HYPOTHESIS

The importance of this research is where we can get a good view about the background of culture and advertisement. It is a way to systematically solve the research problem. In this research, there was a need to see if the masculinity-femininity dimension of a culture affects the consumers’ responses on the gender appearance on television advertisements.

- Ho: There is no significant relation between advertising and buying motives.
  H1: There is a significant difference in advertising and buying motives.
- Ho – There is no significant difference in people getting influenced by television ads in Mumbai.
  H1 – There is a significant difference in people getting influenced by television ads in Mumbai
- Ho: There is no significant relation between advertisements and effects on age groups in Mumbai.
  H1: There is a significant relation between advertisements and effects on age groups in Mumbai.
- Ho: The masculinity level of Mumbai does not affect the variables.
  H1: The masculinity level of Mumbai affects the variables.
- Ho: There is no difference between men and women (respondents) as it concerns variables.
  H1: There is a difference between men and women (respondents) as it concerns the variables.