

Perception in focus: young adults' attitudes toward the portrayal of women in brand advertising

1 Smt. Aditi Chatterjee, 2 Prof. (Dr.) Debasis Ghosh

1 Research Scholar & State Aided College Teacher, 2 Associate Professor

1 Management

1 Techno India University & Gokhale Memorial Girl's College, Kolkata, West Bengal.

1 aditichatterjee55@gmail.com, 2 debasisghosh32@gmail.com

Abstract

In today's fast moving, changing and media driven society advertising wields considerable influence in shaping the social values, norms and the public perceptions. One of its most impactful elements is the portrayal of women, particularly in the field of advertisements that are targeted towards young adults aged 18-34 years- an age group that is characterized by digital fluency, social consciousness and evolving gender awareness. In this study, the attitude of young adults toward brand advertising that features women, examining how such portrayals influence their perceptions of gender roles, brand authenticity and social values has been explored. With the increasing exposure to digital and social media, young adults demand advertisements that are authentic, diverse and emotionally resonant. They are critical of traditional gender stereotypes and objectifying imagery, favouring representations that depict women as empowered, independent and multidimensional. This paper has used various statistical methods as reliability analysis, factor analysis, correlation, ANOVA to find out the relation between the various variables of age, income and gender and the attitude of young adults (18-34 years) towards brand advertisements portraying women. The portrayal of women in advertisements extends beyond commercial messaging- it carries significant cultural weight and the potential to either reinforce or challenge societal norms. Hence, this study underscores the importance of responsible and authentic representation in shaping inclusive and socially responsive advertising practices especially among young adults regarding brand advertisements portraying women.

Keywords: young adults, attitude, brand advertisements, portrayal, women

1. INTRODUCTION

In today's society which is almost totally media driven, advertising plays a powerful role in shaping values, social norms and public perceptions. One of the most influential forms of advertising is that which uses or portrays women to promote brands, often reflecting or reinforcing cultural attitudes and expectations. Young adults are constantly exposed to these portrayals which can affect their perceptions not only of brands but also of gender roles and identity. In this study, the main aim is to explore the attitudes of young adults towards brand advertising that features the portrayal of women. Young adults are those individuals who fall in the age groups 18 to 34 years, which is a transition stage between adolescence and full adulthood, often characterized by increasing independence, identity exploration and active participation in social, cultural and economic life. Young adults are digitally sound and highly engaged in technology and smart phones, social media, online content, streaming platforms. The media consumption habits are well diverse and peer opinions, online reviews, influencers and social media trends shape their attitudes, behaviours and preferences. The young adults are more aware of the marketing techniques used by companies and are quick enough to detect insincerity and manipulation in any field also advertising. This generation expects media and advertising to reflect the diversity of society and place high importance on self-expression and individuality. Brands that allow this generation to express their values and identities often gain stronger and better emotional connections. However, growing with the fast paced media, this generation has shorter attention spans. They prefer contents that are concise, visually engaging and emotionally resonant and hence are the key target market due to their substantial buying power, brand influence and long term consumer potential. Market trends and advertising strategies especially in the fashion, technology, entertainment, and health and lifestyle industry are often shaped by their preferences. Young adults tend to be selective in their engagement with advertisements and are more likely to skip, block or ignore advertisements that are irrelevant, repetitive or intrusive to them. They draw attention to contents that are visually appealing, emotionally engaging and personally relevant to them. The approach towards advertising

is often with a degree of skepticism for them. Many adults have been found questioning the authenticity and intentions behind advertisements especially those that seem overly persuasive, exaggerated or disconnected from reality. Rather, they tend to believe and respond more positively to advertisements that reflect real life situations, diversity and genuine human experiences. Advertisements that feature everyday people or influencers, rather than traditional celebrities, are often seen more trustworthy and engaging to young adults. Young adults are increasingly aware of gender stereotypes today and tend to criticize advertisements that depict women in an objectifying way. They favour advertisements that present women in diversifying, realistic and empowered roles as opposed to traditional portrayals. Young adults are more socially conscious and expect brands to align with progressive values that include gender equality and inclusivity. They have a growing skepticism towards brands that use women's bodies purely as marketing tools, especially if such portrayals are manipulative or inauthentic.

