

# **A PUBLIC PRECEPTION ON GENDER PORTRAYAL IN TV ADVERTISEMENT OF BEVERAGES WITH REFERENCE TO PESICO AND COCA COLA COMPANY**

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## **Abstract**

This study explores at how the general public views how women are portrayed in beverage television commercials, with a particular emphasis on PepsiCo and Coca-Cola. The possible impact of gender portrayal in advertising on consumer behaviour and society standards has made it a topic of attention for a long time. This study attempts to offer light on how gender roles are portrayed in these advertisements and how they affect viewers' impressions of the brands by examining public attitudes. Surveys given to a wide range of consumers are used to collect quantitative data. An essential communication tool in today's market-driven culture is the advertisement. Advertising takes a tremendous amount of resources, including time, money, and space, and it can be done on TV, radio, newspapers, magazines, internet platforms, etc. However, it has been discovered from a feminist standpoint that the bulk of TV commercials frequently perpetuate gender stereotypes.. They are frequently portrayed in scenes from the house, including the kitchen or grocery stores, which perpetuates the notion that they are homemakers. They are frequently depicted sipping drinks to unwind or revive themselves following home tasks.

**Keywords:** Advertisement, Beverages, Stereotype, Gender Portrayal, TV commercial

## **1. Introduction**

In order to promote a good, service, or idea to a certain audience, advertising is a type of communication. Persuasive messaging and consumer behaviour are influenced by using a variety of media platforms. In order to increase sales or accomplish particular marketing goals, In order to increase sales or accomplish particular marketing goals, advertising's main aims are to raise awareness and spark interest. Consumer attitudes, opinions, and purchase decisions are significantly influenced by it. Funny, emotional, narrative, and celebrity endorsements are just a few of the inventive techniques used by advertisements to draw in viewers.

Gender role representation has featured prominently in Indian advertising. Research has indicated that ads in India, especially those found in magazines, often feature gender stereotypes and sexism.

In Latin Advertise means “to turn toward”. Nowadays, advertising is a crucial part of modern-day marketing, and it is known to shape the attitudes and beliefs of the audience. Globalization has changed the thinking of the people. The research is related to the topic, “Television Advertising: a study of gender portrayals in beverages.” The study is based on today’s scenario processing and purchasing soft drinks. According to Philip Kotler, “Advertising is any paid from non-personal presentation and promotion of ideas, goods or services by an identified sponsor. It serves a variety of functions for organisations, including achieving different aims and objectives. Among the main significantly influenced by it.

The primary source of leisure time activities and amusement in today's culture is the mass media (McQuail, 1994). McQuail (1994) defined mass media as:

- A power source - a potential means of influence, control and innovation.
- The location where many affairs of public life are played out.
- A major source of definitions and images of social reality.
- A benchmark for what is normal, empirically and evaluatively.

Every year, some 20,000 television commercials are shown to children (Lowery & DeFleur, 1995). Many of these exhibit incredibly skewed perceptions of men and women. For example, women held a limited range of jobs whereas males were depicted on television as working in a wide range of jobs (Lowery & DeFleur, 1995). Many television advertisements feature stereotypical images of men and women (Seiter, 1986). Images of women wearing skimpy apparel depict sex icons rather than successful business people. Certain attires that people are expected to wear in different TV commercials would barely be appropriate in a formal workplace setting. Women are sometimes depicted as trying to dress modestly, but they still need to have a hint of sexuality.

Today, commercial radio stations, newspapers, magazines, and televisions are available in many nations, and commercials and advertising are a common occurrence in people's daily lives. Companies at all levels—local, national, and international—use a variety of media platforms to connect with both current and prospective customers. Since the 1970s, commercial television has become increasingly prevalent globally, and the majority of people are now exposed to a large number of television commercials (Furnham and Mak, 1999). Studying the

design of advertising is intriguing because of this and the fact that television commercials have an impact on society's beliefs and behaviours (e.g., Kolbe and Langefeldt, 1993; Gilly, 1988). Given that gender is one of the main segmentation factors, gender-related research is of great interest to marketing experts. (Milner and Collins, 2000; Milner and Higgs, 2004).

## **2. Literature Review**

**Hall and Kappel (2018)** examine the portrayal of gender in alcohol advertisements, revealing that these ads often reinforce outdated stereotypes by depicting women as objectified and subservient and men as strong and autonomous. They discuss how these portrayals influence viewers' perceptions of gender norms and alcohol behaviors, suggesting that media literacy can mitigate the negative impacts of such gender representations. **Heathy et al. (2020)** aim to identify gender stereotypes in advertising, noting that men are depicted as strong and financial providers, while women are shown as caregivers needing support. The study highlights a shift from portraying women as weak to depicting them as powerful yet overly sexualized. It examines rhetorical tactics used in ads to stereotype women.

**Soni et al. (2020)** highlight the shift from stereotypical to empowering and diverse portrayals of women in advertising, positively impacting consumer attitudes and brand perception. **Sharma and Bumb (2021)** investigate the portrayal of women in advertisements, emphasizing the intricate relationship between market forces, cultural norms, and societal expectations. Their empirical study delves into themes such as objectification, gender stereotypes, and empowerment narratives. The research provides valuable insights into how these representations influence consumer attitudes and behaviors, and how gender representation in marketing communications is evolving.

**Antoniou and Akrivos (2022)** explore the portrayal of gender in advertising, noting that ads often reinforce stereotypes by depicting men as dominant and women as housewives or sexual objects. However, a shift towards inclusive marketing aims to challenge these norms and represent diverse gender identities. Regulatory bodies, like the UK's ASA, are also working to combat negative gender stereotypes. **Munim et al. (2022)** analyze the marketing strategies of Coca-Cola and Pepsi, noting their different approaches. Coca-Cola focuses on emotional connections, using themes of joy, community, and nostalgia. Pepsi targets younger audiences with celebrity endorsements and pop culture references. While Coca-Cola's emotional branding is praised for its authenticity and strong brand associations, Pepsi's tactics have faced criticism for lacking genuineness.

## **2.1 Significance of the Study**

This study is important because it looks at how PepsiCo and Coca-Cola's TV advertising impact popular opinions about gender roles. Understanding these portrayals can reveal their influence on society standards and help to promote gender equality. It also emphasises the importance of these companies' ethical advertising and corporate social responsibility. This study contributes to increased consumer trust and brand loyalty by shedding light on effective and inclusive marketing techniques. Finally, it enables viewers to critically evaluate media material, promoting more equitable portrayal of women in advertising.

## **2.2 Research Objectives**

- i. To analyse gender portrayal in PepsiCo and Coca-Cola beverage ads.
- ii. To assess gender portrayal's impact on public perception.
- iii. To compare gender portrayal strategies between PepsiCo and Coca-Cola.
- iv. To evaluate effectiveness of inclusive advertising on brand loyalty.

## **2.3 Research Questions**

- i. What effect does the way in which gender is portrayed in PepsiCo and Coca-Cola advertisements have on viewers' decision to buy these firms' products?
- ii. How inclusive do viewers think PepsiCo and Coca-Cola advertising are for a range of gender identities?
- iii. Do viewers think that the gender stereotypes in PepsiCo and Coca-Cola advertisements are accurate?
- iv. Do viewers believe that current gender stereotypes are challenged or reinforced by PepsiCo and Coca-Cola advertisements?

