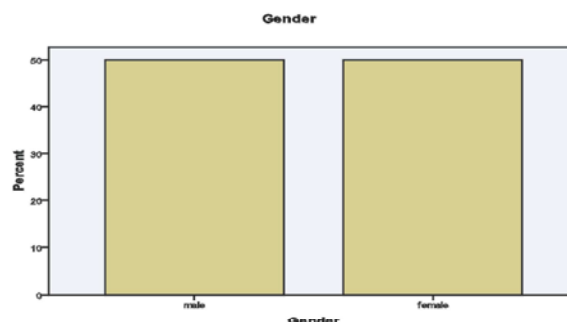

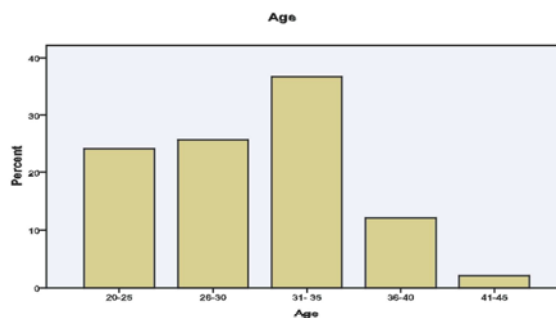Fig. 1: Frequency distribution in terms of gender

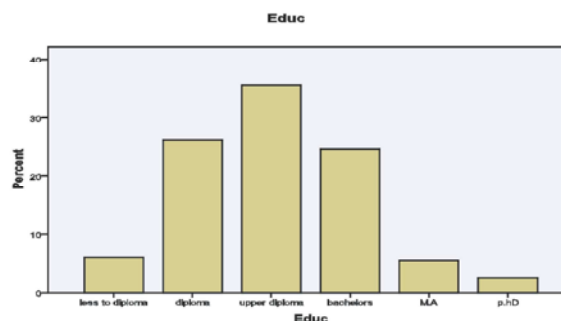Fig. 2: Frequency distribution in terms of age

Fig. 3: Frequency distribution in terms of education status

Table 1: Frequency distribution in terms of gender

Variables	Frequency	Frequency percentage	Assurance percentage	Mode
Man	100	50%	50%	Bimodal
Woman	100	50%	50%	
Total	200	100%	100%	

Table 2: Frequency distribution in terms of age

Variables	Frequency	Frequency percentage	Assurance percentage	Mean
20-25 years old	48	24%	24%	32
26-30 years old	51	25.5%	25.5%	
31-35 years old	73	36.5%	36.5%	
36-40 years old	24	12%	12%	
41-45 years old	4	2%	2%	
Total	200	100%	100%	

Table 3: Frequency distribution in terms of education status

Variables	Frequency	Frequency percentage	Assurance percentage	Median
Under diploma	12	6%	6%	3
Diploma	52	26%	26%	
Associate's degree	71	35.5%	35.5%	
Bachelor	49	24.5%	24.5%	
Master degree	11	5.5%	5.5%	
PHD	5	2.5%	2.5%	
Total	200	100%	100%	

and so high, respectively. Also, the value for median is 3 showing that the average perception in Media advertisements for individuals in sample society is so high. In other words, Median index is from the central indices specifying center of data distribution which here so high perception in Media advertisements is the central index.

Interpretation: According to obtained results of Table 5, it is perceived that sexual stereotypes in bank advertisements in 1%,18%,41%,34.5% and 5.5% of individuals in sample society is so low, low, average, high and so high, respectively. Also, the value for median is 3 showing that the average sexual stereotypes in bank advertisements for individuals in sample society are average. In other words, Median index is from the central indices specifying center of data distribution which here average sexual stereotypes in bank advertisements is the central index.

Inferential Statistics
Main Hypothesis: There is a significant relationship between sexual stereotypes in bank advertisements and perception in Media advertisements.

H_0: There is not a significant relationship between sexual stereotypes in bank advertisements and perception in Media advertisements.

H_1: There is a significant relationship between sexual stereotypes in bank advertisements and perception in Media advertisements.