Young adults have a heavy engagement on social media platforms like Instagram, Facebook and so on. This group of individuals often shape and share opinions on brand messaging, amplifying both support and criticism. Advertisements portraying women as strong, independent and successful tend to resonate positively, aligning with young adults' aspirations for gender equity. They often form attitudes that are based on peer group attitudes and discussions, making their opinions highly dynamic and socially influenced and have developed critical thinking skills related to media content, making them less susceptible to passive consumption and that is more inclined to evaluate underlying messages. The modern day young adults support those brands whose advertisements reflect social, environmental and ethical values. These adults tend to engage with and remain loyal to brands that take a stand on issues like gender equality, sustainability, mental health and diversity. Young adults expect advertisements to be well designed, creative and visually stimulating in a digital and visually saturated environment where poorly executed or outdated advertisements can lead to quick disinterest or even brand rejection. Advertisements that are interactive often gain more attention among young adults who are heavily influenced by social media trends, peer opinions and user-generated content. Personalized content that aligns with the tastes and preferences, interest and behaviours of young adults is more likely to be perceived positively. Advertisements showing emotional, funny, entertaining messages are resonated more in the minds of young adults and they are more likely to share such content, increasing the reach and impact of the advertisements. Although a constant digital stimulation makes young adults have shorter attention spans towards advertisements, however, advertisements that are concise, visually dynamic and convey messages quickly are more likely to be effective. Young adults show openness to new forms of advertising such as interactive advertisements, influencer advertising, augmented reality (AR) and experiential marketing as these are more engaging.

Young adults have different attitudes towards advertisements that portray women. They are highly critical of advertisements that reinforce outdated or traditional gender roles. Portrayals of women as homemakers, beauty objects or passive figures often receive negative responses due to growing awareness of gender equality. There is also a strong expectation among the young adults that advertisements should reflect the diversity of real world women which includes the representation across different races, body types, abilities, age groups and gender identities. This group tends to appreciate those advertisements that portray women as empowered, independent and professionally successful since such portrayals align with their values and beliefs associated to modern gender roles and female image. If a brand uses feminism or diversity as a marketing tool or gimmick rather than a genuine value, it can lead to brand distrust. Images that are highly edited or unrealistic are increasingly rejected since preference for real, relatable portrayals of women that reflect imperfections and individuality is developed. Advertisements that challenge conventional gender norms such as men performing traditionally feminine roles and the reverse often receives a favourable response from this group as they are seen as innovative and socially conscious. The opinions of their peers and influencers on social media platforms like Instagram, X (formerly known as Twitter), Facebook and so on greatly shape how young adults interpret and respond to portrayals of women in advertisements. Advertisements that are emotionally resonant and depict women's real life challenges, strength and experiences tend to foster empathy and lead to positive brand association. Brands that are well known or multinational brands are often held to a higher standard when it comes to gender portrayal. Young consumers feel that the brands that advertise gender-inclusive messages also reflect these values in their corporate practices, such as equal pay, women in leadership, ethical labour standards and so on.

Advertisements that portray women are a powerful tool in shaping public perception about gender roles, identity, beauty standards from a very long time. Over the years, representation of women in advertising has evolved, which has reflected broader societal changes and growing awareness of gender equality. Traditionally,

women in advertisements are depicted in stereotypical and traditional roles like homemakers, caregivers or simply objects of beauty- reinforcing narrow and often unrealistic, ideals. These portrayals prioritized woman's physical appearance over her intelligence or professional capabilities. However, in recent years there has been a shift in brand strategies as advertisers respond to increased social awareness, feminist movements and consumer demand for progressive and authentic representations. Nowadays, advertisements portray women as empowered, diverse and multidimensional individuals. Campaigns today, increasingly portray women in leadership roles, engaging in sports, breaking social norms or advocating for change. However, irrespective of these positive developments, challenges persist. There are brands that have been criticized for superficial efforts at representation that I often termed as tokenism or woke washing- in which portrayals are used more as marketing tactics than reflections of actual brand values. Creativity, authenticity and social responsibility are the requirement for an effective brand advertising portraying women. This not only enhances brand image but also contributes to broader efforts towards gender equality and social inclusion.

Advertisements that feature women have played a significant role in shaping the society's norms, ideals and expectations related to gender. These portrayals influence how women are perceived in terms of culture and perception. The portrayal of women in advertising can reflect, reinforce or challenge the prevailing attitudes of the time. Historically, advertisements portrayed women in a highly traditional and stereotypical way- beauty, youth and attractiveness being emphasized over intelligence, independence and ambition. This fact not only led to limiting the representation of women but also perpetuated unrealistic standards and gender roles. In response to the growing awareness around gender issues and consumer demand for more inclusive messaging, many brands have shifted towards empowering women, featured as leaders, athletes, innovators and decision makers. These portrayal advertisements seek to break the stereotypes and present women as complex, capable and diverse individuals. Modern advertisements however are beginning to reflect a broader image of womanhood including women of different ethnicities, body types, abilities, ages and backgrounds. Despite the progress of modern advertisement, many advertisements are continuing to face criticism for using women as a toy and highlighting them as a sex object, perpetuating subtle biases or using progressive imagery solely for the purpose of profit.

