

Gender Bias in the Advertisement of Different Products: An Analytical Study

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Abstract

Gender bias in advertising has been widely examined, with notable differences in the representation of men and women across various media, often reflecting prevailing societal norms. With the expansion of digital media, such biases have extended to online platforms such as YouTube, where advertisements play a significant role in shaping audience perceptions. This study investigates gender bias in YouTube advertisements using a survey-based approach, examining audience perceptions of gender representation in contemporary brand advertisements. The findings indicate that while traditional gender stereotypes continue to exist, there is a growing shift toward more progressive and inclusive representations in recent advertisements. The study highlights how digital advertising is evolving and contributes to a better understanding of shifting gender norms in online media.

Keywords: *Gender Bias, Advertising, Digital Media, YouTube Advertisements, Gender Representation*

Introduction

The depiction of men and women in advertising has attracted substantial academic interest, with clear differences in their portrayal across various media platforms. The study of gender roles in advertising began in earnest in the 1970s with Erving Goffman's seminal work, "Gender Advertisements", which analyzed how advertisements subtly reinforce gender roles through visual and textual cues, depicting men as assertive and women as passive. Subsequent research by Courtney and Whipple expanded on Goffman's findings, highlighting the persistent portrayal of women in domestic and subservient roles (Whipple & Courtney, 1983).

Gender representation in digital media has been extensively studied to understand the construction and perpetuation of gender identities through various forms of media. Online platforms, social media, and websites have been significantly influenced by how gender roles are portrayed and understood. The construction of gender has been controlled and shaped through these technologies, implanting specific gender representations. With the increase in media consumption, it is essential to examine whose voices are being amplified and how they are portrayed. In traditional media, men have been associated with products like alcohol, vehicles, and business goods, while women have been linked to domestic products.

Indian advertisements, especially those in Hindi, present a unique cultural landscape. Studies by Shoma Munshi (1998) and Mallika Das (2011) have highlighted how Indian advertising often mirrors societal norms, depicting women primarily in roles related to homemaking and family care. These portrayals are deeply embedded in the cultural fabric of Indian society, reflecting traditional values and expectations. The complexity of gender roles in Indian advertising has been emphasized by Munshi's work, showing how the portrayal of women is restricted to the domestic sphere, while roles emphasizing economic and social power are often depicted for men. These themes have been further explored by Das's research, demonstrating how traditional gender roles are reinforced by advertisements using cultural symbols and narratives.

The portrayal of gender in advertising is recognized for its significant implications on audience perception and behavior. According to research by Furnham and Paltzer, viewers' attitudes and expectations can be influenced by stereotypical portrayals in advertisements, which in turn perpetuate societal norms and biases. These stereotypes are known to shape consumers' perceptions of gender roles in real life, impacting career aspirations and domestic responsibilities (Furnham & Paltzer, 2010).

Understanding gender bias in advertising is considered crucial for promoting more equitable and inclusive media representations. This research paper is intended to contribute to the existing body of research by providing a focused analysis of gender portrayal in advertisements of different products.

Literature Review

In a report titled *Gender Bias and Inclusion in Advertising in India* by UNICEF and the Geena Davis Institute on Gender in Media, published in April 2021, gender representation in Indian advertisements on TV and YouTube was examined. The study analyzed the 1,000 most viewed ads in 2019 to assess how advertising media reinforced or challenged harmful gender roles. The aim was to promote gender-sensitive advertising to achieve gender equality and empower women and girls. Key findings revealed that while women were given equal screen and speaking time, they were often portrayed in stereotypical roles, such as caretakers, and were more likely to be sexualized compared to men. The need for more diverse representations of women in terms of age, social class, and skin tone was highlighted, and calls were made for increased portrayals of women as leaders and in public spaces to inspire girls and promote gender equity. It was found that female characters were more likely to be shown as caretakers and parents, reinforcing traditional gender roles. They were also more likely to be depicted in private spaces like living rooms and bedrooms, while male characters were more often shown in public spaces like offices and outdoors. Additionally, female characters were significantly more likely to be shown in revealing clothing and partially nude compared to male characters, and they faced more sexual objectification. In terms of work and leadership, male characters were more likely to be shown with paid occupations, working, and in leadership roles compared to female characters. Issues of colorism were also highlighted, with lighter skin tones being depicted as more attractive and associated with higher social classes. Female characters were more likely to be shown with small body types compared to male characters (Geena Davis Institute on Gender in Media & UNICEF, 2021).

The research topic, *A Study on Bias Against Women in Advertisements*, conducted by Yanqiu Hong, Jun Wei, Qiuyu Wu, Zhining Zhang, and Jaioyang Xu in 2024, was critically examined for gender stereotypes and sexist discrimination in modern advertising. It highlighted how traditional gender roles were perpetuated through advertisements, with a particular focus on motherhood, the male gaze, and the objectification of women. Several advertisements for daily necessities were analyzed, revealing persistent patterns of discrimination. It was discussed how women were often depicted as primary caregivers, reinforcing the stereotype of the "perfect" mother, and how the male gaze objectified women, portraying them as objects of desire. The findings suggested that these biased representations contributed to societal expectations and suppressed women's diversity. Recommendations were made for the advertising industry to address these issues and promote more equitable portrayals of women (Hong, Wei, Wu, & Zhang, 2024).

The journal article *Gender Stereotype in Toy Advertisements* published in the *Online Journal of Communication and Media Technologies*, volume 11, issue 4 in 2021, was written by Nor Jijidiana Azmi, Isyaku Hassan, Radzuwan Ab Rashid, Zulkarnian Admad, Nor Azira Aziz, and Qaribu Yahaya Nasidi. Gender stereotypes in children's toy advertisements on social media were analyzed, specifically examining 87 advertisements from Mattel's official Facebook page from January to December 2019. Gender Schema theory was used to understand how children perceived gender roles through the media. It was revealed that advertisements for girl toys were more frequent and featured feminine traits and colors such as pink and purple, while boy toys were associated with masculine traits and colors like blue and black. It was shown that gender stereotypes were prevalent in the traits and role behaviors

depicted in the advertisements, though specific emotional behaviors were largely absent. The need for gender-neutral advertising to avoid reinforcing traditional gender roles and stereotypes was highlighted (Azmi, Hassan, Rashid, Aziz, & Nasidi, 2021).

The paper titled *Portrayals of Women in Commercial Advertising: A Comparative Study Based on Contemporary Advertisements, published in Ciencia and Engenharia- Science and Engineering Journal, volume 11, issue 1, in 2023*, was explored to examine the representation of women in advertisements from 2015 to 2022. Grounded in the context of the Social Progress Index (SPI) and the Sustainable Development Goals (SDGs), which emphasized gender equality and inclusiveness, the study was conducted by *Tanmay Samanta, Sayak Pal, and Arnab Basu*. Advertisements were analyzed to see how gender portrayal had evolved, with portrayals categorized into conventional and non-conventional types to highlight differences and progress toward gender equality. It was revealed that conventional portrayals often depicted women in stereotypical roles, focusing on beauty and domesticity, while non-conventional portrayals showcased women in diverse and empowering roles. Although advertisements had the potential to influence social change, many continued to perpetuate outdated stereotypes. The period from 2015 to 2022 showed a gradual shift toward more inclusive and empowering representations of women, aligning with the goals of the SDGs. The paper highlighted the dual role of advertisements in both perpetuating and challenging gender stereotypes, emphasizing the need for continued progress toward gender equality in media representations (Samanta, Pal, & Basu, 2023).