In this hypothesis, to measure the relationship and effect between variables, firstly Pearson correlation coefficient is used and then Interpretation is provided.

Interpretation: The relationship between sexual stereotypes in bank advertisements and perception in Media advertisements has been assessed among 200
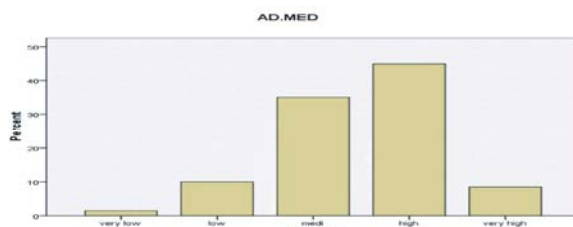

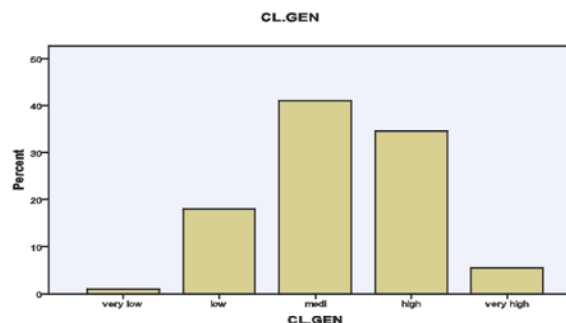Fig. 4: Frequency distribution in terms of perception in Media advertisements

Fig. 5: Frequency distribution in terms of sexual stereotypes in bank advertisements

Table 4: Frequency distribution in terms of perception in Media advertisements

Variables	Frequency	Frequency percentage	Assurance percentage	Median
So low	3	1.5%	1.5%	4
Low	20	10%	10%	
Average	70	35%	35%	
High	90	45%	45%	
So high	17	8.5%	8.5%	
Total	200	100%	100%	

Table 5: Frequency distribution in terms of sexual stereotypes in bank advertisements

Variables	Frequency	Frequency percentage	Assurance percentage	Median
So low	2	1%	1%	3
Low	36	18%	18%	
Average	82	41%	41%	
High	69	34.5%	34.5%	
So high	11	5.5%	5.5%	
Total	200	100%	100%	

individuals in sample society. As observed, according to Pearson statistics value (0.792) and error level (sig: 0.000), it could be stated that the relationship between variables is significant at 0.99 assurance level. In other words, zero hypothesis, is rejected and researcher hypothesis based on the fact that there is a significant relationship between sexual stereotypes in bank advertisements and perception in Media advertisements, is accepted.

Secondary Hypothesis

First Hypothesis: There is a significant relationship between sexual stereotypes in bank advertisements and defining bank capabilities.

H_0**:** There is not a significant relationship between sexual stereotypes in bank advertisements and defining bank capabilities.

H_1**:** There is a significant relationship between sexual stereotypes in bank advertisements and defining bank capabilities.

In this hypothesis, to measure relationship and effect between variables, firstly Pearson correlation coefficient is used and then Interpretation is provided.

Interpretation: The relationship between sexual stereotypes in bank advertisements and defining bank capabilities has been assessed among 200 individuals in sample society. As observed, according to Pearson statistics value (0.694) and error level (sig: 0.000), it could be stated that the relationship between variables is significant at 0.99 assurance level. In other words, zero hypothesis, is rejected and researcher hypothesis based on the fact that there is a significant relationship between sexual stereotypes in bank advertisements and defining bank capabilities, is accepted.

Second Hypothesis: There is a significant relationship between Sexual stereotypes in bank advertisements and convincing addresser in using bank services.

H_0**:** There is not a significant relationship between Sexual stereotypes in bank advertisements and convincing addresser in using bank services.

H_1**:** There is a significant relationship between Sexual stereotypes in bank advertisements and convincing addresser in using bank services.

In this hypothesis, to measure relationship and effect between variables, firstly Pearson correlation coefficient is used and then Interpretation is provided.