Advertisements portraying women can significantly impact the viewers especially those who fall in the category of young adults, young audiences-still forming their identities. Positive and empowering portrayals inspire confidence and broaden aspirations while negative or unrealistic depictions can contribute to body image issues, gender inequality and societal pressure. With the advent of social media, people now have greater influence in holding brands accountable for the portrayal of women. Campaigns resonating positively are often amplified, with problematic advertisements that can quickly go viral for the wrong reasons, leading to backlash or boycott calls or change. Thus, it is very true that advertisements that feature and portray women are more than just marketing tools- they are cultural messages with real world implications. Modern days have made the portrayal of women in advertisements more of social and cultural than only commercial. Brands today need to navigate this space carefully, balancing creativity with responsibility and striving for portrayals that reflect the diversity, strength and complexity of women in modern society.

LITERATURE REVIEW

Brand endorsement is a well established strategy in marketing used to enhance consumer trust, recall and the intention to purchase. According to McCracken (1989), endorsing celebrities act as cultural intermediaries that transfer meaning from themselves to the brand. Endorsers often build credibility, attractiveness and trustworthiness which are the key dimensions highlighted in the Source Credibility Theory (Ohanian, 1990). Gender is a social construct and so is the division of labour based on gender, a stereotype regarding women's role to be cleaning, nurturing, cooking etc. (Kisholoy Roy, 2017). There are several studies that show young consumers are more influenced by endorsers compared to the older age groups, especially when an endorser is relatable, authentic or perceived as an expert (Erdogan, 1999; Amos et al., 2008). Further, the rise of social media influencers has transformed endorsement strategies, creating a shift from traditional celebrities to micro-influencers who appeal more to younger audiences (Freberg et al., 2011). There still remains a controversy about the effectiveness of endorsers across product types and cultures. Research works (e.g. Tripp et al., 1994) indicate the overuse of endorsers or multiple endorsements by a single celebrity that dilute the message to be delivered by the brand.

Portraying women in advertising has been a subject of interest over the decades. Early studies (Goffman, 1979) criticized the stereotypical and passive roles assigned to women in media. Although there has been a shift

towards more empowering and diverse portrayals, many advertisements continue to reflect outdated gender norms (Lindner, 2004; Kang, 1997). Young adults today, particularly the Gen Z and late millennial are socially more conscious and respond differently to gender representation. In a research by Eisend (2010) it indicates that gender portrayals can significantly affect advertising effectiveness, especially when audiences perceive them as authentic or progressive. A study by Orth and Holancova (2004) found that positive, respectful portrayals of women lead to higher advertising credibility and brand liking. Further, some studies have also suggested that the impact of female portrayal is moderated by the viewer's gender, cultural background and prior brand perception (Das, 2010). In multicultural or developing context, where traditional and modern gender values coexist at times, and these portrayals can evoke mixed reactions among young buyers.

RESEARCH GAP

Despite a growing literature, limited empirical research exists on how young adults specifically interpret and respond to the various portrayals of women in brand advertisements, especially in the digital media. It can also be found that there is limited focus on young adults' attitudes i.e. young adults (18-34 years) form a highly influential and distinct consumer segment whose attitudes, values and media consumption habits differ significantly. Most exiting studies generalize findings across age groups or focus on older consumers but there is insufficient targeted research examining how young adults responds to endorsers in advertisements, especially in the context of brand trust and the intention to purchase. Further, being a debatable topic, literatures on gender representation in advertising emphasizes objectification or stereotyping in broad context. However, few studies show how young buyers interpret modern portrayals of women in brand advertisements and how these portrayals influence brand perception. There is a limited empirical work on the impact of endorsers and gender portrayals in advertisements on consumer attitudes especially from the young audience point of view. Further, much of the existing literature is based on the Western context, few works have been done in Kolkata, West Bengal, India, Southeast Asia that reflect local cultural norms and their influence on the perception of brand endorsers and female portrayal in advertisements.

OBJECTIVE

1. To understand the attitude of young adults towards brand advertisements using endorsers.
2. To find the attitude of young buyers (young adults) towards brand advertisements portraying women.

HYPOTHESIS

Objective 1:

To understand the attitude of young adults towards brand advertisements using endorsers

Hypothesis 1 (H₀₁)

There is a significant relationship between the presence of endorsers in brand advertisements and the attitude of young adults towards those advertisements.

Alternative hypothesis

H_{01a}: Young adults have a more positive attitude toward brand advertisements that feature endorsers compared to those without.

H_{01b}: The credibility of the endorser significantly influences the attitude of young adults towards brand advertisements.

Objective 2:

To find the attitude of young buyers (young adults) towards brand advertisements portraying women

Hypothesis 2 (H₀₂)

There is a significant effect of the portrayal of women in brand advertisements on the attitude of young adult buyers.

Alternative hypothesis

H_{02a}: Positive portrayal of women in advertisements leads to a more favourable attitude among young adult buyers.

H_{02b}: Stereotypical portrayal of women in advertisements negatively affects the attitude of young adult buyers.