The conference paper *Gender Role Portrayal in Indian Advertisement: A Review, published in the book Ergonomics for Design and Innovation, Humanizing Work and Work Environment: Proceedings of HWWE 2021 by Partha Das and Manoj Majhi*, was examined to review gender role portrayals in Indian advertisements from 2000 to 2020. It was highlighted that gender stereotypes were still prevalent, particularly in magazine print ads, where sexism and degrading portrayals of women were commonly used to sell products. Although some slight improvements in their presentation of women were observed, stereotypical portrayals persisted across various product categories. Gaps in existing research were identified, and areas for future investigation were suggested to address these issues. Overall, the significant impact of gender portrayal in advertisements on societal behavior and the ongoing issue of gender discrimination in India were emphasized (Das & Manjhi, 2022).

The journal article *Gendering Products Through Advertisements: A Review (1973–2019) of Various Cues Employed by Advertisers, published in Business Perspectives and Research, volume 10, issue 1, in 2021 by Namrata Sandhu*, reviewed over four decades of research on how various cues were used by advertisers to gender-type products. A total of 22 different gender-typing techniques employed in television, multimedia web-based, and print advertisements were identified. The cues were categorized into verbal, visual, and other types. Verbal cues included gender-laden captions, the gender of the voiceover, and soundtrack levels, with male voiceovers and high soundtrack levels often being used for products targeted at men. Visual cues were divided into the gender of the model(s) and gendered imagery, where the gender of the dominant product user, main character, and spokesperson, along with settings, activities, objects, and colors, were key indicators. Other cues included the frequency of gender-specific advertisements, product functionality focus, emotional or rational appeals, and the choice of advertising medium. It was concluded that activating gender schemas in advertisements could enhance their effectiveness, and the need for future research on the effectiveness of individual cues and the potential for gender temperance in advertising was highlighted (Sandhu, 2021).

In a dissertation, *Gender Representation in Indian Television Advertisements from 2011 to 2020, published in 2023, Himika Akram* explored how gender was portrayed in Indian TV commercials over a decade. A content analysis of 120 strategically selected advertisements from 120 brands was employed. It was revealed that men were the primary characters in 54.6% of the ads, while women were the primary characters in 45.4%. Male voiceovers dominated at 70.1%, compared to 29.9% for female voiceovers. Women were predominantly shown in home settings (66.7%), whereas men were more frequently depicted in workplace settings (100% male, 0% female). Additionally, it was

found that women were primarily associated with home and household products, while men were linked to categories like banking, technology, development, and transportation. The significant role of television commercials in reinforcing gender stereotypes and traditional roles in Indian society was highlighted. Social Learning Theory and Media Framing Theory were drawn upon to analyze the potential impacts of these portrayals. Social Learning Theory suggests that behaviors are learned by observing and imitating others, indicating that the stereotypical gender roles depicted in advertisements could influence viewers' perceptions and behaviors. Media Framing Theory posited that the way information was presented (the "frame") significantly impacted how it was processed by the audience. Specific gender frames were often used by advertisers to convey messages that aligned with societal norms and expectations. The importance of examining gender representation in media, particularly in a culturally diverse and populous country like India, was underscored. Despite improvements in the quality of advertisements over the years, traditional gender roles and stereotypes remained prevalent. It was argued that these portrayals could have far-reaching effects on societal attitudes towards gender roles, potentially perpetuating gender inequality. A call for a more balanced and equitable representation of gender in advertisements was made to promote gender equality and challenge existing stereotypes (Akram, 2023).

The journal article *Problematizing the Post feminist Gaze: A Critical Exploration of Young Women's Readings of Gendered Power Relations in Advertising* by Alexandra Serra Rome, Stephanie O'Donohoe, and Susan Dunnett, published in the *Journal of Macromarketing* (Volume 40, Issue 4, 2020), was studied to explore how young women interpreted gendered power dynamics in advertising. The study aimed to understand how these women perceived and reacted to the portrayal of gender roles and power relations, particularly within the context of post feminism. In-depth interviews were employed to gather detailed insights into the participants' interpretations and experiences. It was revealed that the young women were highly critical of the gendered power relations depicted in advertisements, recognizing subtle reinforcements of traditional gender roles and power imbalances, even in ads claiming to promote empowerment. The study highlighted the complexity of the post feminist gaze, showing that young women both engaged with and resisted the contradictory messages in advertisements, reflecting a nuanced understanding of the media's role in shaping societal norms and individual identities (Rome, Stephanie, & Dunnett, 2020).

The research topic *Stereotypical Versus Feminist Advertising: A Review Article* by Radwa Zakaria Abdel-Rahman El-Sheikh, Salwa Farag, and Nahwat El-Arousy, published in the *Journal of Positive School Psychology* (Volume 6, Number 6, 2022), was explored to examine the evolution of female representation in advertising. The shift from traditional, stereotypical portrayals of women to more empowered feminist advertising was highlighted, emphasizing the significant role of media in shaping societal attitudes toward gender roles. Historically, gender stereotypes have been reinforced by advertisements, contributing to societal imbalances and discrimination. The influence of feminist movements on the rise of "femvertising," which challenged stereotypes and promoted gender equality, was discussed. Statistics, such as those from She Knows Media showing that 52% of women were motivated to buy products due to positive portrayals of women in ads, demonstrated the effectiveness of femvertising. The commercial success of campaigns like Dove's "For Real Beauty" and Always's "Like a Girl" was noted, along with the negative impact of stereotypical portrayals on women's self-esteem and career aspirations, contrasted with the positive outcomes of non-stereotyped representations (El-Sheikh, Farag, & El-Arousy, 2022).

The thesis titled *An Analysis of Jewellery Advertising Through the Lens of Feminist Theory* by Neeka Keisha Swigelaar (2019) was investigated to examine how mainstream jewelry advertisements constructed gender perceptions, focusing on the representation of women and femininity. Feminist social constructionist theory was utilized to analyze advertisements from De Beers and Tiffany & Co., and comparisons were made with third- and fourth- wave feminist theories and recent social movements in women's rights. It was revealed that traditional gender roles and stereotypes were often reinforced by these advertisements, which portrayed women primarily in terms of their appearance, sexuality, and body, rather than their personality or intellect. The concept of "commodity feminism" was explored, showing how advertisements adopted feminist language and imagery to attract modern consumers while perpetuating traditional norms. This included the portrayal of the "midriff" character—empowered through sexuality

but still conforming to societal beauty standards. The language and metaphors used in ads were critiqued, noting that terms and nicknames often reinforced gender stereotypes and objectification. Efforts such as "femvertising" and ungendered clothing lines were examined, revealing that although some attempts were made to challenge stereotypes, traditional gender norms frequently persisted. It was found that despite some progress towards more inclusive portrayals, traditional stereotypes and objectification continued to dominate in jewelry advertisements, highlighting the need for a more critical and genuine approach to representing gender dynamics (Swigelaar, 2019).