## **3. Theoretical Framework**

In this research paper I have used cultivation theory because my research paper According to a study on gender stereotyping in television commercials aimed at children in India, children interpret the stereotypes shown on television as "natural" and perceive the visual images to be true and in sync with the assigned gender roles within society. Another study found that cultivation research has shown that heavy television viewing is linked to audiences generalized, and often skewed, views of reality. Therefore, it is important to critically examine and reflect on media content, including TV advertisements, to shape a gender-just society. However, no

specific analysis on gender portrayal in TV advertisements of beverages, specifically PepsiCo and Coca-Cola, was found in the search results. The Studies suggest that advertisements reflect cultural values and norms, and advertisers use cultural symbols and themes to appeal to their target audience. Therefore, it is important to critically analyze the gender portrayal in TV advertisements of beverages to ensure that they do not perpetuate gender stereotypes and promote gender equality. Cultivation theory is used in this study to examine how prolonged exposure to media shapes viewers' perceptions of reality, making them more likely to hold a view of reality closer to television's depiction. The theory implies that those exposed to media interpret social realities according to how such realities are portrayed in the media. The study aims to critically analyse the gender portrayal in TV advertisement of beverages with reference to PepsiCo and coca-cola Company. The study examines how media images cultivate gendered beliefs and attitude. Therefore, cultivation theory is used in this study to examine how prolonged exposure to TV advertisements of beverages shapes viewer's perception of gender roles and how they conduct themselves in life.

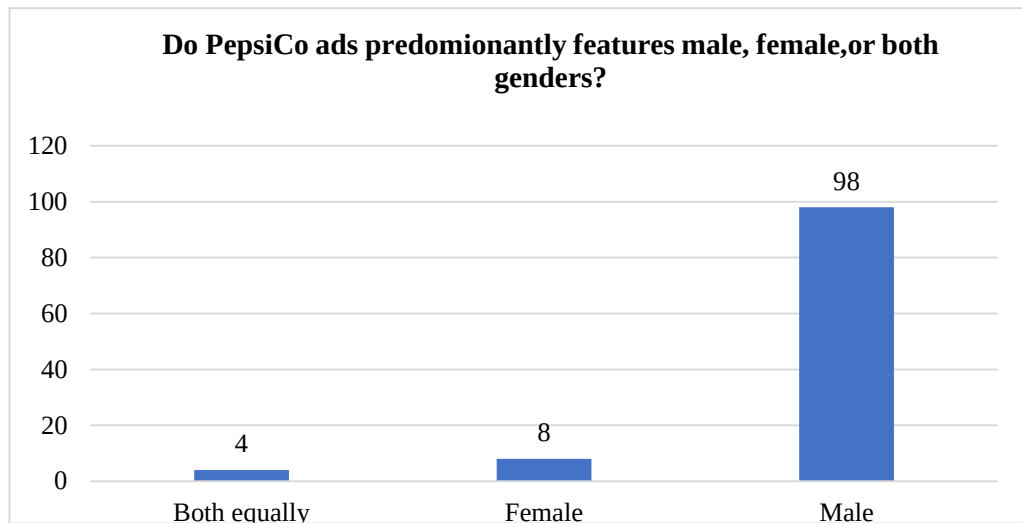
#### **4. Research Methodology**

This research employed content analysis alongside quantitative data analysis. The goal of the content analysis was to examine advertisements, collecting and analyzing non-numerical data to provide fresh research ideas or gain an in-depth understanding of issues. Unlike quantitative research, which gathers numerical data for statistical analysis, qualitative research seeks to understand social phenomena, human behavior, and experiences by emphasizing the "why" over the "what" in natural environments. It is particularly useful for studying emotions, beliefs, and cultural behaviors that are hard to quantify.

Two beverages were chosen for this investigation: Pepsi (Pepsi, Mountain Dew) and Coca-Cola (Coca-Cola, Sprite). The study examined gender portrayal, including the objectification and representation of both men and women in advertising. Cultivation theory was incorporated into the research, inspired by a study on gender stereotyping in children's television advertising in India, which found that children perceive TV stereotypes as "natural" and consistent with societal gender roles. Another study suggested that heavy television viewers often have broad, distorted perceptions of reality, aligning with cultivation theory findings.

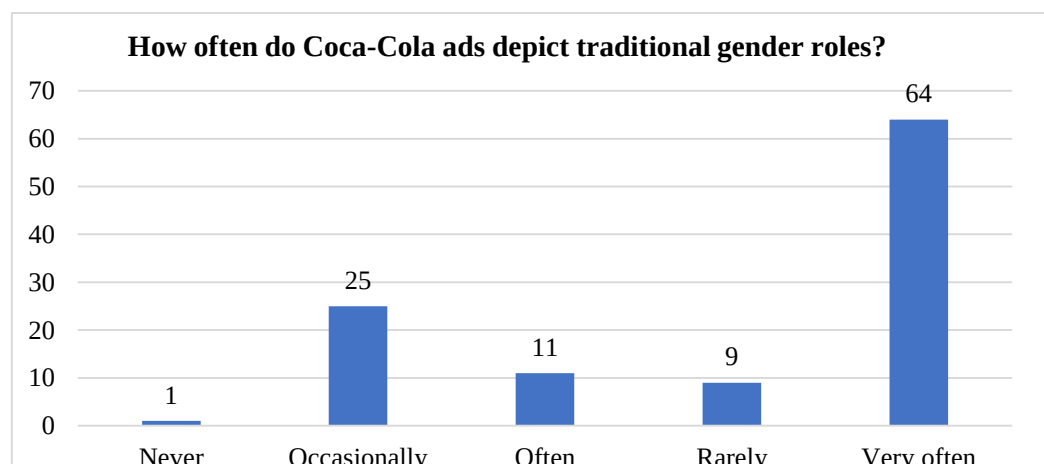
#### 4. Data Interpretation and Analysis

**Figure 1: PepsiCo ads predominantly features male, female, or both genders**



Based on the analysis of PepsiCo beverage ads, it is evident that there is a significant disparity in gender portrayal. Out of 110 ads reviewed, only 4 ads featured both male and female genders equally, while 8 ads predominantly featured female individuals. The overwhelming majority, 98 ads, primarily featured male individuals. This gender bias in PepsiCo's advertising could potentially impact public perception and consumer behavior. The overrepresentation of male individuals in these ads may reinforce gender stereotypes and fail to resonate with a more diverse audience. To address this imbalance, PepsiCo could consider creating more inclusive advertising campaigns that feature a more balanced representation of genders, which could lead to increased brand loyalty and positive public perception.

**Figure 2: Frequency of Traditional Gender Role Depictions in Coca-Cola Advertisements**



The preceding figure the analyses of Coca-Cola beverage ads, it was observed that traditional gender roles were frequently depicted. Out of 110 ads reviewed, traditional gender roles were portrayed very often in 64 ads, often in 11 ads, occasionally in 25 ads, and rarely in 9 ads. None of the ads were found to completely avoid depicting traditional gender roles. This frequent portrayal of traditional gender roles in Coca-Cola's advertising may limit the brand's ability to connect with a more modern and diverse audience. To enhance inclusivity and appeal to a broader demographic, Coca-Cola could explore advertising campaigns that break away from these traditional gender norms. By doing so, Coca-Cola could potentially increase its relevance and attractiveness to consumers who value progressive and inclusive messaging in advertising.