RESEARCH METHODOLOGY

The study surveyed 508 respondents of the young adults group (18-34 years), both male and female, to assess their perceptions of advertisements featuring women. The study adopts a quantitative research design using a

structured questionnaire in order to gather a primary data. Convenience sampling used to select respondents due to ease of access. The strata or prime factors taken were age, gender and income. However, information on occupation and education was also collected to understand whether any link exists between the variables and the attitude of young adults towards brand advertisements portraying women. The questionnaire consisted of a personal data section and a section with direct questions and questions on Likert scale for surveying the attitude of young adults towards advertisements using endorsers or portraying women. A 5-point Likert scale (1= Strongly Disagree to 5= Strongly Agree) were used. The questionnaire was used online (using Google Forms) and offline depending on the respondent availability. The collected data was coded and recorded in SPSS and analyzed. A series of statistical analyses- including descriptive statistics (to summarize demographics and general trends like mean, standard deviation, frequency), reliability testing (Cronbach's alpha- to assess the reliability of the questionnaire variables & KMO & Bartlett's Test), factor analysis, inferential statistics (t-tests, ANOVA, hypothesis testing) were performed on responses to close ended questions and Likert scale instruments.

DATA ANALYSIS AND INTERPRETATION

The demographic analysis of the survey conducted was for 508 respondents. There were 168 male respondents which constituted 33.1% and 340 female respondents that constituted 66.9% of the total number of respondents. All 508 respondents are young adults and hence fall in the age group 18-34 years. The educational qualifications of the respondents were 206 respondents that constituted 40.6% were HS qualified, 211 i.e. 41.5% respondents were Graduate, 65 respondents i.e. 12.8% respondents were Post-Graduate and 26 respondents i.e. 5.1% respondents had other educational qualification. For annual income, 268 of the respondents that constituted 52.8% of the total respondents has an annual income of less than Rs. 10,000, 42 respondents i.e. 8.3% of the respondents has an annual income between Rs. 10,001 and Rs. 20,000, 54 respondents i.e. 10.6% of the respondents has an annual income between Rs. 20,001 to Rs. 30,000, 121 respondents i.e. 23.8% has annual income between Rs. 30,001 to Rs. 40,000 and the other 23 respondents i.e. 4.5% has an annual income of Rs. 40,001 and above. Occupation wise 68 respondents i.e. 13.4% of the total numbers of respondents do business, 24 respondents i.e. 4.7% do government service, 87 of the respondents i.e. 17.1% do private service, 39 of the respondents i.e. 7.7% are teachers, 7 respondents i.e. 1.4% are home-makers and the major part of the respondents i.e. 283 respondents which constitutes 55.7% are into other occupation (especially students). Further, a cross tabulation table was developed which provides a breakdown of gender distribution across different income levels within the age group 18-34 years.

Gender * Annual Income * Age Group Cross tabulation														
Age Group			Annual Income										Total	
			Less than Rs. 10,000		Rs. 10,001- Rs. 20,000		Rs. 20,001- Rs. 30,000		Rs. 30,001- Rs. 40,000		Rs. 40,001 & Above			
													N	%
18-34yrs	Gender	Male	73	27.2 %	14	33.3 %	22	40.7 %	50	41.3 %	9	39.1 %	168	33.1 %
		Female	195	72.8 %	28	66.7 %	32	59.3 %	71	58.7 %	14	60.9 %	340	66.9 %
	Total		268	100.0 %	42	100.0 %	54	100.0 %	121	100.0 %	23	100.0 %	508	100.0 %

It was seen that a total of 268 respondents had income of less than Rs. 10,000 out of which 27.2% are male and 72.8% are females, 42 respondents had income between Rs. 10,001 and Rs. 20,000 out of which 33.3% are males and 66.7% are females, 54 respondents had income between Rs. 20,001 and Rs. 30,000 out of which 40.7% are males and 59.3% are females, 121 respondents had income between Rs. 30,001 and Rs. 40,000 out of which 41.3% are males and 58.7% are females and 23 respondents had income of Rs. 40,001 and above out

of which 39.1% are males and 60.9% are females. Lower income levels are more female dominated; higher incomes levels also have more females but smaller gap. Since the sample is also female dominated, this may be a reason for the domination of women being higher in all income levels. However, gender disparity decreases slightly with rising income though females still remain the majority.

A reliability statistics table was formed by analyzing the six open ended instruments and Cronbach's Alpha table was developed. The Cronbach's Alpha recorded was .814

Reliability Statistics	
Cronbach's Alpha	No. of Items
.814	6

The Reliability Statistics table shows the result of Cronbach's Alpha test, which is commonly used to assess the internal consistency (how closely related a set of items are as a group) in a scale or a survey. The value indicates a very good internal consistency among the six variables or instruments. In general: More than 0.9 indicates Excellent

0.8-0.9 indicates Good

0.7-0.8 indicates Acceptable

0.6-0.7 indicates Questionable

Below 0.6 indicates Poor

A Cronbach's Alpha value of 0.814 falls under Good range and the items are reliable and reliable. The scale is reliable and there is no such necessity to delete any item. But Cronbach's Alpha if deleted analysis was also done with the table as under.