The journal article *Effectiveness of Indian Advertisements Breaking Stereotypes: A Comparative Analysis Using Hierarchy of Effects Model*, published in the *Indian Journal of Marketing* in 2019 by Shampa Nandi, Sudhindra Bhat, and Bert Wolfs, was explored to assess the impact of unconventional advertisements in India. The effectiveness of advertisements challenging traditional stereotypes was compared with conventional ads using the Hierarchy of Effects model, which measures cognitive, affective, and conative dimensions. An empirical study involving 115 viewers conducted in June-July 2018 was analyzed using statistical methods, including regression analysis and ANOVA. It was found that unconventional advertisements significantly improved brand perception, consumer attitudes toward social issues, and overall advertisement effectiveness compared to conventional advertisements. Higher scores in ad appeal, recall, and message impact were achieved by these ads. Campaigns such as Star Plus's "Nayi Soch," Ariel's "Share the Load," Nike's "DaDa Ding," and PC Chandra Jewellers' "Call me Ms Arpita Sen Anderson" were highlighted for promoting progressive messages like gender equality and challenging traditional norms. The effectiveness of unconventional advertising in enhancing brand appeal and contributing to social change was underscored by the study (Nandi, 2019).

Aims and Objectives

The main aims and objectives of the research are as follows:

- To detect the presence of gender biases in advertisements.
- To discern whether contemporary advertisements are actively striving to mitigate gender biases observed across diverse product categories.
- To study the influence of gender-biased and unbiased advertisements on the audience.

Research Methodology

The study conducts a survey to find the presence of gender biases in advertisements and to discern whether contemporary advertisements are actively striving to mitigate gender biases observed across diverse product categories.

Survey

A survey was conducted with 183 participants, representing an approximately equal number from each of the six zones of Kolkata, and with a balanced distribution between male and female respondents. The questionnaire, consisting of closed-ended questions, was distributed via email to some participants and through a link to an online survey form (Google Forms) to others. For conducting the survey, **Stratified Random Sampling** is used.

Findings

Survey data analysis involves interpreting and drawing conclusions from survey responses, both quantitative and qualitative. This process identifies patterns, trends, and insights that guide decision-making. By examining demographic data (like age, gender, and location) alongside psychographic data (such as opinions and interests), businesses can understand how different population segments react to products or services. Effective analysis ensures data is unbiased and statistically significant, providing reliable insights for enhancing customer experiences, improving products, and refining marketing strategies.

This study aims to find out the opinion of the people from six different zones of Kolkata on the topic of gender bias in the advertisement of different product categories. The survey also sheds light on issues of gender bias, gender stereotyping, the need for gender-neutral advertisements, changes in consumption patterns, and societal views.

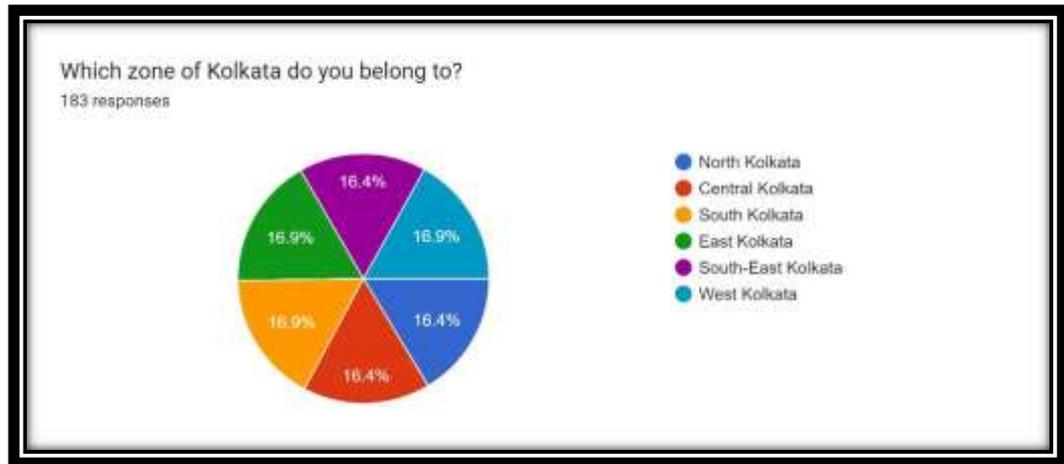


Figure 1: Pie chart showing respondents from different zones of Kolkata

The pie chart provides an overview of the distribution of respondents from different zones of Kolkata. Out of a total of 183 responses, the data shows a relatively balanced representation across the zones, with some slight differences. Specifically, 16.4% of respondents are from North Kolkata, which equates to 30 individuals, and the same percentage applies to Central Kolkata, also with 30 respondents. South Kolkata and East Kolkata each contribute 16.9% of the total responses, translating to 31 respondents from each of these zones. South-East Kolkata has 16.4% of the respondents, amounting to 30 individuals, while West Kolkata, like South and East Kolkata, accounts for 16.9% of the responses, representing 31 respondents. This nearly equal distribution across the six zones ensures a comprehensive comparison and analysis of any differences or similarities among the populations from these areas.

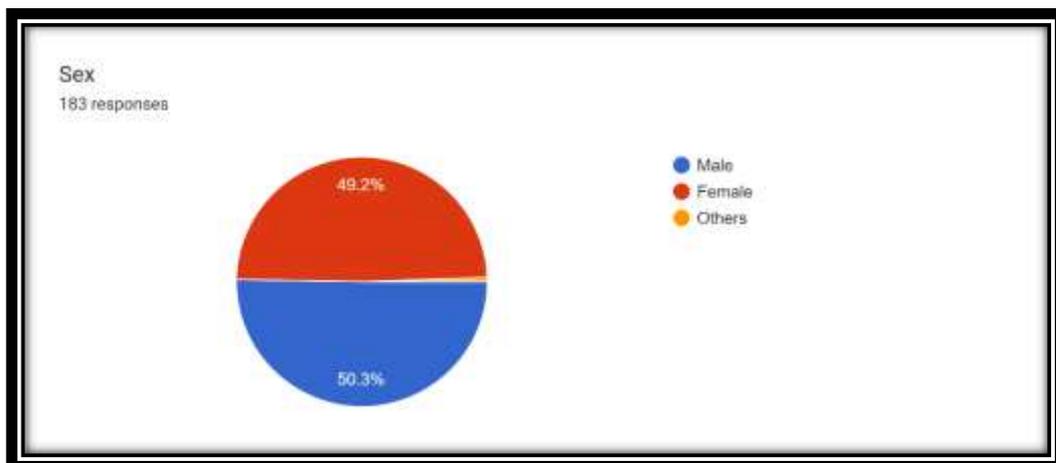


Figure 2: Pie chart showing the sex of the respondents

The pie chart reveals an early equal distribution of respondents by gender. Out of a total of 183 respondents, 50.3% are male, totaling 92 individuals, while 49.2% are female, comprising 90 respondents. Additionally, 0.5% of the respondents, which amounts to 1 individual, identify as other. This distribution demonstrates a balanced representation

of both male and female participants, with a minimal percentage of respondents identifying outside these categories.