**Figure 3: Gender Frequency in Consumption of PepsiCo Beverages in Advertisements**

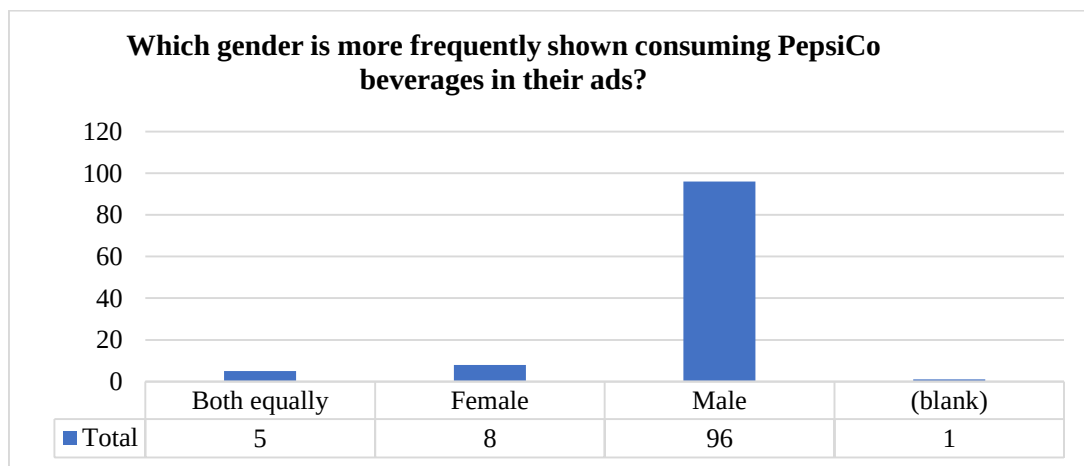
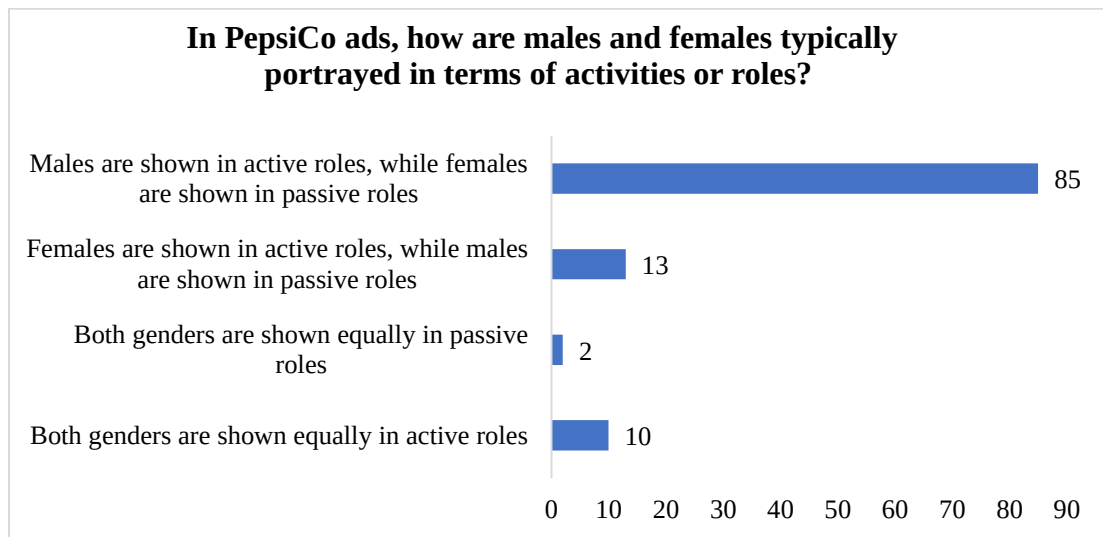


Figure 3 presents the PepsiCo beverage ads, males are overwhelmingly more frequently shown consuming beverages compared to females. Out of 110 ads analyzed, 96 ads predominantly featured male individuals consuming PepsiCo beverages, while only 8 ads predominantly featured female individuals. In a mere 5 ads, both genders were shown consuming beverages equally. This skewed representation suggests a significant gender imbalance in PepsiCo's advertising strategies. Such a portrayal may not effectively resonate with female consumers, potentially leading to a disconnect between the brand and a key demographic. To address this disparity, PepsiCo could consider creating more inclusive advertising campaigns that feature a more balanced representation of genders consuming their beverages. By doing so, PepsiCo could enhance its appeal to a wider audience and strengthen its brand image as a socially conscious and inclusive company.

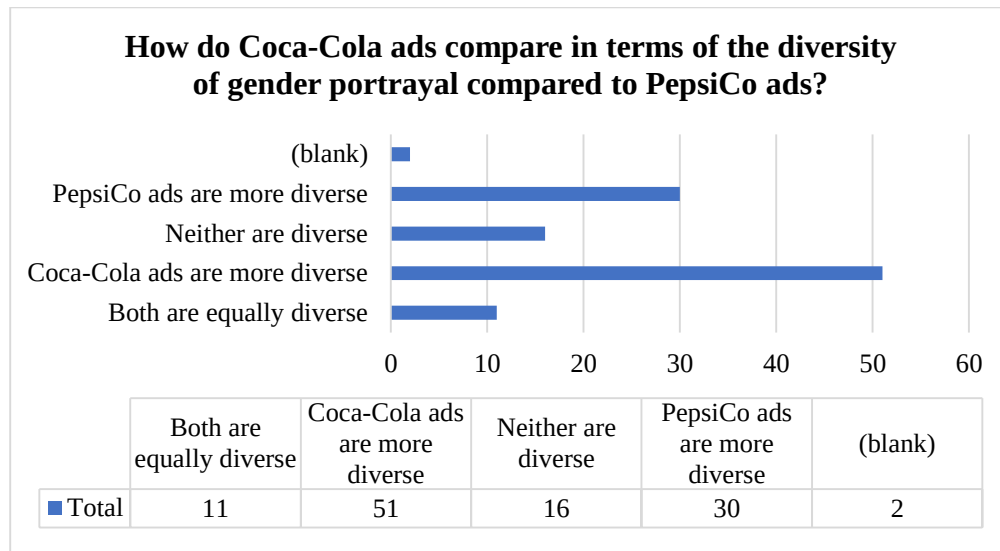
**Figure 4: Gender Portrayal in PepsiCo Ads – Typical Activities and Roles of Males and Females**



In PepsiCo ads, there is a notable disparity in the portrayal of males and females in terms of activities or roles. Out of 110 ads analyzed, females are predominantly shown in active roles in 13 ads, while males are shown in passive roles in 13 ads. Both genders are shown equally in active roles in 10 ads, indicating a somewhat balanced representation in these instances. However, both genders are shown equally in passive roles in only 2 ads, suggesting a significant imbalance in the portrayal of passive roles. This skewed representation may perpetuate traditional gender stereotypes, where females are often portrayed as active and males as passive. To create more inclusive advertising, PepsiCo could strive for a more balanced depiction of both genders in both active and passive roles, reflecting a more realistic and diverse representation of individuals in society.

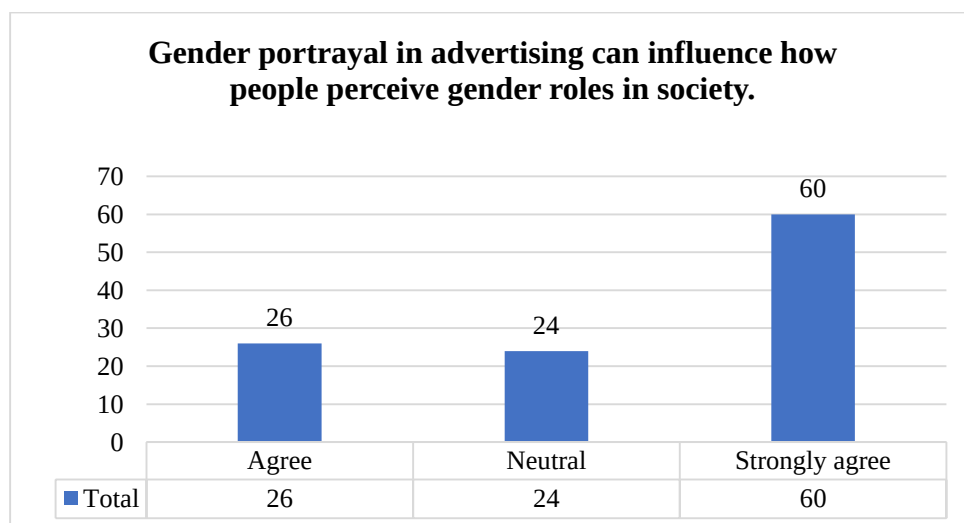
**Figure 5: Comparison of Gender Diversity in Coca-Cola and PepsiCo Ads**