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Do you see advertisements?	14.78	45.470	.778	.780
What type of advertisements you like to see?	13.63	33.831	.979	.692
Have you come across advertisements portraying women?	15.29	53.522	.544	.834
If yes, where have you come across advertisements portraying women?	11.24	22.327	.698	.876
If yes, why do you see advertisements portraying women?	13.68	39.078	.780	.748
If no, why do not you see advertisements portraying women?	13.15	46.074	.683	.789

Considering the instruments individually, the corrected item-total correlation for the instrument do you see advertisements is 0.778 and alpha if deleted is 0.780 which means there is strong correlation, hence there is no need to delete it. For the instrument, what type of advertisement do you like to see- corrected item-total correlation is 0.979 and alpha if deleted is 0.692, there is extremely high correlation, but deleting the item would

lower reliability, so there is no need to delete it. For the instrument, have you come across advertisements portraying women- corrected item-total correlation is 0.544 and alpha if deleted is 0.834, there is lower correlation compared to other items, and deleting the item would increase alpha slightly, so there are possibilities for its removal. For the instrument, if yes, where have you come across advertisements portraying women- corrected item-total correlation is 0.698 and alpha if deleted is 0.876, there is moderate correlation, but deleting the item would slightly increase alpha significantly, so there are possibilities for its removal. For the instrument, if yes, why do you see advertisements portraying women- corrected item-total correlation is 0.780 and alpha if deleted is 0.748, this is a strong item, but deleting the item would lower reliability, so there is no need to delete it. For the instrument, if no, why do not you see advertisements portraying women- corrected item-total correlation is 0.683 and alpha if deleted is 0.789, this is a strong item, but deleting the item would lower reliability since the opposite is happening, there is an increase in alpha, so there is no need to delete it. If the two variables/instruments stated above were deleted i.e. have you come across advertisements portraying women and if yes, where have you come across advertisements portraying women, the result of Cronbach's Alpha was 0.909 which indicates an excellent level of internal consistency suggesting minimal redundancy and strong alignment between items. The revised scale is highly reliable and internally consistent.

Reliability Statistics	
Cronbach's Alpha	No. of Items
.909	4

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Do you see advertisements?	8.60	14.422	.821	.895
What type of advertisements you like to see?	7.45	9.191	.871	.874
If yes, why do you see advertisements portraying women?	7.50	10.034	.918	.835
If no, why do not you see advertisements portraying women?	6.97	14.512	.757	.906

There is excellent reliability which means items are very consistent with each other. The first item or instrument shows strong correlation, removing it can slightly lower alpha, the second item also shows very strong correlation, removing can reduce alpha, the third item high correlation and the fourth item shows an acceptable correlation but lower than others, removing this item can slightly increase alpha but not enough to justify deletion of the item. Since all the four items contribute positively to the scale, the scale is well-balanced, conceptually aligned and statistically reliable.

To find out which product category respondents see women endorsers, the following table was extracted.

In which product category have you seen women endorsers? (Select multiple)		
	N	%
Household Products (Daily necessities)	90	17.7%
Household Gadgets	31	6.1%
Mobile Phones	10	2.0%

Gadgets	11	2.2%
Cosmetics & Skin Products	72	14.2%
Fashion Goods	29	5.7%
Car/ Bike/ Scooter	3	0.6%
Luxury Brands	21	4.1%
Female Products	66	13.0%
Social message advertisements	40	7.9%
Baby products	34	6.7%
Chocolate & Food	6	1.2%
Medicine	4	0.8%
Jewelry	45	8.9%
Perfume	46	9.1%

Respondents responded that the top categories where they have seen women endorsers are household products (daily necessities) which occupied the highest percentage of 17.7%, followed by cosmetics and skin care products that have 14.2% respondents, female products following next with 13%, perfume following with 9.1% and jewelry was the choice for 8.9% of the total respondents. These categories are traditionally associated with women either as primary consumers or as part of gender-targeted marketing strategies. Categories where respondents have felt they see less women endorsers are gadgets with 2.2%, mobile phones with 2%, chocolate & food with 1.2%, medicine with 0.8% and car/bike/scooter with 0.6%. The lower percentages reflect market stereotypes or targeting strategies where female endorsers are used less frequently. Household products (daily necessities) is the highest category which aligns with traditional advertising strategies that associate women with home care and family responsibilities, cosmetics and skin care products and female products are high on the list which suggests that a reinforcement of the traditional gender roles in advertising, where women are portrayed as caretakers, home-makers and beauty conscious people. These are also those categories where women are considered primary decision makers, making their endorsement more persuasive. Categories like perfume, jewelry, and fashion goods show that brands focus on aesthetic appeal when selecting female endorsers. These products many a times use celebrities as endorsers to associate luxury, elegance, beauty with the endorser. Social message advertisements and baby products see moderate endorsement by women as these advertisements aim to create an emotional connection with the audience and women are perceived as more empathetic and trustworthy. Very few endorsements are seen in car/bike/scooter, mobile phones and gadgets as these are male dominated sectors in terms of both consumers and endorser representation, reflecting gender bias in marketing. Chocolate and Food and Medicine have very low numbers, even though these are universal products which indicates underutilization of female influencers in areas where gender should not significantly affect endorsement impact. All of this reflects broader advertising and cultural stereotypes that is still prevalent in media.