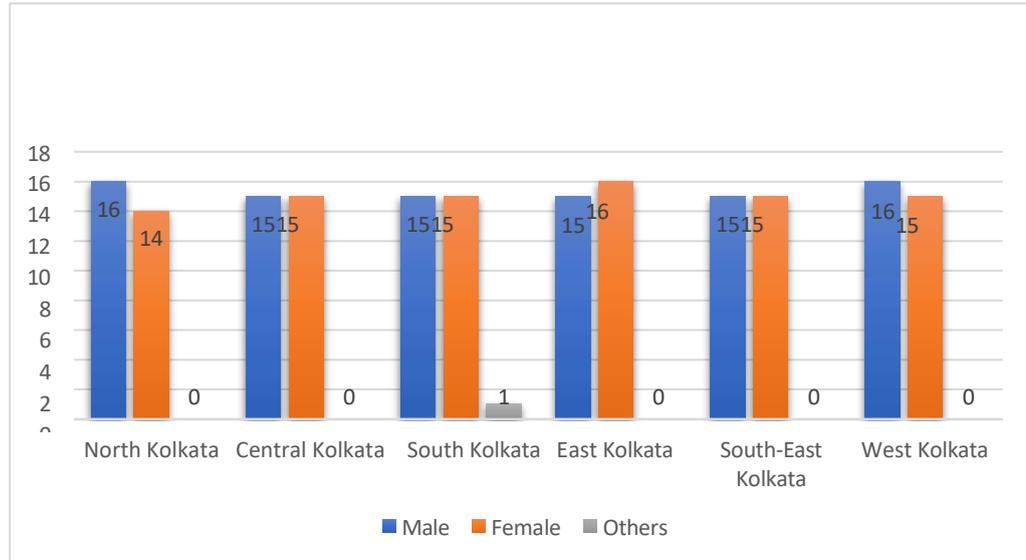


Figure 3: Bar graph showing the distribution of males, females, and others from different Kolkata zones

The graph provides a detailed breakdown of gender distribution across different zones of Kolkata. In North Kolkata, there are 16 male respondents and 14 female respondents. Central Kolkata shows an equal distribution with 15 males and 15 females. Similarly, South Kolkata has 15 males, 15 females, and 1 respondent identified as other. East Kolkata also exhibits an equal gender split with 15 males and 15 females. South-East Kolkata follows the same pattern with 15 males and 15 females. In West Kolkata, there are 16 male respondents and 15 female respondents. This distribution indicates a generally balanced representation of genders across most zones, with a slight variation in the West Kolkata zone.

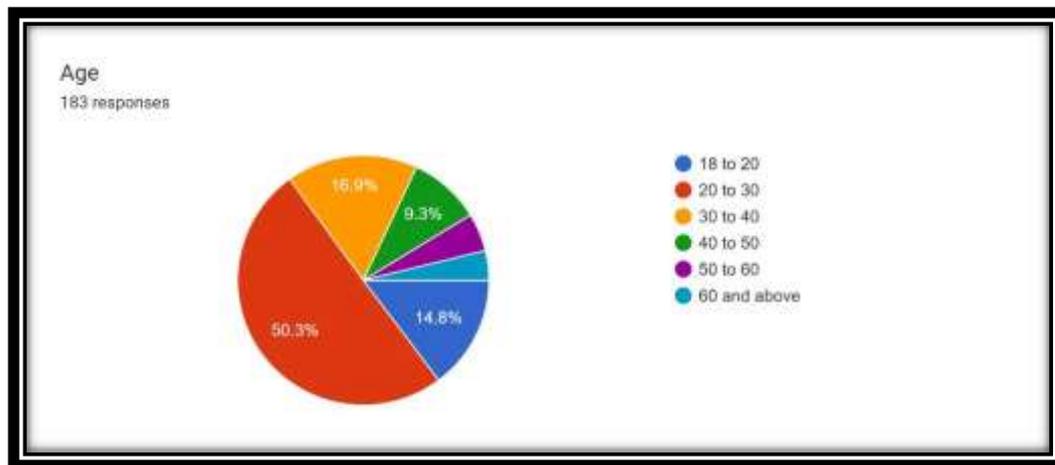


Figure 4: Pie chart showing the age distribution of respondents

The pie chart illustrates the age distribution of the respondents. Among the total, 14.8% (27 individuals) are aged 18 to 20 years, while the largest group, comprising 50.3% (92 individuals), falls within the 20 to 30 years range. The 30 to 40 years age group makes up 16.9% (31 individuals), followed by 9.3% (17 individuals) in the 40 to 50 years range. Additionally, 4.9% (9 individuals) are aged 50 to 60 years, and the remaining 3.8% (7 individuals) are 60 years or older.

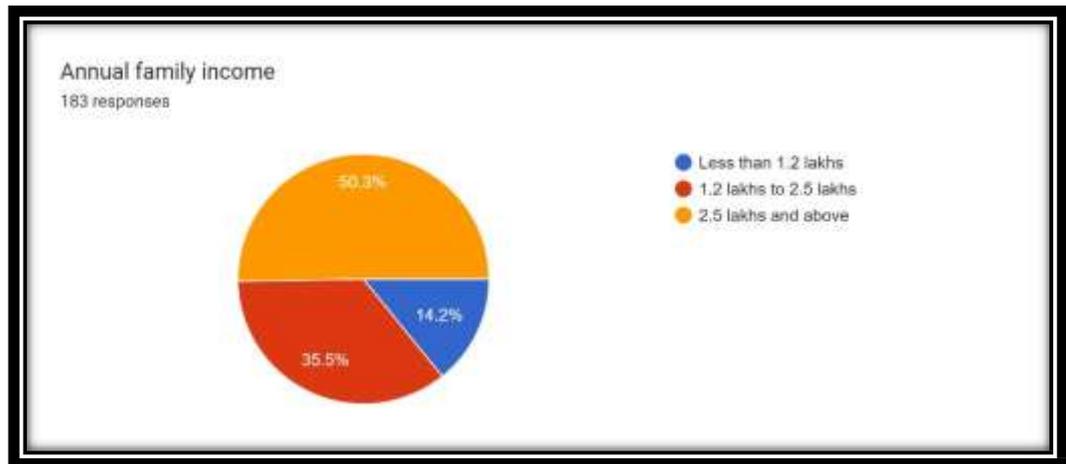


Figure 5: Pie chart showing the annual family income of the respondents

The pie chart depicts the distribution of respondents by annual family income. Of the total respondents, 14.2% (26 individuals) have an annual income of less than 2.5 lakhs. A larger segment, 35.5% (65 individuals), falls within the income range of 1.2 lakhs to 2.5 lakhs. The majority, comprising 50.3% (92 individuals), report an annual family income of 2.5 lakhs or more.