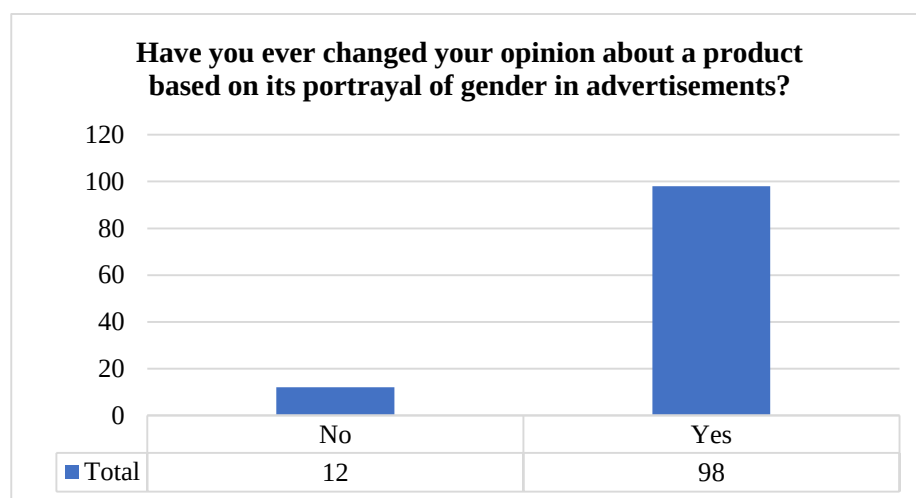
In comparing the diversity of gender portrayal in Coca-Cola and PepsiCo ads, there is a notable difference. Out of 110 ads analyzed, 51 respondents perceive Coca-Cola ads to be more diverse in gender portrayal, while only 30 respondents believe PepsiCo ads are more diverse. Interestingly, 11 respondents believe both are equally diverse, indicating a perception of balance between the two brands. However, 16 respondents feel that neither brand's ads are diverse in gender portrayal. Coca-Cola's perceived higher diversity in gender portrayal may be attributed to its efforts to showcase a more balanced representation of genders in various roles and activities. In contrast, PepsiCo's ads may be perceived as less diverse, possibly due to a higher prevalence of traditional gender roles and stereotypes.

**Figure 6: The Influence of Gender Portrayal in Advertising on Societal Perceptions of Gender Roles**



The analysis of the responses indicates a strong agreement (60%) that gender portrayal in advertising can influence how people perceive gender roles in society, with an additional 26% agreeing and 24% remaining neutral. This distribution suggests a prevalent acknowledgment of the impact of advertising on shaping societal perceptions of gender roles. The majority's strong agreement aligns with existing research indicating that media representations, including advertising, play a significant role in reinforcing or challenging gender stereotypes.

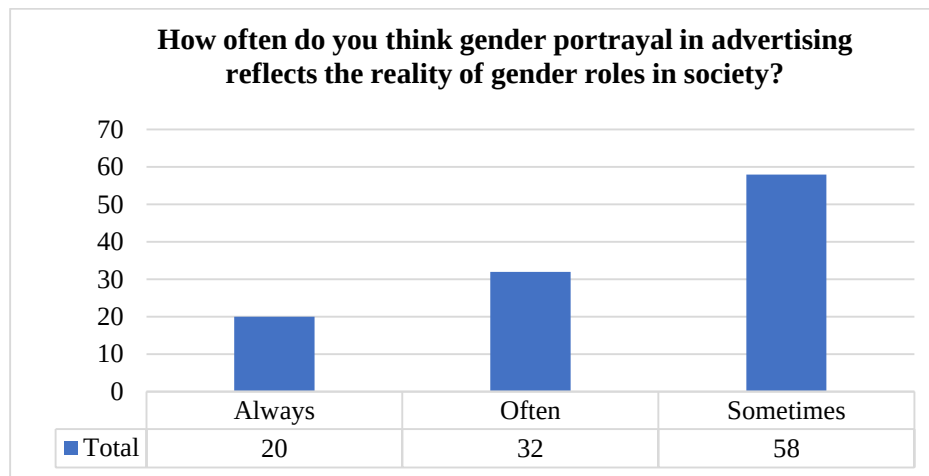
**Figure 7: Impact of Gender Portrayal in Advertisements on Consumer Opinions of Products**



The analysis of the responses shows that a significant majority (98%) have changed their opinion about a product based on its portrayal of gender in advertisements, with only 12% indicating otherwise. This overwhelming majority suggests that gender portrayal in advertising can have a substantial impact on consumers' perceptions and attitudes towards products.

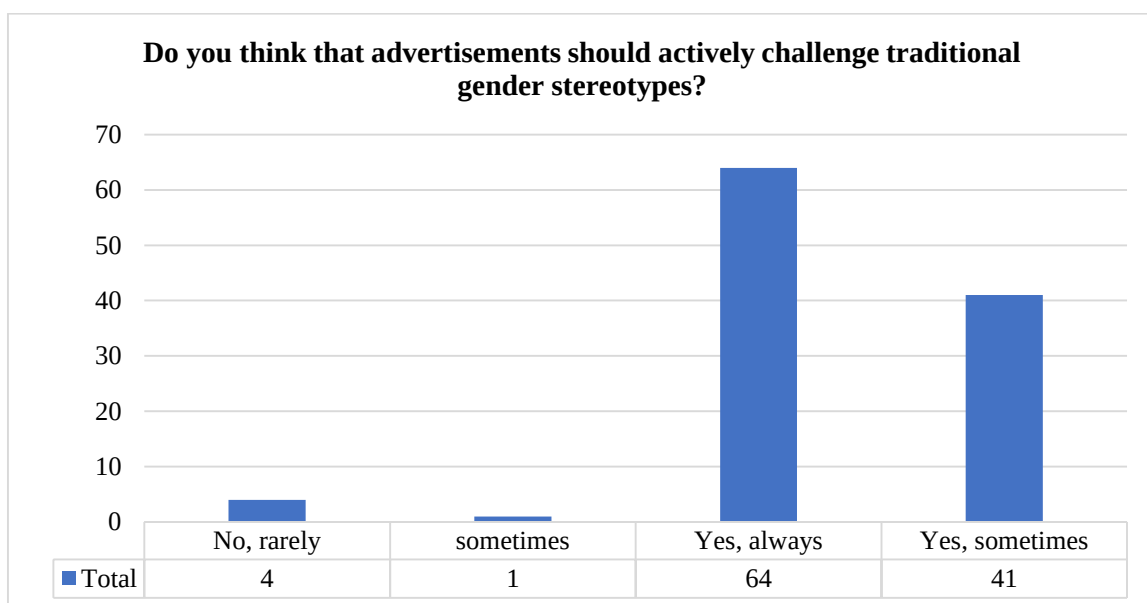
The high percentage of respondents who have changed their opinion highlights the influential role of advertising in shaping consumer behavior and preferences. It also indicates that consumers are attentive to and affected by the gender representations they encounter in advertisements. The minority who have not changed their opinion may be less influenced by gender portrayals in advertising or may not consciously recognize the impact of these portrayals on their perceptions. Overall, the data suggests that advertisers should be mindful of the potential impact of gender portrayals in their campaigns to effectively connect with and influence consumers.