Interpretation: The relationship between Sexual stereotypes in bank advertisements and convincing addresser in using bank services has been assessed among 200 individuals in sample society. As observed, according to Pearson statistics value (0.667) and error level (sig: 0.000), it could be stated that the relationship

Table 6: Statistics table for Pearson correlation coefficient

Row	Variable	Pearson statistics value	Sig	Total
1	Sexual stereotypes in bank advertisements and perception in Media advertisements	0.792	0.000	200

Table 7: Statistics table for Pearson correlation coefficient

Row	Variable	Pearson statistics value	Sig	Total
1	Sexual stereotypes in bank advertisements and defining bank capabilities	0.694	0.000	200

Table 8: Statistics table for Pearson correlation coefficient

Row	Variable	Pearson statistics value	Sig	Total
1	Sexual stereotypes in bank advertisements and convincing addresser in using bank services	0.667	0.000	200

Table 9: Statistics table for Pearson correlation coefficient

Row	Variable	Pearson statistics value	Sig	Total
1	Sexual stereotypes in bank advertisements and customer's proceeding in using bank services	0.617	0.000	200

between variables is significant at 0.99 assurance level. In other words, zero hypothesis, is rejected and researcher hypothesis based on the fact that there is a significant relationship between Sexual stereotypes in bank advertisements and convincing addresser in using bank services, is accepted.

Third Hypothesis: There is a significant relationship between Sexual stereotypes in bank advertisements and customer's proceeding in using bank services.

H_0**:** There is not a significant relationship between Sexual stereotypes in bank advertisements and customer's proceeding in using bank services.

H_1**:** There is a significant relationship between Sexual stereotypes in bank advertisements and customer's proceeding in using bank services.

In this hypothesis, to measure relationship and effect between variables, firstly Pearson correlation coefficient is used and then Interpretation is provided.

Interpretation: The relationship between Sexual stereotypes in bank advertisements and customer's proceeding in using bank services has been assessed among 200 individuals in sample society. As observed, according to Pearson statistics value (0.617) and error level (sig: 0.000), it could be stated that the relationship between variables is significant at 0.99 assurance level. In other words, zero hypothesis, is rejected and researcher hypothesis based on the fact there is a significant relationship between Sexual stereotypes in bank advertisements and customer's proceeding in using bank services, is accepted. Also, Pearson correlation coefficient between two variables shows that the intensity of relationship between two variables is very strong and also direct and positive.

The relationship between variables in structural equation modeling is divided into two general domains:

- Relationships between latent and observed variables
- Relationships between latent and latent variables

The model for measuring questions of questionnaire is useful to measure the latent variables, but the relation between these variables could not be tested, thus to assure the fact that the concepts have been measured properly, the confirmatory factor analysis is used.

Confirmatory factor analysis (CFA)

In methodology of confirmatory factor analysis, firstly an observation about construct validity is needed to specify the indicators selected to measure factors involve necessary accuracy. For this, Confirmatory factor analysis (CFA2) is used. This is in such a way that Load factor for each indicator with its factor involves a value of (t) higher than 1.96. In this case, this indicator involves necessary accuracy for measuring the factor or latent variable.

A Model for Assessing Gender Stereotypes: The factor "Gender stereotypes" has been developed from two main indices as relevancy with addresser's expectations and Representation of sexual properties and every of these indices has been developed from three indicators as behavioral relevancy toward addresser's expectations, job relevancy toward addresser's expectations, thought relevancy toward addresser's expectations and also Representation of physical attributes, Representation of mental attributes and sexual attraction. A model for
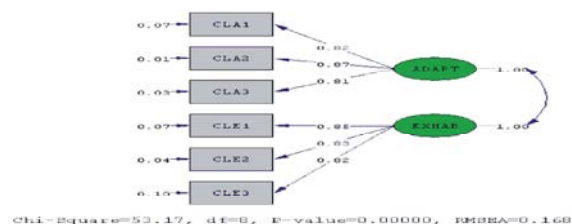