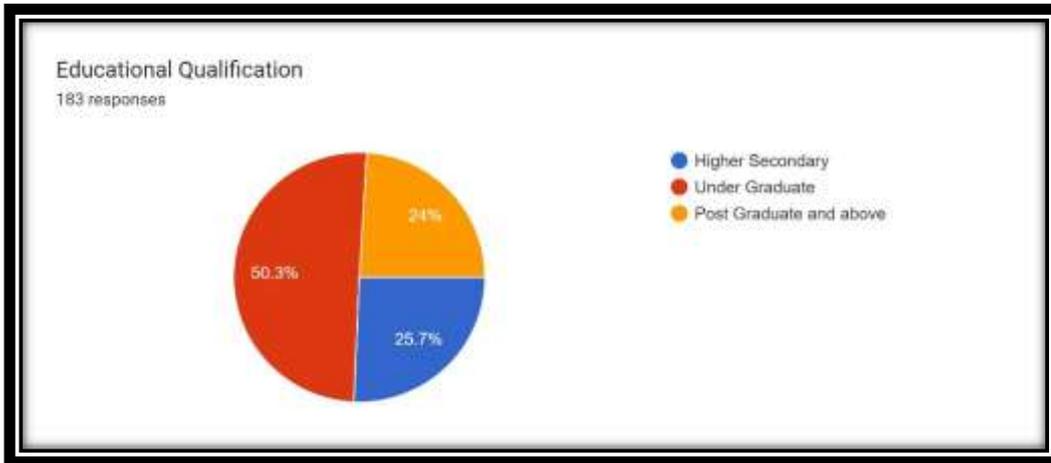


Figure 6: Pie chart showing the educational qualification of the respondents

The pie chart illustrates the educational qualifications of the respondents. The largest group, comprising 50.3% (92 individuals), consists of undergraduates. Following this, 25.7% (47 individuals) have completed only their higher secondary education. The remaining 24% (44 individuals) hold postgraduate degrees or higher qualifications.

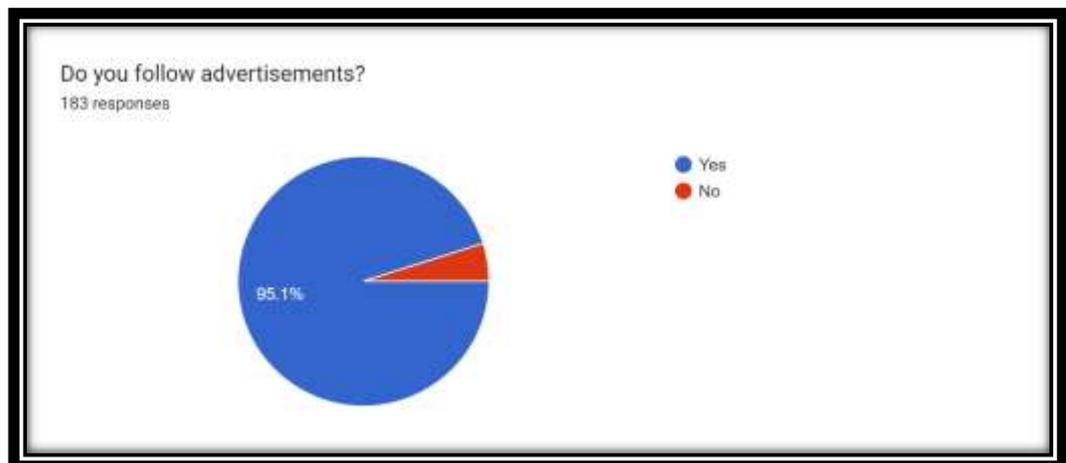


Figure 7: Pie chart showing whether the respondents follow advertisements or not

The pie chart reveals that a significant majority of respondents, 95.1% (174 individuals), follow advertisements.

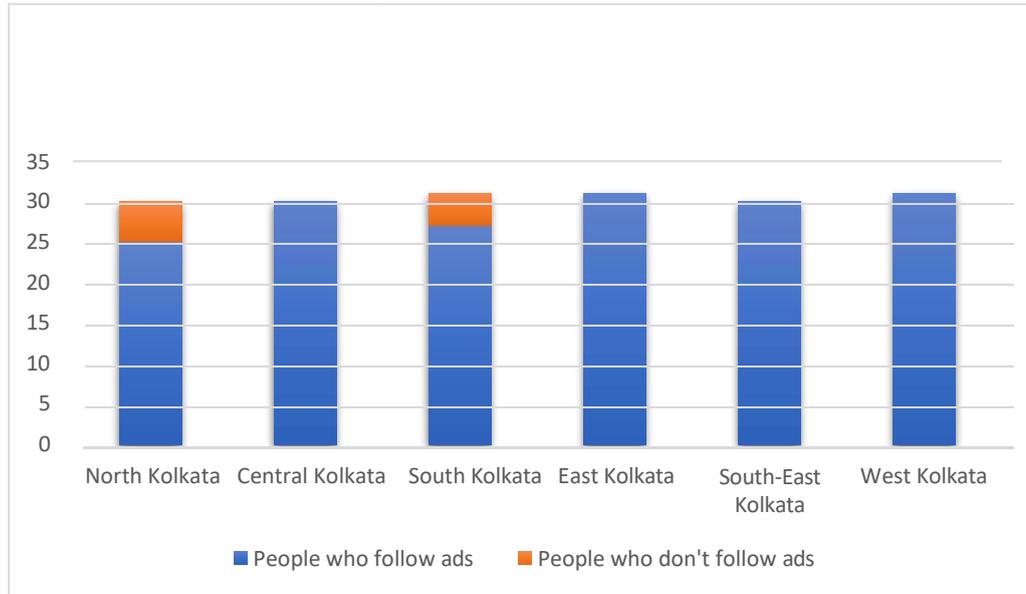


Figure 8: Bar graph showing the respondents from different Kolkata zones who follow and don't follow ads

The graph indicates that 5 respondents from North Kolkata and 4 respondents from South Kolkata do not follow advertisements.