**Figure 8: Perceived Accuracy of Gender Portrayal in Advertising Compared to Real-Life Gender Roles**



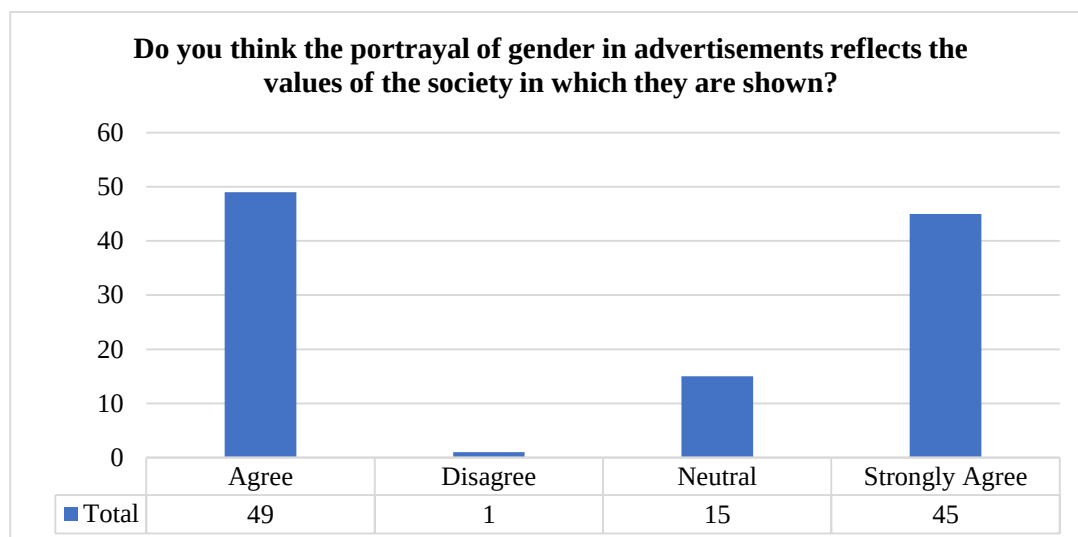
The analysis of the responses reveals that a minority of respondents (20%) believe that gender portrayal in advertising always reflects the reality of gender roles in society, while a larger percentage (32%) believe it often does. However, the majority (58%) think that gender portrayal in advertising sometimes reflects the reality of gender roles. This distribution suggests a nuanced view among respondents, recognizing that while advertising sometimes aligns with societal gender roles, it does not always accurately reflect them. This perception likely reflects the diversity and complexity of gender roles in society, which can vary widely across cultures, regions, and demographics.

**Figure 9: Opinions on Whether Advertisements Should Challenge Traditional Gender Stereotypes**



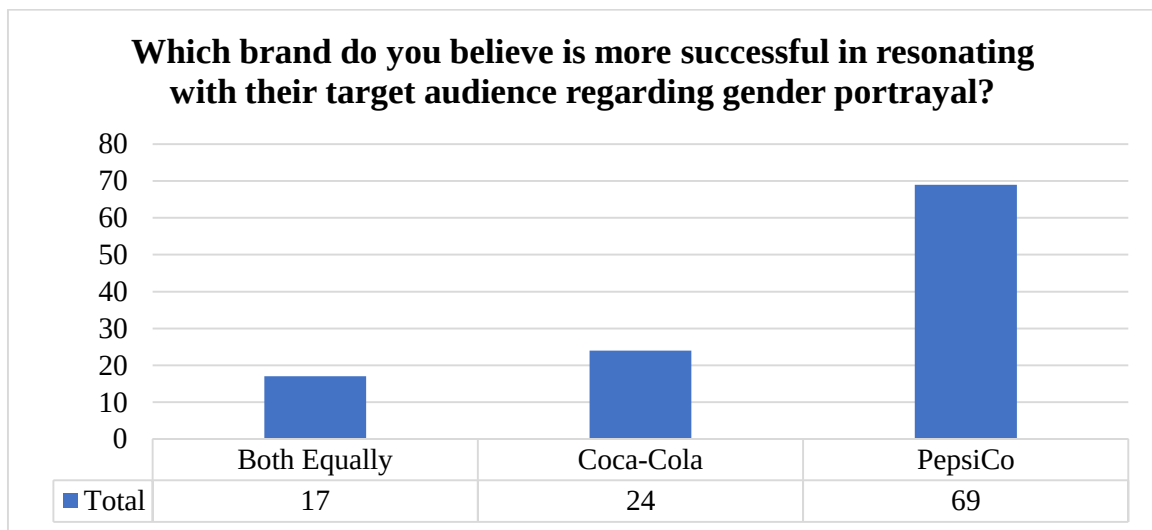
The analysis of the responses indicates a strong consensus (64% yes, always; 41% yes, sometimes) that advertisements should actively challenge traditional gender stereotypes. Only a small minority (4% rarely; 1% sometimes) hold differing views. This overwhelming agreement suggests a widespread belief that advertising has a role in promoting more inclusive and progressive gender norms. The majority opinion aligns with current societal trends towards greater gender equality and representation. It reflects a desire for advertising to play a positive and proactive role in shaping attitudes towards gender. The minority opinion, advocating for a less proactive approach, may stem from various factors, such as differing cultural beliefs or a preference for less overt messaging in advertising.

**Figure 10: Perceptions of Whether Gender Portrayal in Advertisements Reflects Societal Values**



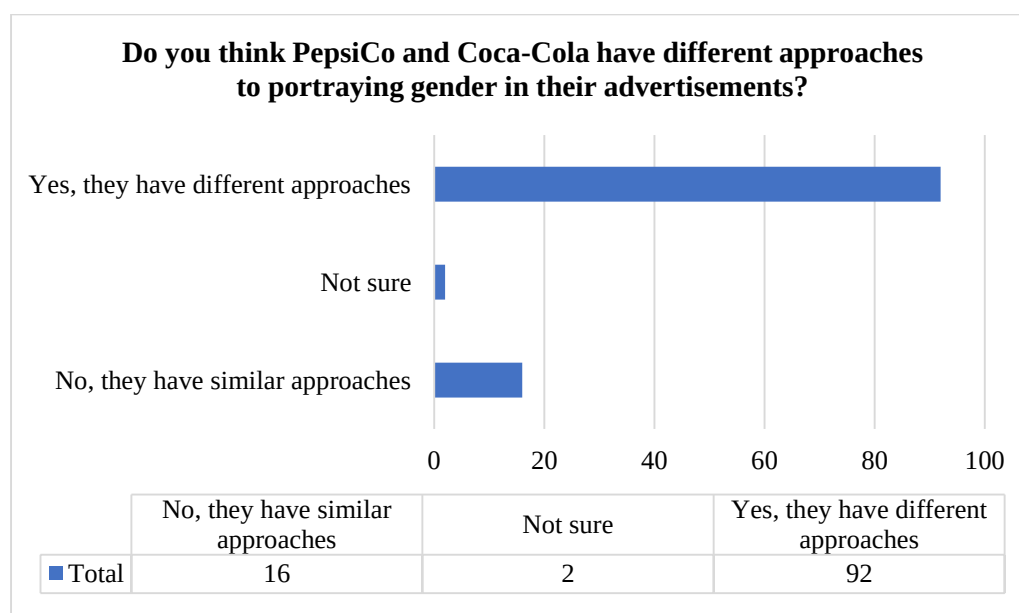
The overwhelming majorities, 94%, of respondents agree or strongly agree that the portrayal of gender in advertisements reflects the values of the society in which they are shown. This suggests a widespread belief that advertising both reflects and reinforces societal values and norms related to gender. Advertisements often depict gender roles, stereotypes, and expectations that are prevalent in a given society. For example, in societies where traditional gender roles are prominent, advertisements are more likely to portray men and women in stereotypical roles. However, advertising can also influence societal values by shaping perceptions and expectations related to gender. By challenging traditional stereotypes and presenting more diverse and inclusive portrayals of gender, advertisers can contribute to changing societal norms.