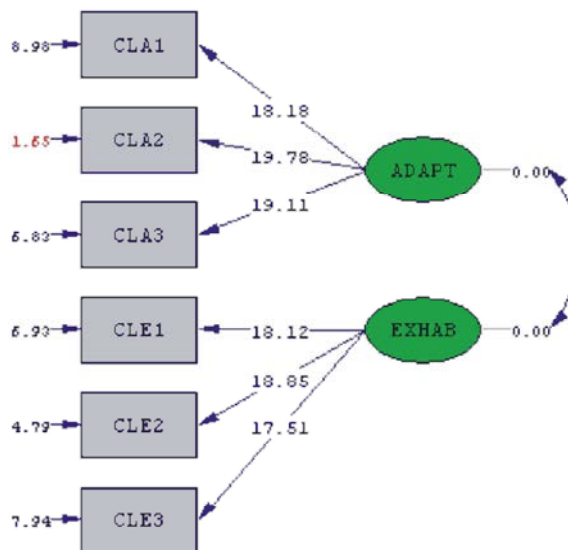Fig. 6: Model for measuring sexual stereotypes

Fig. 7: t value for observing significance of parameters in model for measuring sexual stereotypes
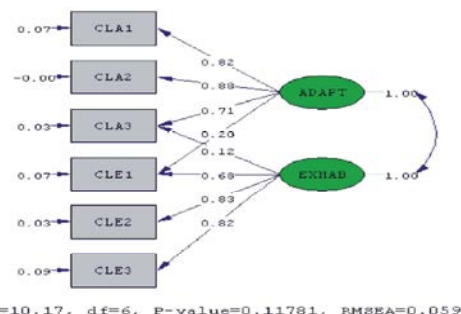

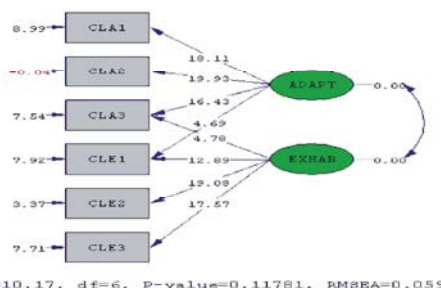Fig. 8: A model for measuring sexual stereotypes after doing changes

Fig. 9: The value of t for measuring sexual stereotypes after doing changes

measure the sexual stereotypes has been represented in Figure 6; based on this model, it is specified that all the factors involve a value for (t) more than 1.96, thus these factors are acceptable.

As observed, according to Figure 7 it could be perceived that all the factors used to assess the factor for sexual stereotypes are significant at 99% assurance level, thus acceptable factors for assessing index are mentioned. But, here the important point is about RMSEA, which this value has to be less than 0.1 to decide whether fitting level of model is acceptable or not, but in the model shown in above this value is more than 0.1. Hence, changing is essential for assessment of model fit for the factor of sexual stereotypes which for this, a pertinent-fitting assessment model has been represented in Figure 8 and 9 as following:

According to model 4, it is specified that factors developing variable of sexual stereotypes after doing changes in mold of conceptual model beside each other, confirmed the factors related to themselves regarding the structure which is pertinent in viewpoint of researcher, by which no noticeable intervention is seen. Also, value of RMSEA decreased from 0.168 to 0.059 which along this, it could be said that model for measuring sexual stereotypes is significant and well-fitted.

The values of t for each factor's load factors with latent variable is more than 1.96, thus relevancy of questions in the questionnaire to measure concepts in this stage could be shown. In fact, the results shown in Table 10 shows whatever researcher intended to assess by questions in questionnaire, has been realized by the tools in this paper. Hence, relations between latent variables are obvious. To show in what extent these values are relevant with realities shown in the model, fitting indices have to be studied. Generally, there are several fitting characteristics for assessing Confirmatory factor analysis. In this paper, χ^2 indices, Root Mean Square Residual (RMR), Goodness of Fit Index (GFI), Adjusted Goodness of Fit Index (AGFI), Normed Fit Index (NFI), Non-Normed Fit Index (NNFI), Incremental Fit Index (IFI), Comparative Fit Index (CFI), Root Mean Square Error of Approximation(RMSEA) indices have been used. χ^2 test has been mentioned as the success index, this index shows "whether structural modeling defines the relations among variables or not?"; in what extent, the value of χ^2 be smaller, this would be useful. This index is generally true in the conditions of multinational normality and it is sensitive toward extent of sample and this is due to the point that a model in extent of small sample is relevant, but it could not be fitted in the sample. Some researchers use