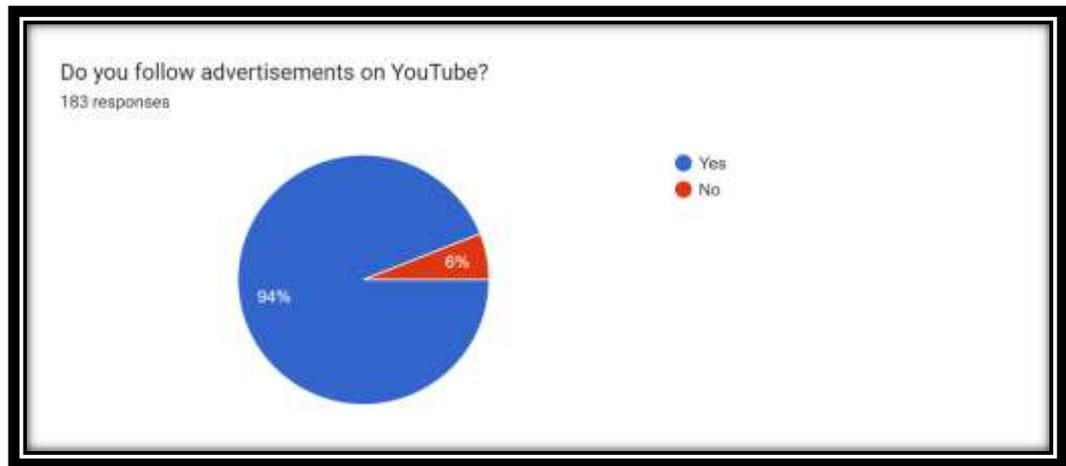


Figure 9: Pie chart showing respondents who follow advertisements on YouTube

Out of 183 respondents, 94% (172 individuals) follow advertisements on YouTube, while the remaining 6% (11 individuals) do not.

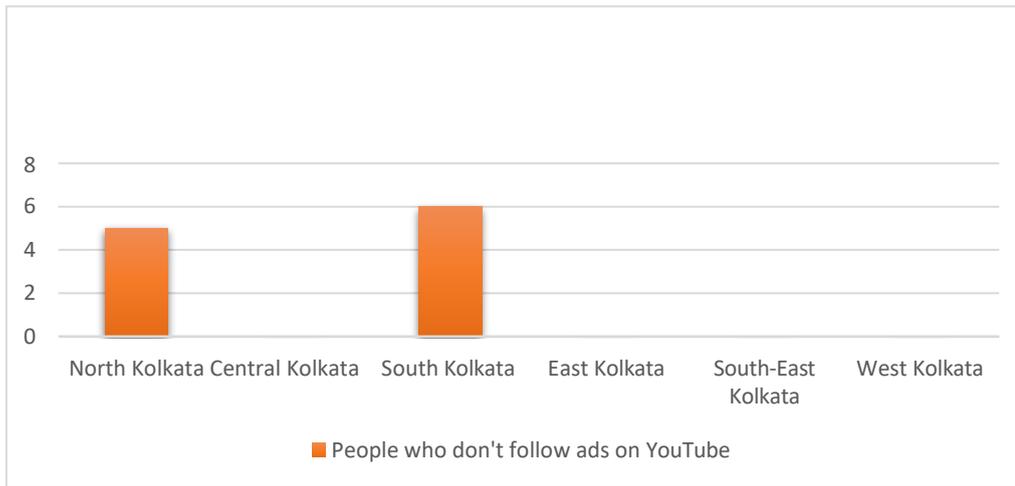


Figure 10: Bar graph showing respondents from different zones of Kolkata who don't follow advertisements on YouTube

The graph shows that only 5 respondents from North Kolkata and 6 respondents from South Kolkata do not follow advertisements on YouTube.

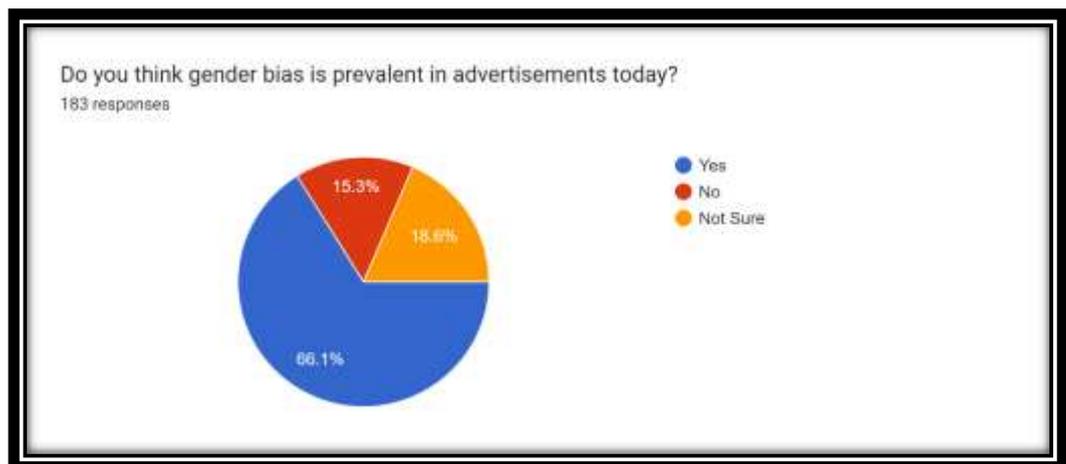


Figure 11: Pie chart depicting the opinion of the respondents on whether gender bias is prevalent in advertisements today

Out of a total of 183 respondents, 66.1% (121 individuals) believe that gender bias is prevalent in current advertisements. In contrast, 15.3% (28 individuals) feel that there is no gender bias in contemporary advertisements. Meanwhile, 18.6% (34 individuals) are unsure whether gender bias exists in today's advertisements.

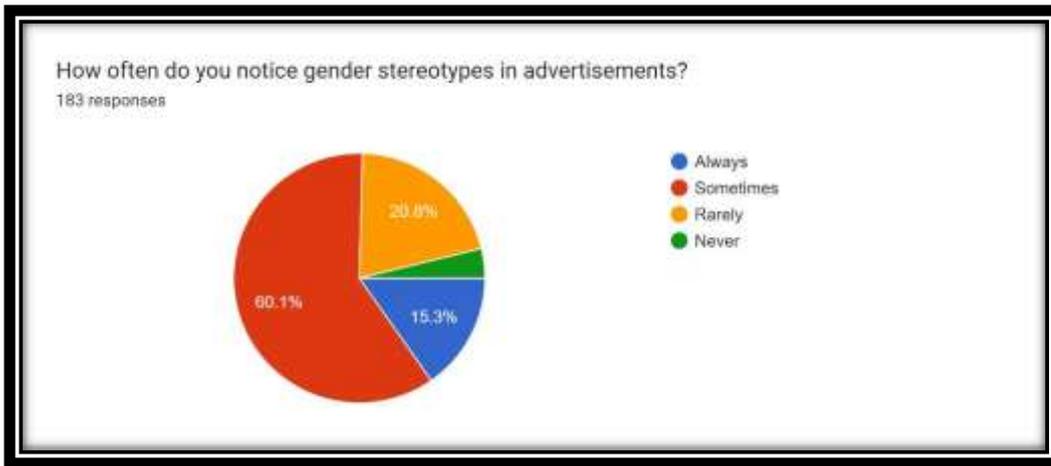


Figure 12: Pie chart depicting the opinion of the respondents on how often they notice gender stereotypes in ads

The pie chart reveals that 15.3% of respondents (28 individuals) always notice gender stereotypes in advertisements. A majority, 60.1% (110 individuals), observe these stereotypes sometimes. Additionally, 20.8% (38 individuals) rarely encounter gender-stereotypical advertisements, while the remaining 3.8% (7 individuals) believe they never notice such stereotypes.