**Figure 11: Consumer Perceptions of Brand Success in Gender Portrayal Resonance**



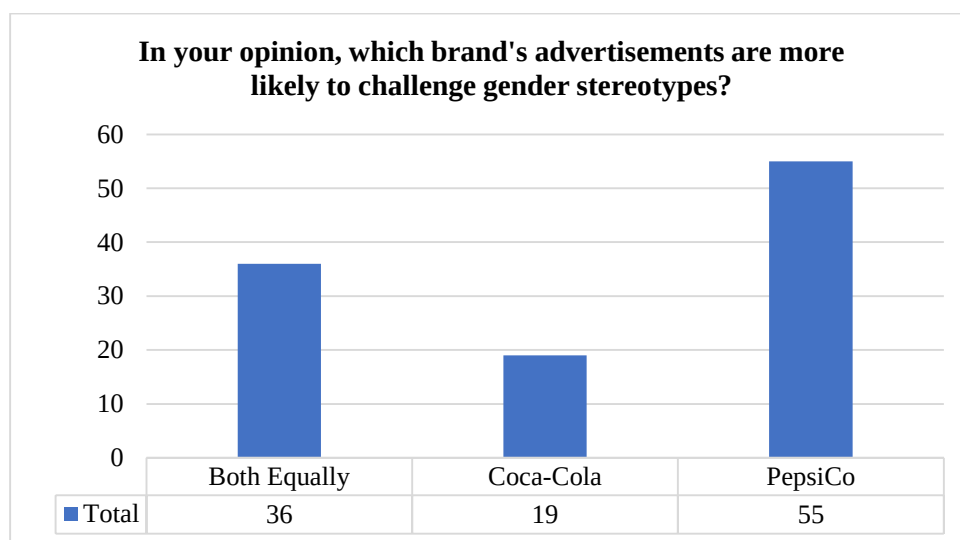
The majority of respondents, 69%, believe that PepsiCo is more successful in resonating with their target audience regarding gender portrayal, compared to Coca-Cola. PepsiCo's success in this regard may be attributed to its efforts to portray a more inclusive and diverse representation of gender in its advertising. By featuring a variety of gender roles and activities, PepsiCo's ads may resonate more effectively with a broader audience, including those who value progressive and inclusive messaging. On the other hand, 24% of respondents believe that Coca-Cola and PepsiCo are equally successful in resonating with their target audience regarding gender portrayal.

**Figure 12: Perceptions of Gender Portrayal Differences between PepsiCo and Coca-Cola Advertisements**



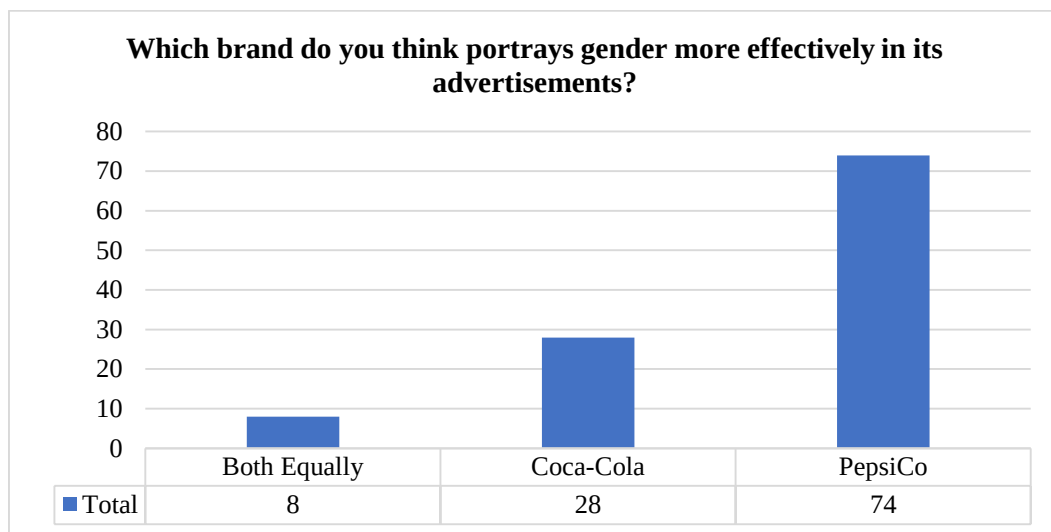
The vast majority, 92%, of respondents believe that PepsiCo and Coca-Cola have different approaches to portraying gender in their advertisements. This perception likely stems from the distinct branding and advertising strategies of the two companies. PepsiCo is often seen as taking a more progressive and inclusive approach, featuring a diverse range of gender representations and challenging traditional stereotypes. In contrast, Coca-Cola's approach may be perceived as more traditional, with a focus on portraying idealized and sometimes stereotypical gender roles. However, 16% of respondents believe that PepsiCo and Coca-Cola have similar approaches to portraying gender in their advertisements. This minority view suggests that some observers may not see significant differences in how the two brands depict gender in their advertising. It's important for both companies to continuously assess and evolve their advertising strategies to ensure they are effectively resonating with their target audience and aligning with societal values regarding gender representation

**Figure 13: Consumer Perceptions on Brands More Likely to Challenge Gender Stereotypes in Advertisements**



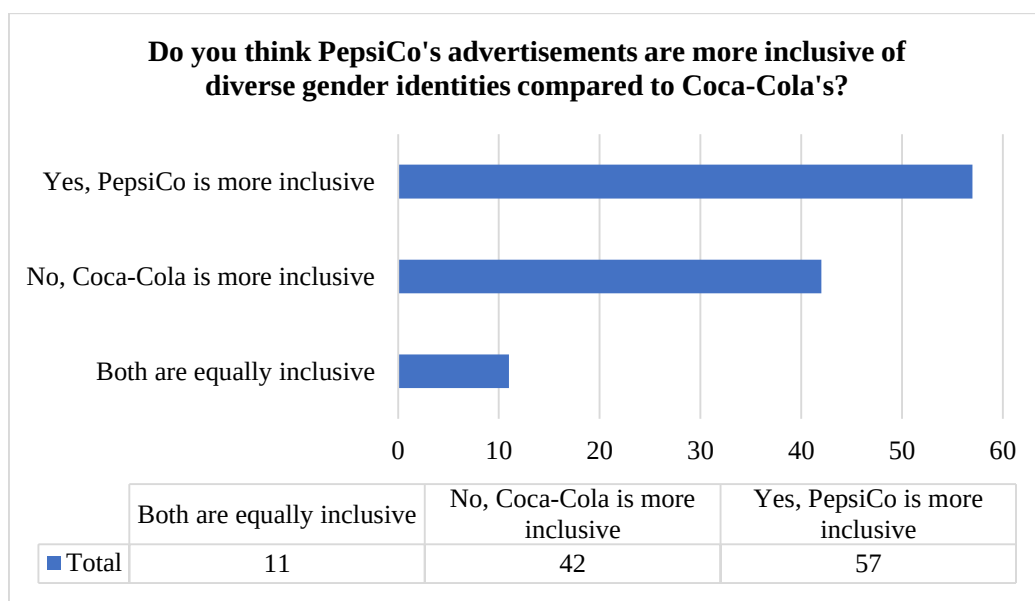
The majority of respondents, 55%, believe that PepsiCo's advertisements are more likely to challenge gender stereotypes compared to Coca-Cola. This perception aligns with PepsiCo's reputation for creating ads that feature diverse and non-traditional gender roles, challenging traditional stereotypes. PepsiCo's campaigns often highlight themes of empowerment, inclusivity, and breaking societal norms, which can resonate with audiences seeking progressive and forward-thinking messaging. On the other hand, 19% of respondents believe that Coca-Cola and PepsiCo are equally likely to challenge gender stereotypes.