Table 10: The results of model for measuring the variables of sexual stereotypes

Factors of research	Signs in the model	Path coefficient	t	P-value
Relevancy with addresser's expectations	CLA1	0.82	18.11	1%
	CLA2	0.88	19.93	1%
	CLA3	0.71	16.43	1%
	CLE1	0.20	4.69	1%
Representation of sexual properties	CLE1	0.68	12.89	1%
	CLE2	0.83	19.08	1%
	CLE3	0.82	17.57	1%
	CLA3	0.12	4.78	1%

ratio as the alternative index, but this index has similar limitations with χ^2. About χ^2 square ratio to freedom degree, there is no certainty and in some resources the ratio under 4 is acceptable. Chi-square significant level for the present model is more than 0.05, thus zero hypothesis based on model fitting is accepted. Criterion Goodness of Fit Index (GFI), shows a value of relative value for variances and covariance and it is determined by model. This Criterion is between 0-1 variable which in what extent it becomes close to 1, excellence of model fitting with observed data would be more. The exact value for Goodness of Fit Index (GFI) in this model is reported 0.98. Second root of RMR as the difference between elements in observed matrix in sample group and elements in predicted matrixes are presumed as the accurate model. In what extent RMR be close to zero, in this case better fitting for the model realizes and negligible value for RMR in this research is reported 0.003 showing pertinent determination of covariance. SRMR is the criterion for difference mean among data and it is also an implied variance-covariance matrix. In what extent, this criterion is small, it would be better for fitting model with data. This index is a precious index in case of implied mean of variance-covariance matrix. Assessment of this act is hard exactly up to the time while non-standard variance-covariance matrix is being used. The value for SRMR is reported 0.004 in this paper showing an excellent value. To observe the point that in what extent a model comparing with other models acts well in terms of determination of a set of observed data, values of NFI, NNFI, IFI and CFI have been used. The values higher than 0.9 of these indices show an excellent fitting of the model designed comparing to other models.

As shown in Table 11, data of this research has a pertinent fitting with factor structure and theoretical infrastructure showing the relevancy of the questions with theoretical factors. To assess the strength points of measurement model in the research, power analysis method regarding sample volume as 200 individuals, has
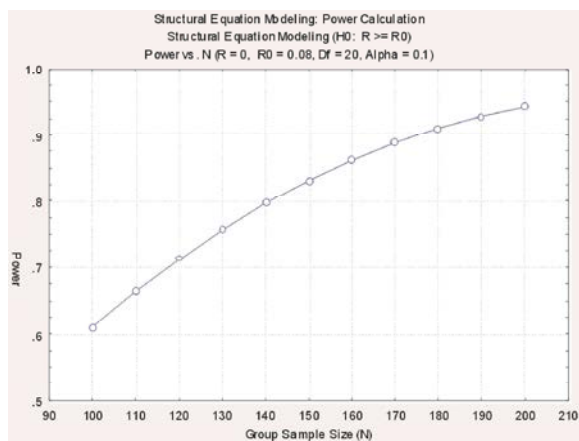
Fig. 10: Power calculation structural equation modeling Measurement model in perception of media advertisements

Table 11: Indices of fitting model for measuring sexual stereotypes

Index	Favorable extent	Reported value
RMR	Close to zero	0.0033
SRMR	Close to zero	0.0044
GFI	0.9	0.98
NFI	0.9	1.00
NNFI	0.9	0.99
IFI	0.9	1.00
CFI	0.9	1.00
RMSEA	Lower than 0.08	0.059

been used showing that in this volume and according to values estimated, the value 0.93 shows that factor analysis model is reliable and its findings could be interpreted. Refer to Figure 10 to see this fact.