Analysing the product category in which women endorsers have been seen by respondents according to gender, it was seen that women more frequently notice female endorsers in most categories especially in cosmetics and skin products, female products, luxury brands, social media advertisements, perfumes which suggests that women are more responsive and attentive to female endorsers in categories relevant to them or emotionally engaging. Male respondents tend to remember women endorsers more in mobile phones, gadgets which signifies men are more attuned to spotting female endorsers in traditionally male dominated categories which can be possibly it is more attention seeking or because the respondents group are young adults who focus less on household matters and more on technology and gadgets. Jewelry and fashion goods have a mixed audience

base when considered female endorsers as the category may have broad appeal to both genders. Baby products and social media messages show more view by female which perhaps suggests that care giving, socially conscious roles, nurturing in advertising are more closely watched or remembered by women, aligning with cultural expectations.

Gender	HP	HG	MP	G	C&SP	FG	C/B/S	LB	FP	SMA	BP	C&F	M	J	P
Male (%)	25.6	29	60	54.5	19.4	44.8	66.7	28.6	36.4	27.5	41.2	16.7	25	42.2	41.3
Female (%)	74.4	71	40	45.5	80.6	55.2	33.3	71.4	63.6	72.5	58.8	83.3	75	57.8	58.7

*HP- Household Products (Daily necessities), HG- Household Gadgets, MP-Mobile Phones, G-Gadgets, C&SP- Cosmetics & Skin Products, FG- Fashion Goods, C/B/S- Car/Bike/Scooter, LB- Luxury Brands, FP- Female Products, SMA- Social Media Advertisements, BP- Baby Products, C&F- Chocolate & Food, M- Medicine, J-Jewelry, P- Perfume

A detailed interpretation of preference category where people have seen more female endorsers in accordance to income level was done. Respondents of income group less than Rs. 10,000 represents the majority percentage and has the highest percentage awareness in nearly all product categories particularly, household products, cosmetics and skin products, female products, baby products, chocolate and food categories, which are mostly essential and low to mid ranged products which are likely targeted at and frequently encountered by lower-income group. Mass market advertising featuring women are more visible to this segment possibly due to higher exposure to TV/Radio or free digital platforms. Endorsements here are more focused on affordability, everyday relevance and emotional appeal. The middle income group i.e. Rs. 10,001-Rs. 20,000, Rs. 20,001- Rs. 30,000, Rs. 30,001- Rs. 40,000 show selective engagement. As income rises, there is a shift in attention towards lifestyle and premium product endorsements. These groups show relatively higher percentages in specific product categories like luxury brands, baby products, female products, jewelry, perfume which suggests that this group is transitioning into aspirational consumption, paying more attention to endorsements in fashion, fragrance and lifestyle categories. It suggests a growing influence of aspirational marketing, where endorsements are used to project status and sophistication. The final category of higher income group i.e. above Rs. 40,001 reports minimal recall of women endorsers across categories focusing more on household gadgets. This can be due to low media consumption in mainstream advertising channels or may be less influenced by celebrity endorsement or simply less likely to recall or notice them in lower-end product categories probably due to their exposure to different marketing ecosystems (niche, influencer-driven or non-celebrity marketing).

AI	HP	HG	M P	G	C& SP	FG	C/ B/S	LB	FP	SM A	BP	C &F	M	J	P
<10,000 (%)	64.4	41.9	60	63.6	63.9	51.7	66.7	47.6	54.5	42.5	38.2	66.7	75	46.7	37
10001-20000 (%)	6.7	9.7	0	0	6.9	3.4	33.3	14.3	6.1	15	8.8	0	0	11.1	10.9
20001-30000 (%)	5.6	6.5	0	9.1	5.6	10.3	0	4.8	12.1	10	32.4	16.7	0	17.8	13
30001-40000 (%)	18.9	25.8	30	27.3	18.1	27.6	0	28.6	24.2	32.5	14.7	16.7	25	24.4	34.8
>40001 (%)	4.4	16.1	10	0	5.6	6.9	0	4.8	3	0	5.9	0	0	0	4.3