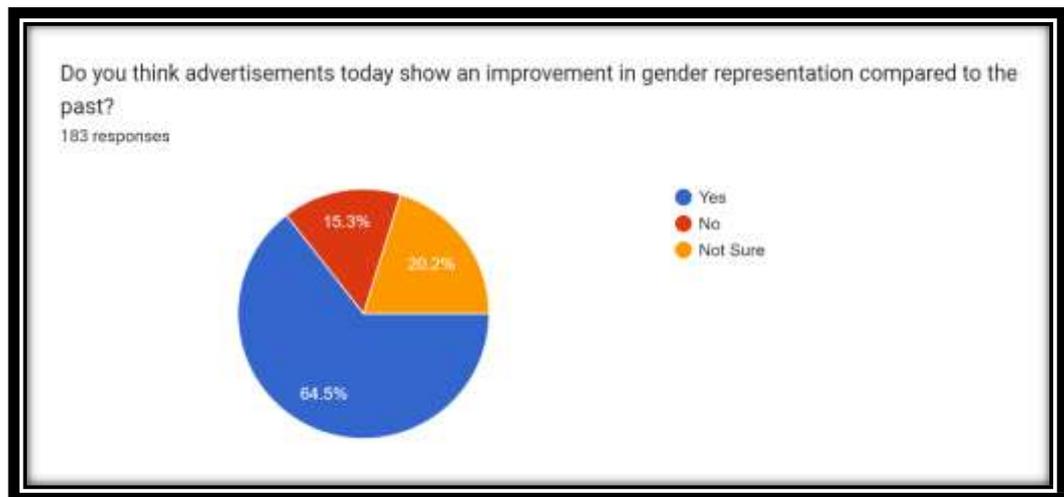


Figure 13: Pie chart depicting the opinion of the respondents on whether they think advertisements today show an improvement in gender representation compared to the past

The pie chart indicates that 64.5% of respondents (118 individuals) believe that advertisements today show an improvement in gender representation compared to the past. In contrast, 15.3% (28 individuals) feel that there has been no improvement in gender representation. The remaining 20.2% (37 individuals) are unsure about the changes in gender representation in advertisements.

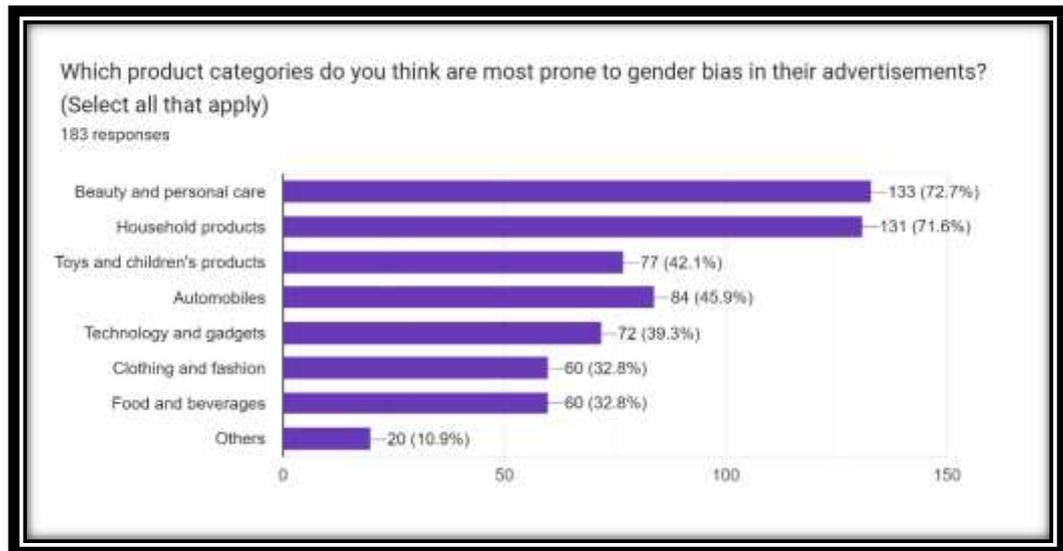


Figure 14: Graph depicting the opinion of the respondents on which product categories are more prone to gender bias in advertisements

The graph reveals that 72.7% of respondents (133 individuals) believe that beauty and personal care products are the most prone to gender bias in their advertisements. This is followed by household products, with 71.6% (131 individuals) perceiving a high level of gender bias. Automobiles are identified by 45.9% (84 individuals) as having gender-biased advertisements, while 42.1% (77 individuals) see toys and children’s products as prone to gender bias. Technology and gadgets are viewed as gender-biased by 39.3% (72 individuals), and clothing and fashion, as well as food and beverages, are each identified by 32.8% (60 individuals) as having gender bias. Lastly, 10.9% (20 individuals) consider other product categories to exhibit gender bias in their advertisements.

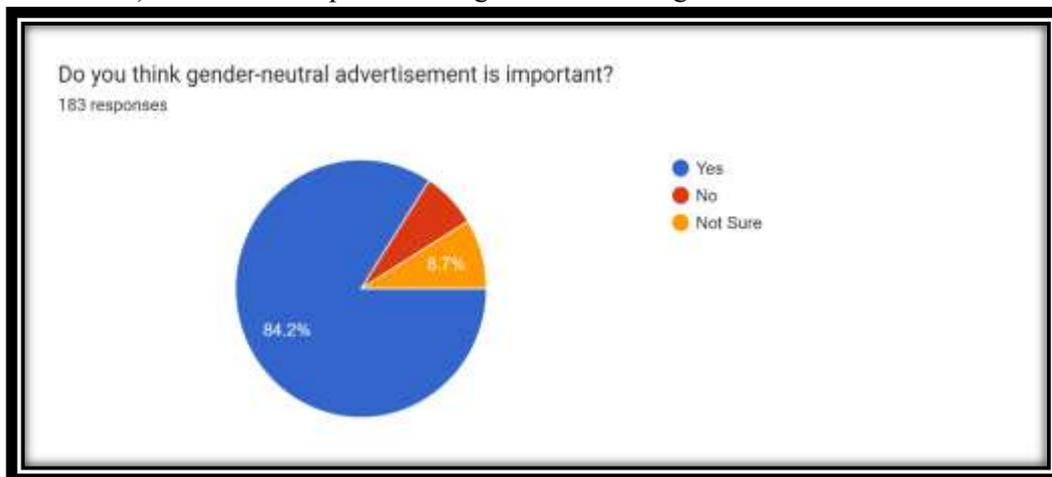


Figure 15: Pie chart depicting the opinion of the respondents on whether they think gender-neutral advertising is important

The pie chart shows that 84.2% of respondents (154 individuals) believe that gender-neutral advertisements are important. In contrast, 7.1% (13 individuals) do not consider gender-neutral advertisements to be important, while the remaining 8.7% (16 individuals) are unsure about their significance.