The factor perception of media advertisements has been developed from four main indices as subjective portrayal, perception and understanding, convincing, subjective adaptation power and every of these indices has been developed from several indicators which the main factors for the indices mentioned in above are as better depiction of services, advertisements' permanency in mind, depiction of properties, giving information, defining capabilities, convincing, attracting addresser, influencing on addresser's act, communicating with addresser, the power of advertisements adaptation, reduction of advertisements influence, reduction of confusion. Measurement model in perception of media advertisements has been shown in Figure 11-12. According to this model, it is specified that all the factors involve (t) value more than 1.96, thus they are such acceptable factors.
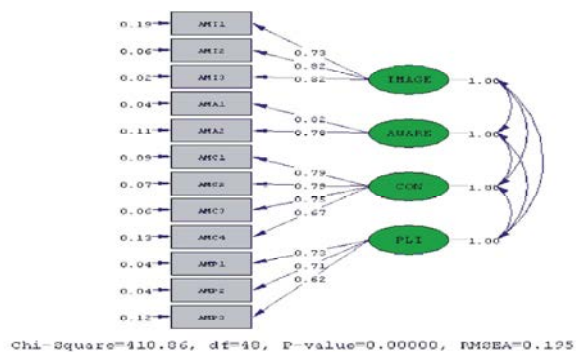

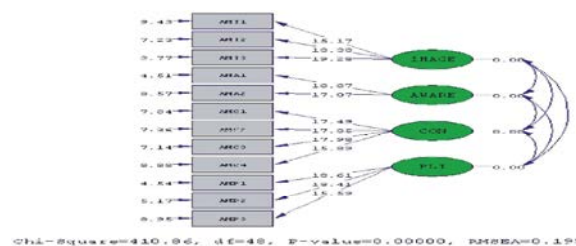Fig. 11: Measurement model in perception of media advertisements

Fig. 12: (t) value for observing the significance of parameters in Measurement model in perception of media advertisements

As observed, according to model 6, it could be interpreted that all the factors used to assess the factors in perception of media advertisements are significant at 99% assurance level, but, the important point here is about RMSEA which this value has to be less than 0.1 to accept the model fitting level, but, this value is more than 0.1 in the model presented above. Hence, for fitting the model in perception of media advertisements, great changes are essential and for this, fitting measurement model has been shown in Figure 13-14.

According to model 8, it is specified that all the factors developed the variable of perception of media advertisements after doing changes, have determined the factors related to themselves regarding the structure proposed by researcher. This is due to the point that the present model using Confirmatory factor analysis (CFA) has been performed properly and no intervention is observed. Also, the value for RMSEA was reduced from 0.195 to 0.032 which in this relation, it could be stated that the Measurement model in perception of media advertisements is significant.

Values estimated for (t) for each of factor loads for latent variable are higher than 1.96. Hence, the relevancy of questions in the questionnaire to assess the concepts could be shown authentic in this stage. In fact,
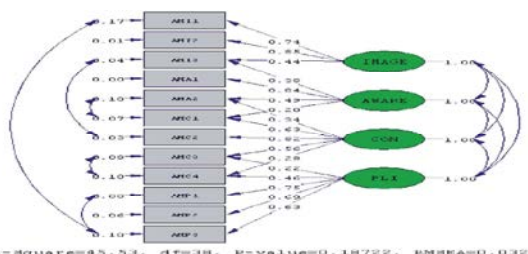
Fig. 13: Measurement model in perception of media advertisements after doing changes
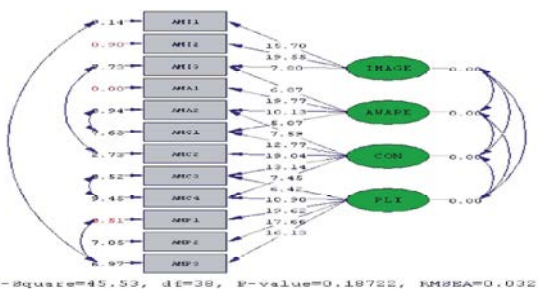