*AI- Annual Income, HP- Household Products (Daily necessities), HG- Household Gadgets, MP-Mobile Phones, G-Gadgets, C&SP- Cosmetics & Skin Products, FG- Fashion Goods, C/B/S- Car/Bike/Scooter, LB- Luxury Brands, FP-Female Products, SMA- Social Media Advertisements, BP- Baby Products, C&F- Chocolate & Food, M-Medicine, J-Jewelry, P- Perfume

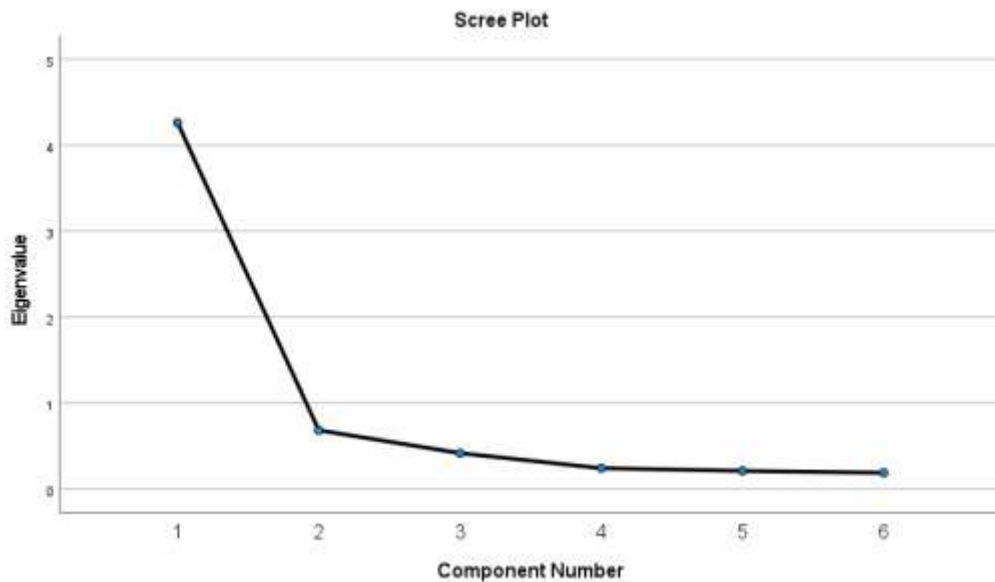
A KMO and Bartlett's Test analysis was conducted for the instruments that were recorded through Likert scale and the data recorded showed it was suitable for factor analysis. The Kaiser-Meyer-Olkin (KMO) measure is .893 which is considered very good which means the dataset share common factors and are appropriate for factor analysis. The Bartlett's test measure is approx. Chi-Square being 2254.843, df being 15 and Sig. being .000. The test checks whether the variables are unrelated. A significant result i.e. $p < .05$ means the matrix is not an identity matrix which means variables are related. Since Sig. = .000, the result is highly significant, supporting the use of factor analysis.

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.893
Bartlett's Test of Sphericity	Approx. Chi-Square	2254.843
	df	15
	Sig.	.000

Communalities		
	Initial	Extraction
Endorser in advertisement encourage purchase	1.000	.777
Women endorsers in advertisements encourage purchase	1.000	.780
Endorsing women brings positive attitude towards a brand	1.000	.831
Endorsing women brings negative attitude towards a brand	1.000	.401
Women endorsers create preference for a brand	1.000	.753
Women endorsers are used to draw attention towards products	1.000	.722
Extraction Method: Principal Component Analysis.		

The Initial column shows 1.000 for all variables because Principal Component Analysis (PCA) assumes total variance before extraction. The Extraction column shows how much each variable's variance is accounted for by the retained components (factors). The extraction values show very strong or excellent variances expect for one that has a lower communality of .401, (endorsing women brings negative attitude towards a brand), which signifies that this item might not fit well with others. Most variables have high communalities ($>.70$) which indicates they are well represented by the extracted factors.

Total Variance Explained						
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.264	71.073	71.073	4.264	71.073	71.073
2	.682	11.374	82.447			
3	.416	6.931	89.378			
4	.241	4.009	93.387			
5	.210	3.496	96.883			
6	.187	3.117	100.000			
Extraction Method: Principal Component Analysis.						



Only 1 component has an eigenvalue less than 1. This component explains a substantial 71.07% of the total variance, which is very high. This suggest the item loads strongly onto a single underlying factor- likely a shared perception or attitude related to female endorsers in advertising.

Component Matrix^a	
	Component
	1
Endorser in advertisement encourage purchase	.882
Women endorsers in advertisements encourage purchase	.883
Endorsing women brings positive attitude towards a brand	.912
Endorsing women brings negative attitude towards a brand	-.633
Women endorsers create preference for a brand	.868
Women endorsers are used to draw attention towards products	.850
Extraction Method: Principal Component Analysis.	
a. 1 component extracted.	

