

A Review Based Study of Consumer Attitude through Gender Equality Advertisement Campaigns

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Abstract

Advertising today is far beyond selling products; it plays a vital role in shaping social values and public awareness, and this is why gender equality advertising is one of the main focuses of modern brands. This paper discusses how gender-equality-focused advertising campaigns impact consumer attitudes through a descriptive research approach based on secondary data extracted from academic journals, books, and reliable online sources. It appears from the findings that campaigns focused on empowerment, education, and equal opportunity tend to build more positive consumer responses by increasing emotional connection, brand trust, favourable brand perception, and purchase intention. Additionally, cultural sensitivity of the ad, credibility of its message, and relevance of its social issue further heighten consumer engagement with the ad. This study concludes that authentic and socially responsible portrayals of gender equality could help effectively foster positive consumer attitudes and provide practical guidance for ethical and impactful marketing strategies.

Keywords: Gender Equality, Advertisement Campaigns, Consumer Attitude.

Introduction:

In today's marketing environment, advertising goes far beyond simply promoting products; it now plays a key role in shaping social awareness and public attitudes. Modern consumers increasingly judge brands not only on the practical benefits they offer but also on the values they represent. In this context, campaigns promoting gender equality have become prominent as brands aim

to showcase fairness, inclusivity, and social responsibility. By challenging traditional gender stereotypes and presenting balanced portrayals of men and women, these advertisements seek to influence consumer perception while aligning the brand with progressive societal values (Goswami & Angel, 2024). Campaigns focused on gender equality, often referred to as femvertising, have been found to impact various aspects of consumer attitudes. For instance, (Akestam, Rosengren, & Dahlen, 2017) emphasize that such advertisements can shape emotional responses, liking of the advertisement, and overall brand evaluation. Similarly, (Koc, Efendioglu, Ozkan, Ugurtan, & Baran, 2024) point out that when consumers perceive these equality-focused messages as genuine and trustworthy, they are more likely to form favourable opinions of the advertisement and prefer the brand. These positive attitudes can further encourage behavioural intentions, such as choosing to support or purchase from brands that actively promote gender equality.

Consumer reactions, however, are not uniform and can differ depending on personal awareness of gender issues, cultural background, and prior beliefs. (Gey & Becan, 2024) explain that individuals with greater sensitivity to social issues engage more deeply with equality-based messages, resulting in stronger attitudinal and perceptual responses. On the other hand, messages that seem exaggerated or inconsistent with a brand's actual practices may reduce credibility and diminish consumer engagement. This highlights the importance of key factors—such as empowerment, fair representation, cultural context, and message credibility—in shaping how consumers respond to gender equality advertising.

Studying consumer attitudes toward gender equality campaigns is therefore critical to understanding how these messages affect awareness, perception, advertisement liking, brand preference, and purchase intentions. Insights from such studies can benefit both academic research and managerial practice, helping brands communicate social responsibility effectively while promoting inclusive values in the marketplace.

Research Objectives:

The main objective of the research is to understand the influence of the gender equality advertisement campaigns on consumer attitude.

Research Methodology:

The present study follows a descriptive research methodology that analyse consumer attitudes toward gender equality advertisement campaigns. The research data has been sourced from various secondary sources, including academic journals, research articles, books, and credible online databases, such as Google Scholar, ResearchGate, Springer, and ScienceDirect were used to identify relevant studies. Literatures are identified based on their credibility, relevance, and contribution to understanding consumer responses to gender-equal