Fig. 14: (t) value for measuring perception of media advertisements after doing changes

the resultsshown in Table 12 shows that whatever the researcher tended to assess it has been realized by the tools. Hence, the relations among factors or latent variables are obvious. To show in what extent the obtained values are relevant with the realities, a study about the fitting indices has to be provided. Generally, there are several properties for fitting to assess the model of Confirmatory factor analysis (CFA). In this paper, X_2 indices, Root Mean Square Residual (RMR), Goodness of Fit Index (GFI), Adjusted Goodness of Fit Index (AGFI), Normed Fit Index (NFI), Non-Normed Fit Index (NNFI), Incremental Fit Index (IFI), Comparative Fit Index(CFI), Root Mean Square Error of Approximation(RMSEA) indices have been used. χ^2 test has been mentioned as the success index, this index shows whether structural modeling defines the relations among variables or not?" in what extent, the value of χ^2 be smaller, this would be useful. This index is generally true in the conditions of multinational normality and it is sensitive toward extent of sample and this is due to the point that a model in extent of small sample is relevant, but it could not be fitted in the sample. Some researchers use ratio as the alternative index, but this index has similar limitations with χ^2. About χ^2 square ratio to freedom degree, there is no certainty and in some resources the ratio under 4 is accep table. Chi-square significant level for the present model is more than 0.05, thus zero hypothesis based on model fitting is accepted. Criterion Goodness of Fit Index (GFI), shows a

Table 12: The results of Measurement model for variables in perception of media advertisements

Factors of research	Sign in model	Path coefficient	t	p-value
Subjective portrayal	AMI1	0.74	15.70	1%
	AMI2	0.85	19.55	1%
	AMI3	0.44	7.80	1%
Perception and understanding	AMA1	0.84	19.77	1%
	AMA2	0.49	10.13	1%
	AMI3	0.38	6.87	1%
	AMC1	0.20	5.07	1%
Convincing	AMC1	0.63	12.77	1%
	AMC2	0.82	19.04	1%
	AMC3	0.56	13.14	1%
	AMC4	0.28	7.45	1%
	AMA2	0.34	7.59	1%
Subjective adaptation	AMP1	0.75	19.62	1%
	AMP2	0.69	17.66	1%
	AMP3	0.63	16.13	1%
	AMC3	0.22	6.42	1%
	AMC4	0.46	10.90	1%

Table 13:Indices of fitting model for measuring sexual stereotypes

Index	Favorable extent	Reported value
RMR	Close to zero	0.0089
SRMR	Close to zero	0.0014
GFI	0.9	0.96
NFI	0.9	0.99
NNFI	0.9	1.00
IFI	0.9	1.00
CFI	0.9	1.00
RMSEA	Lower than 0.08	0.032

value of relative value for variances and covariance and it is determined by model. This Criterion is between 0-1 variable which in what extent it becomes close to 1, excellence of model fitting with observed data would be more. The exact value for Goodness of Fit Index (GFI) in this model is reported 0.98. Second root of RMR as the difference between elements in observed matrix in sample group and elements in predicted matrices are presumed as the accurate model. In what extent RMR be close to zero, in this case better fitting for the model realizes and negligible value for RMR in this research is reported 0.003 showing pertinent determination of covariance. SRMR is the criterion for difference mean among data and it is also an implied variance-covariance matrix. In what extent, this criterion is small, it would be better for fitting model with data. This index is a precious index in case of implied mean of variance-covariance matrix. Assessment of this act is hard exactly up to the time while non-standard variance-covariance matrix is being used. The value for SRMR is reported 0.004 in this paper showing an excellent

Table 14: Coefficients for path of factors effects and significance of parameters