**Figure 14: Consumer Opinions on Effectiveness of Gender Portrayal in Advertisements by Brand**



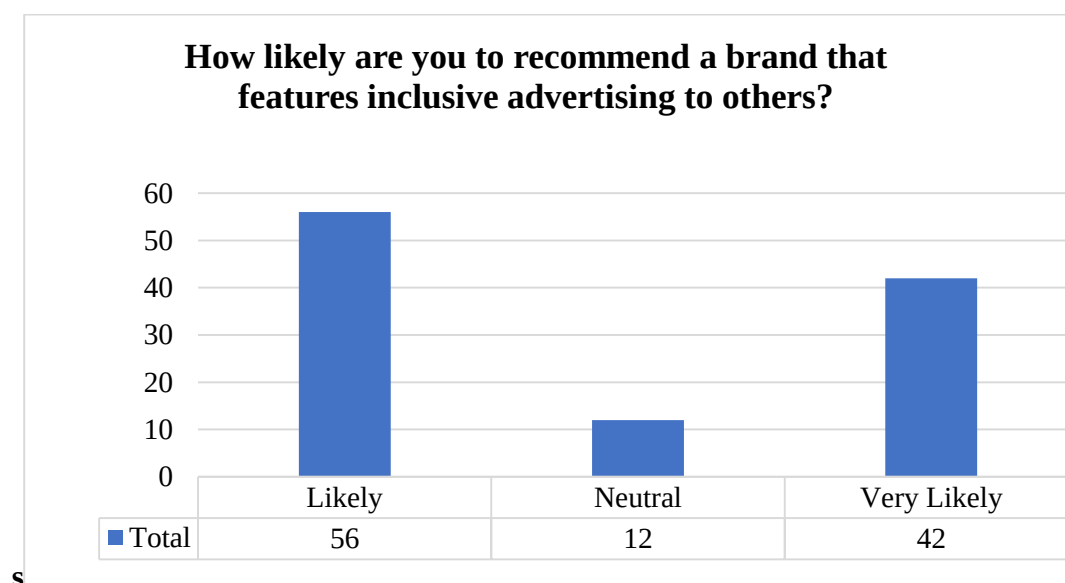
Based on the given responses, it appears that 8% of respondents believe both Coca-Cola and PepsiCo portray gender equally effectively in their advertisements, 28% believe Coca-Cola does a better job, and 74% believe PepsiCo is more effective in this regard. Coca-Cola is known for its inclusive and diverse advertising campaigns that often focus on themes of unity and togetherness. They have been praised for featuring strong, positive representations of women in their ads, portraying them as empowered and independent individuals.

**Figure 15: Consumer Perceptions of Gender Identity Inclusivity in PepsiCo vs. Coca-Cola Advertisements**



Based on the responses, 11% of respondents believe both Coca-Cola and PepsiCo are equally inclusive of diverse gender identities, 42% believe Coca-Cola is not as inclusive, and 57% believe PepsiCo is more inclusive. PepsiCo has been praised for its inclusive advertising, which often features diverse gender identities, including non-binary and transgender individuals. Their campaigns focus on inclusivity and representation, aiming to break stereotypes and promote acceptance. In contrast, while Coca-Cola's advertisements often feature diverse casts and themes of inclusivity, some critics argue that they may not be as explicit or intentional in their representation of diverse gender identities.

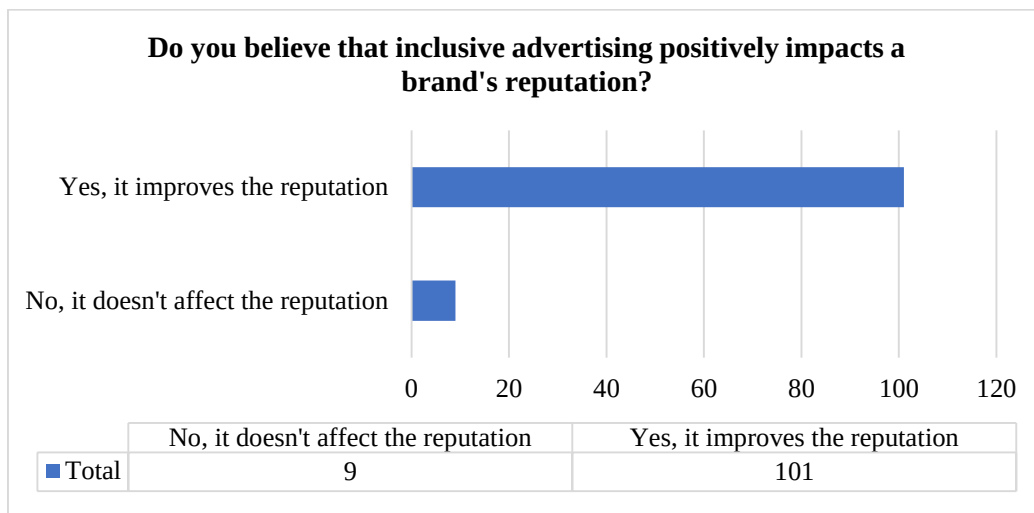
**Figure 16: Likelihood of Recommending Brands with Inclusive Advertising to Others**



Based on the responses, 56% of respondents are likely, 12% are neutral, and 42% are very likely to recommend a brand that features inclusive advertising to others. Inclusive advertising can have a significant impact on brand perception and consumer behavior. When a brand is perceived as inclusive, it can resonate positively with consumers who value diversity and representation. This can lead to increased brand loyalty and advocacy, as consumers are more likely to support brands that align with their values. The high percentage of respondents who are likely or very likely to recommend a brand that features inclusive advertising suggests that inclusivity is an important factor for many consumers when choosing which brands to support. By prioritizing inclusive advertising, brands can not only attract a more diverse customer base but also create a positive brand image that resonates with a wide range of consumers.

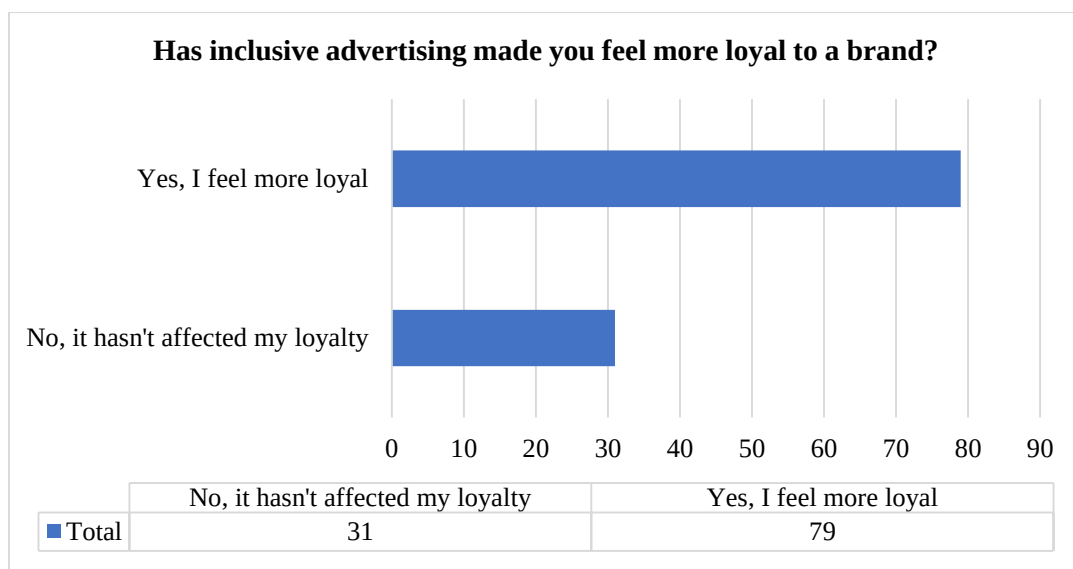


**Figure 17: Belief in the Positive Impact of Inclusive Advertising on Brand Reputation**



Based on the responses, 9% of respondents believe that inclusive advertising does not affect a brand's reputation, while 101% believe that it positively impacts a brand's reputation. Inclusive advertising can indeed have a positive impact on a brand's reputation. By showcasing diversity and inclusivity in their advertising, brands demonstrate their commitment to social responsibility and equality, which can enhance their image in the eyes of consumers. Inclusive advertising can also help brands connect with a broader audience, including marginalized communities, leading to increased loyalty and support.