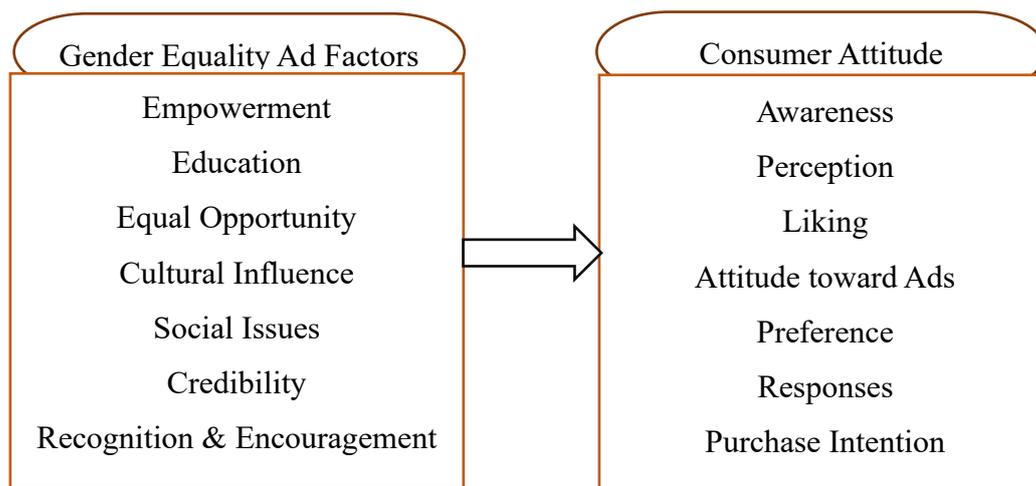
advertising. The descriptive approach is suitable for understanding existing patterns, perceptions, and relationships between gender equality advertising factors and consumer attitudes. The study synthesizes findings from previous empirical and conceptual research to develop a comprehensive understanding of how socially responsible advertising influences consumer behaviour. Since no primary data will be gathered, the study focuses on qualitative interpretation of existing research.

Conceptual Framework of Research:

The conceptual framework shall help to understand the relationship between the factors of gender equality advertising and the consumer attitude on the gender equality advertising campaigns. The advertising of gender equality demonstrates values such as empowerment, inclusiveness, fairness, and social responsibility that have a great effect on the consumer response to ads.

In this study, the variables that influence gender equality advertising are the independent variables while the dependent variables will include the ones that make a consumer attitude.

Consumer Attitude Toward Gender Equality Ad Campaigns



(Fig: Research Model Developed by Researcher)

1. Gender Equality Advertising Factors:

1.1 Empowerment: Empowerment-focused advertising increases consumers' emotional involvement and strengthens positive attitudes toward brands by portraying women as independent and capable decision-makers (Negm, 2024). Femvertising campaigns that emphasize empowerment lead to higher advertisement liking and favourable brand evaluation (Akestam, Rosengren, & Dahlen, 2017). Consumers are more likely to purchase products from brands that project social responsibility through empowerment messaging (Koc, Efendioglu, Ozkan, Ugurtan, & Baran, 2024). (Drake, 2017) finds that portrayals of empowered women in advertising increase brand favourability and perceived modernity.

1.2 Education: Consumers with higher awareness of social issues are more likely to engage positively with brands promoting equality (Gey & Becan, 2024). (Champlin, Sterbenk, Windels, & Poteet, 2019) emphasize that informative equality-focused ads enhance cognitive engagement and ethical brand evaluation. (Matthes, Prieler, & Adam, 2016) confirm that awareness-oriented advertising influences consumers' beliefs and social attitudes. (Kotler & Keller, 2016) explain that advertising with an educational orientation influences consumer knowledge structures and supports the formation of informed brand perceptions. Such messaging contributes to increased awareness of social issues and shapes consumer evaluations of brands engaging in socially responsible communication.

1.3 Equal Opportunity: Advertisements portraying equal opportunities strengthen consumers' perception of brand integrity and fairness (Goswami & Angel, 2024). Brands that actively communicate support for gender parity positively influence brand preference and purchase intention (Koc, Efendioglu, Ozkan, Ugurtan, & Baran, 2024). (Knoll, Eisend, & Steinhagen, 2011) report that portraying workplace equality in advertisements strengthens perceptions of fairness and brand justice.

1.4 Cultural Influence: Culturally sensitive gender equality campaigns generate stronger consumer engagement and perceived authenticity (Gey & Becan, 2024). Advertising messages that conflict with local norms are often perceived as inauthentic or forced,

reducing their persuasive impact (Negm, 2024). (Taylor & Miracle, 2017) confirm that culturally incongruent gender messaging may generate resistance among consumers.

