Disrupting Gender Stereotypes in Advertising: A Cross-Media Analysis of Progressive Gender Role Portrayals and Their Impact on Consumer Perception

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ABSTRACT

This study investigates the evolving portrayal of gender roles in advertising across digital and traditional media in Mumbai, India, focusing on how progressive representations disrupt entrenched gender stereotypes. Despite growing calls for gender inclusivity, stereotypical depictions persist in Indian advertising, influencing consumer attitudes and behaviours. Employing a quantitative content analysis of 300 advertisements from diverse media platforms combined with a survey of 500 consumers in Mumbai, this research empirically examines the relationship between gender role portrayals and consumer perception, including brand attitude and purchase intention. Results reveal that advertisements featuring non-traditional, progressive gender roles significantly enhance positive consumer attitudes and increase purchase intentions compared to stereotypical portrayals. These findings underscore the commercial and social value of gender-inclusive advertising strategies in the Indian context. The study contributes to advertising and gender studies literature by providing robust empirical evidence on the impact of media portrayals on consumer behaviour, emphasising the need for marketers to adopt more equitable gender representations. Implications for advertising practice and future research directions on cross-cultural variations in gender role perception are discussed.

Keywords: Advertising effectiveness, Consumer behaviour, Gender inclusivity, Media analysis, Purchase intention