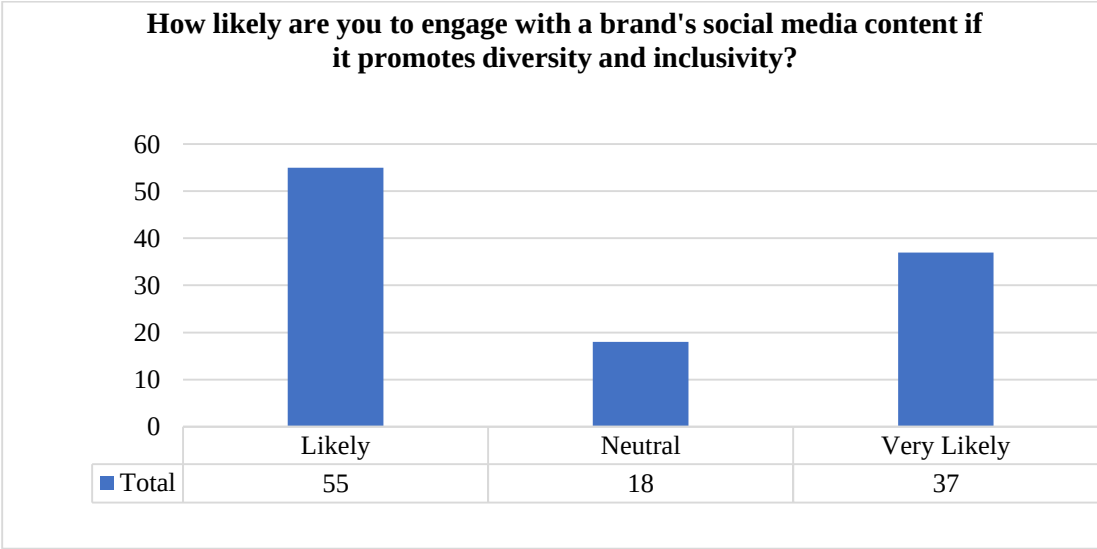
**Figure 18: Impact of Inclusive Advertising on Consumer Brand Loyalty**



Based on the responses, 31% of respondents feel that inclusive advertising has not affected their loyalty to a brand, while 79% feel more loyal due to inclusive advertising. Inclusive advertising can create a sense of connection and belonging among consumers, especially those who identify

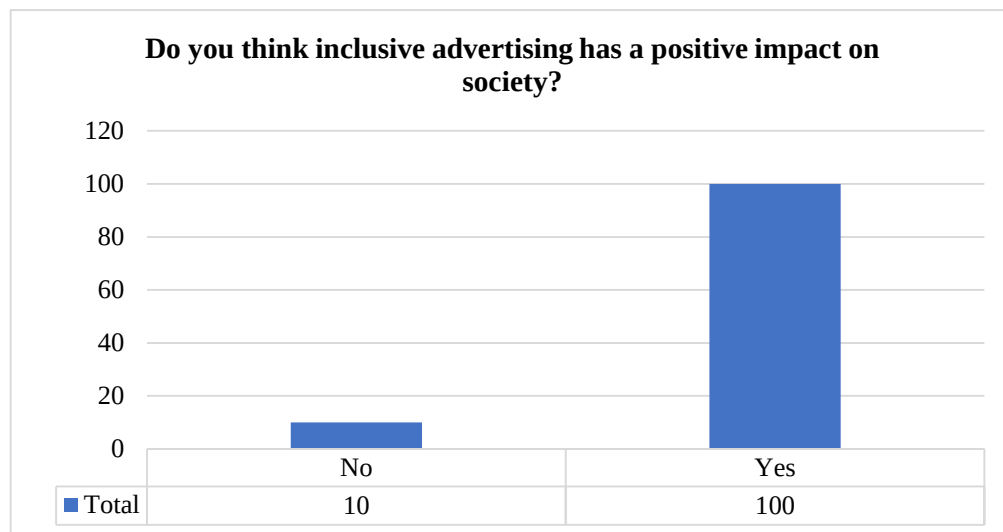
with the diverse representations portrayed in the ads. When a brand showcases diversity and inclusivity, it can resonate with consumers on a personal level, leading to increased loyalty. Consumers are more likely to support brands that they feel represent their values and beliefs. On the other hand, for the 31% who feel that inclusive advertising has not affected their loyalty, other factors such as product quality, pricing, and overall brand experience may play a more significant role in their brand loyalty .Overall, the majority of respondents feel more loyal to brands that engage in inclusive advertising, highlighting the impact of diversity and representation in shaping consumer perceptions and loyalty.

**Figure 19: Likelihood of Engaging with Brand Social Media Content Promoting Diversity and Inclusivity**



Based on the responses, 55% of respondents are likely, 18% are neutral, and 37% are very likely to engage with a brand's social media content if it promotes diversity and inclusivity. This indicates that a significant majority of respondents are positively inclined towards brands that promote diversity and inclusivity on social media. When brands showcase these values, it can resonate with consumers who prioritize diversity and inclusivity, leading to increased engagement. The high percentage of respondents who are likely or very likely to engage also suggests that diversity and inclusivity are important factors for many consumers when interacting with brands on social media. By incorporating inclusive content into their social media strategy, brands can not only attract more engagement but also build a stronger connection with their audience, ultimately leading to increased brand loyalty and advocacy.

**Figure 20: Perceptions of the Positive Impact of Inclusive Advertising on Society**



Based on the responses, 10% of respondents do not believe that inclusive advertising has a positive impact on society, while 100% believe that it does. Inclusive advertising can have several positive impacts on society. By promoting diversity and inclusivity, these advertisements can help challenge stereotypes, break down barriers, and promote acceptance and understanding of different groups within society. Inclusive advertising can also help increase representation and visibility for marginalized communities, which can lead to greater social inclusion and empowerment. Additionally, inclusive advertising can serve as a catalyst for change by influencing attitudes and behaviors. When brands showcase diversity and inclusivity in their advertising, they send a powerful message that can resonate with a wide audience, leading to more inclusive and accepting societies. Overall, the overwhelming majority of respondents believe that inclusive advertising has a positive impact on society, highlighting its potential to drive positive social change.

## 5. Conclusion

In summary, the analysis of gender portrayal in advertising, focusing on PepsiCo and Coca-Cola campaigns, highlights the significant influence of marketing on societal perceptions. The findings reveal a notable gender disparity, with PepsiCo often presenting a more inclusive representation of gender compared to Coca-Cola's traditional approach. While both companies have made strides in challenging stereotypes, PepsiCo emerges as more successful in resonating with audiences regarding gender portrayal. Moreover, the data underscores the pivotal role of inclusive advertising in shaping consumer attitudes, loyalty, and engagement. Inclusive campaigns reflect societal values and positively impact brand reputation, fostering a sense of

belonging among diverse audiences. By challenging stereotypes and promoting acceptance, inclusive advertising contributes to broader societal progress. The overwhelming consensus regarding the positive impact of inclusive advertising on society emphasizes the importance of brands embracing diversity in their marketing strategies. Prioritizing inclusive messaging not only strengthens connections with consumers but also drives meaningful societal change towards a more equitable future. As brands continue to evolve their advertising strategies, promoting diversity and inclusivity will remain essential for resonating with audiences and fostering positive societal norms.

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