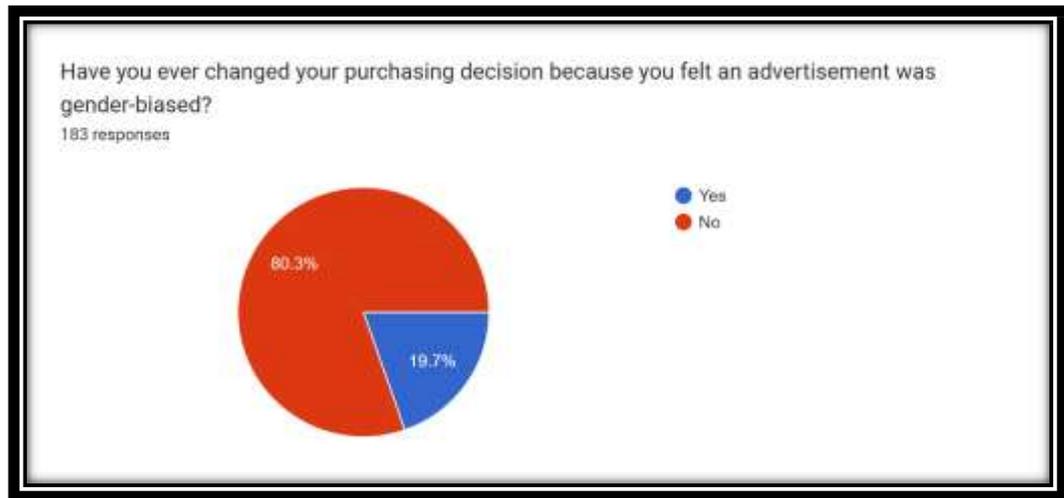


Figure 16: Pie chart depicting whether the respondents have ever changed their purchasing decision after they felt any ad was gender biased

The chart illustrates that 19.7% of respondents (36 individuals) have altered their purchasing decisions due to perceived gender bias in advertisements. Conversely, 80.3% (147 individuals) did not change their purchasing decisions based on this factor.

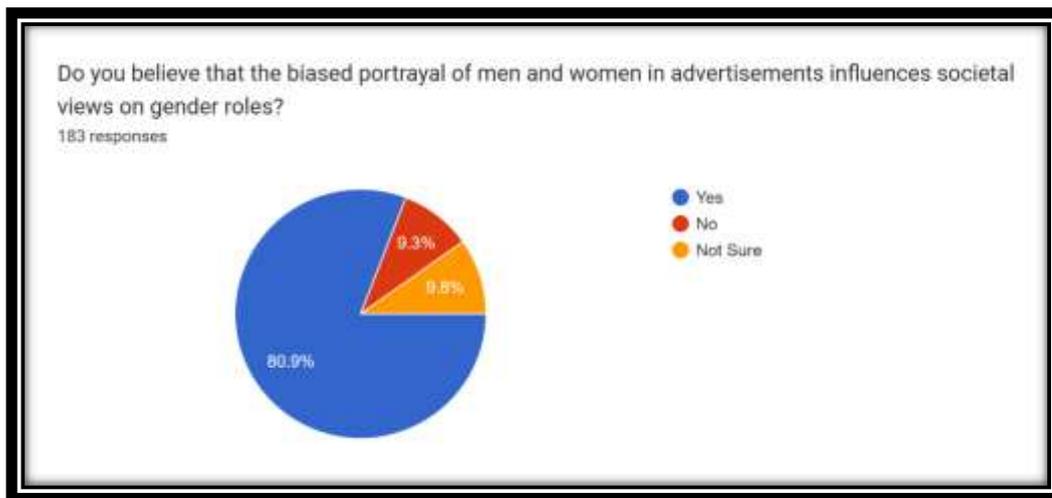


Figure 17: Pie chart depicting the opinion of the respondents on whether they believe that the biased portrayal of men and women in advertisements influences societal views on gender roles

The pie chart indicates that 80.9% of respondents (148 individuals) believe that biased portrayals of men and women in advertisements influence societal views on gender roles. In contrast, 9.3% (17 individuals) do not think that advertisements have this effect, while the remaining 9.8% (18 individuals) are unsure.

The survey on gender bias in advertisements in Kolkata reveals a well-rounded perspective on public attitudes and awareness. It shows that a significant majority of respondents (66.1%) believe gender bias is prevalent in contemporary ads, particularly in beauty and personal care products. While most respondents notice gender stereotypes occasionally and consider gender-neutral advertisements important, only a small percentage have changed their purchasing behavior based on this issue. Additionally, 80.9% of participants feel that biased portrayals in ads

influence societal views on gender roles. These findings highlight a high level of awareness and concern about gender bias in advertising, underscoring the need for continued progress toward more inclusive and gender-neutral representations.

Conclusion

The research finds that while some sectors have made significant strides towards promoting gender equality, others lag. Categories such as cooking oil, dishwashing soaps, bars, automobiles, and diapers have shown notable improvements, reflecting a conscious effort to break traditional gender stereotypes. These advertisements are increasingly featuring diverse representations of gender roles, showcasing men and women in non-traditional settings and responsibilities. This shift not only challenges the conventional norms but also resonates with a broader audience that values gender equality.

However, products like energy drinks and incense sticks continue to perpetuate outdated gender norms, highlighting a persistent gap in the advertising industry's approach to gender representation. These advertisements often rely on stereotypical portrayals, such as associating masculinity with strength and energy or femininity with spirituality and domesticity. This disparity underscores the need for a more uniform approach across all product categories to ensure that advertisements do not reinforce harmful stereotypes.

The survey results indicate a positive shift in audience perception, with a majority advocating for gender-neutral advertising. Respondents expressed a preference for advertisements that do not associate specific genders with particular products, such as women with household items and men with automobiles. This shift in consumer attitudes reflects a growing awareness and rejection of gender biases, suggesting that the audience is ready for more progressive and inclusive advertising practices.

Despite the progress, there remains a critical need for increased awareness and education among both advertisers and consumers to fully eradicate gender bias in advertisements. Advertisers must be proactive in recognizing and addressing gender biases in their campaigns, while consumers should be encouraged to critically evaluate the advertisements they encounter. Educational initiatives and awareness campaigns can play a pivotal role in fostering a more informed and discerning audience.

This paper underscores the importance of continued efforts and vigilance in promoting gender equality in advertising. All product categories must reflect the diverse and evolving roles of all genders in society. By doing so, advertisements can contribute to a more inclusive and equitable representation of gender, ultimately fostering a culture of equality and respect. The journey toward gender-neutral advertising is ongoing, and it requires the collective efforts of advertisers, consumers, and society at large to achieve meaningful and lasting change.

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