1.5 Social Issues: Consumers perceive brands addressing social issues as more socially responsible, enhancing brand credibility and supportive behavioural intentions (Akestam, Rosengren, & Dahlen, 2017). (MOHR, WEBB, & HARRIS, 2001) show that addressing social issues enhances ethical brand perception and trust. Research suggests that purpose-driven advertising improves consumer-brand identification (Vredenburg, Kapitan, Spry, & Kemper, 2020).

1.6 Credibility: Perceived sincerity and authenticity of advertisements are critical; campaigns perceived as inconsistent with brand behaviour reduce credibility and weaken consumer response (Gey & Becan, 2024). Credibility significantly moderates the effectiveness of gender equality messaging (Koc, Efendioglu, Ozkan, Ugurtan, & Baran, 2024). (Erdem & Swait, 2004) establish credibility as a key determinant of consumer trust and brand choice.

1.7 Recognition and Encouragement: Advertising that recognizes achievements and contributions of all genders increases consumer motivation to support gender-inclusive initiatives (Negm, 2024). Recognition-focused messaging enhances brand loyalty and strengthens emotional engagement with the brand (Goswami & Angel, 2024). (Aaker, Fournier, & Brasel, 2004) show that recognition-based messaging strengthens emotional brand relationships.

2. Consumer Attitude Outcomes:

(Akestam, Rosengren, & Dahlen, 2017) and (Koc, Efendioglu, Ozkan, Ugurtan, & Baran, 2024) research highlight that Gender equality campaigns positively impact consumer attitudes when messaging is empowering, credible, culturally sensitive, educational, and socially relevant. Consumers are drawn to brands aligned with their values, demonstrating social responsibility and fostering positive purchase intentions which is studied by (Gey & Becan, 2024) and (Goswami & Angel, 2024). (Sheth, Sethia, & Srinivas, 2021) argue that socially responsible branding leads to sustainable positive consumer attitudes.

Findings:

The results show that gender equality advertising is an important influential aspect of consumer attitudes when the advertisement focuses on empowerment, education, and equal opportunity. Through advertising that depicts women as self-assured and competent decision-makers, there will be greater emotional participation, brand positivity, and purchase desire. Informational and awareness-driven messages will increase consumers' awareness of societal issues, leading to positive brand ethics and trust. Campaigns emphasizing equal opportunity in the societal and working arenas will also impact the perception of fairness, honesty, and justice, motivating the consumer to select those brands that practice gender equality.

Additionally, this study shows that the credibility and relevance of gender equality advertising also have a large influence on its effectiveness. When advertising is aligned with culture, it is considered more authentic and appealing; however, any advertising that goes against culture weakens persuasive effects. Consumers react favourably to brands that not only focus on gender equality advertising but also consider social responsibility; additionally, recognition and appreciation of all genders have been observed to positively influence emotional connections and loyalty to brands. Perceived incongruity between advertising and brand behaviour weakens credibility and dimensions of favourable consumer response.

Conclusions:

The conclusion of the study is that gender equality advertising is an important factor that has an impact on consumer attitudes in the current marketing setting. With the increasing trend of judging brands on the basis of desirable value premises and societal responsibility, gender equality advertisement becomes an important element that has the ability to shape attitudes and behaviours. The aspect of empowerment and equal opportunities has a positive impact on advertisement liking, brand evaluation, trust, and purchase intention. Such adverts ensure that balanced representations are used for brands, allowing these brands to associate with positive societal aspects and improve their relationship with the market.

Besides, factors such as cultural sensitivity, credibility, and social relevance are critically influential in the

effectiveness of advertising gender equality. Messages perceived as authentic and consistent with a brand's actual practices elicit greater engagement and emotional connection, whereas messages perceived as exaggerated or insincere tend to weaken the consumer response. The present study also emphasizes the importance of recognition and contributions from all genders since this strategy results in strengthened brand loyalty and consumer identification with the brand. Overall, this research points out that gender equality advertising will create favourable attitudes in consumers if it is genuine, culturally appropriate, and socially meaningful, hence providing useful insights into responsible and inclusive advertising practices for the development of academic research and managerial decision-making.

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