| The factor "sexual stereotype"	The factor for understanding media advertisements	Path coefficient	t	R^2
Relevancy	Subjective portrayal	0.46	12.52	0.99
Representation	Subjective portrayal	0.57	14.37	
Relevancy	Perception and understanding	0.45	5.03	0.63
Representation	Perception and understanding	0.38	4.23	
Relevancy	Convincing	0.32	2.59	0.47
Representation	Convincing	0.40	3.66	
Representation	Subjective adaptation	0.57	8.31	0.32
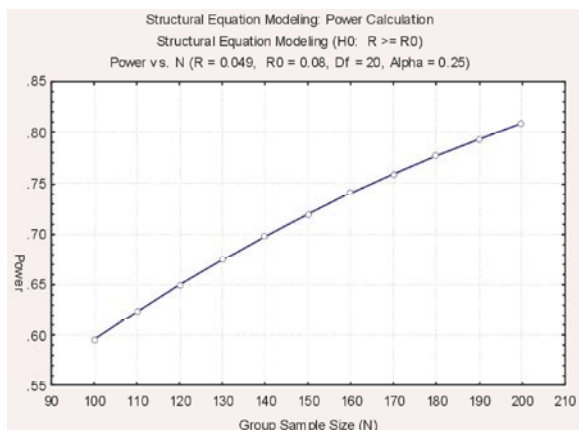
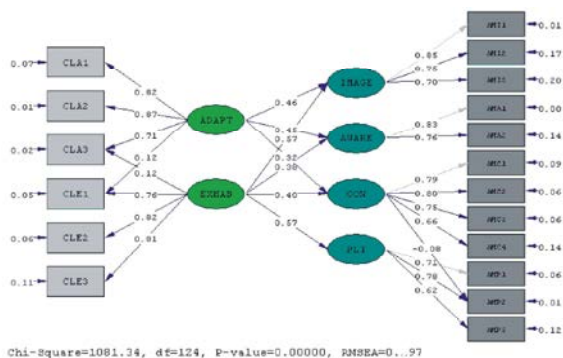Fig. 15: Power equation calculation structural equation modeling

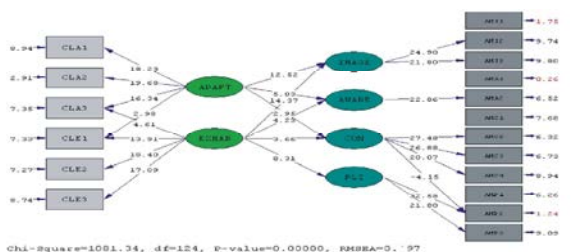Fig. 16: Structural model (path analysis model)

Fig. 17: The value of t for observing significance of path coefficients

value. To observe the point that in what extent a model comparing with other models acts well in terms of determination of a set of observed data, values of NFI, NNFI, IFI and CFI have been used. The values higher than 0.9 of these indices show an excellent fitting of the model designed comparing to other models.

As shown in Table 13, data of this research has a pertinent fitting with factor structure and theoretical infrastructure showing the relevancy of the questions with theoretical factors. To assess the strength points of measurement model in the research, power analysis method regarding sample volume as 200 individuals, has been used showing that in this volume and according to values estimated, the value 0.93 shows that factor analysis model is reliable and its findings could be interpreted. Refer to Figure 15 to see this fact.

Structural Model (Path Analysis Model): After the stages for confirming the measurement model and doing calculations for accuracy of factor, finally the relations between factors of the research could be tested. For this, LISREL software was implemented in the model. According to the point that the value for RMSEA in structural model is reported less than 0.1, thus to provide estimation for the path coefficients to test hypotheses of research, changes are not essential. Hence, Figure 16 and 17 would be represented as following:

CONCLUSION

Generally, the role of men and women has been portrayed in Medias which their role is adaptive with cultural stereotypes roles used to represent traditional sexual roles. In different advertisements, gender of addresser and people's role would be differed. The issues related to economy or prospectiveness and also academic discourses in need of logic thought, presumption and reasoning are exclusively for men addressers and in these cases, male actors play very important role. In contrast, in issues related to emotional feeling, family matters and attracting women- women play very important role. Women's role in house works is obvious and men's role in works out of house is obvious. Hence, there is such a Sexual stereotype reflecting in advertisements by which

it could be helpful for thinking. Also, using colors is from the effective signs in advertisements. In advertisements in which feminine and masculine goods are introduced and represented, various colors are used for two genders. This is in such a way that pink and purple as the symbol of vitality, juvenility and jollity are used for women and blue and navy blue colors as the symbol of calmness and reliance are used for men. Various service suppliers never know using simple ways for mentioning gender in advertisements sufficient. To make advertisements attractive in Medias particularly in recent decades, more complex models with mixture of male and female models have been used. Also, Sexual stereotypes are used as the frameworks to identify cultural values and norms in the societies. The main hypothesis of research is defined as there is a significant relationship between Sexual stereotypes in bank advertisements and perceiving media advertisements.

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