The table shows how strongly each variable (item) correlates with the single extracted component. These values are called factor loadings. All factors have a strong positive loading, the highest loading factor is 0.912- endorsing women brings positive attitude towards a brand and the negative loading factor -0.633 - endorsing women brings negative attitude towards a brand shows inverse relationship with the factor, this means respondents who agree with the positive items tends to disagree with this one which suggest it is conceptually reversed- possibly a reverse-coded item.

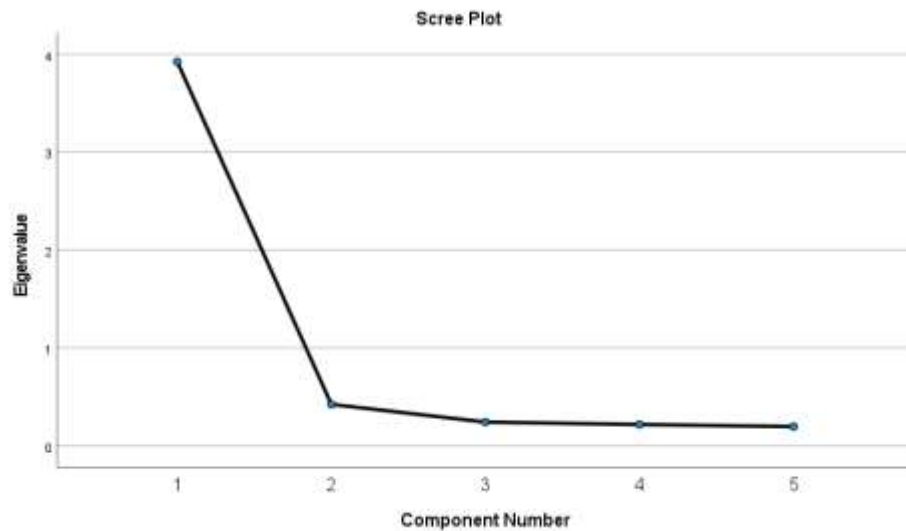
KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.884
Bartlett's Test of Sphericity	Approx. Chi-Square	2060.516
	df	10
	Sig.	.000

Communalities		
	Initial	Extraction
Endorser in advertisement encourage purchase	1.000	.791
Women endorsers in advertisements encourage purchase	1.000	.792
Endorsing women brings positive attitude towards a brand	1.000	.824
Women endorsers create preference for a brand	1.000	.783
Women endorsers are used to draw attention towards products	1.000	.736
Extraction Method: Principal Component Analysis.		

Removing the lower communality from the previous factor analysis table, a new table was formed as above through factor analysis. The KMO measure recorded showed very good sampling adequacy of .884, the Bartlett's test showed Chi Square being 2060.516 and df of 10 which signifies strong indication of sufficient correlations among variables, Sig. of .000 which is highly significant, showing correlation matrix is not an identity matrix. The results show that the reduced set of variables is highly correlated and appropriate for factor analysis. The KMO value even slightly improved compared to the previous analysis, which happens when weaker variables are removed. All the five items have high communalities (>0.73), showing that each is well represented by the extracted factors. Also removing the low-loading item improved the overall cohesion and reliability of the factor.

Total Variance Explained						
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.926	78.515	78.515	3.926	78.515	78.515
2	.422	8.443	86.957			
3	.241	4.815	91.772			
4	.216	4.324	96.097			
5	.195	3.903	100.000			
Extraction Method: Principal Component Analysis.						

The above table provides an understanding of how many factors were extracted and how much variance each one explains. It helps to understand and determine how many factors are worth retaining. Component 1 has an eigenvalue of more than 1, which is common for retaining factors; it explains 78.515% of the total variance which is very high for a single factor. All other components have eigenvalue less than 1 which signifies they do not explain enough variance to be retained individually. This supports a one-dimensional structure which means all items are likely measuring a single underlying construct perhaps "Effectiveness of female endorsers in Advertising".



The component matrix table below shows the factor loadings of each variable on the single component during Principal Component Analysis (PCA). Each value represents the correlation between the variable and the extracted component. Higher absolute values (closer to 1 and -1) indicate that the variable strongly contributes to the component. The table shows all loadings are very high (>0.85) which suggests that each variable is strongly associated with the single underlying component. The result shows a one-dimensional factor structure, which means all five items are tapping into the same latent construct. Hence, PCA results are excellent and there is a strong single factor with 78.515% variance.

Component Matrix	
	Component
	1
Endorser in advertisement encourage purchase	.889
Women endorsers in advertisements encourage purchase	.890
Endorsing women brings positive attitude towards a brand	.908
Women endorsers create preference for a brand	.885
Women endorsers are used to draw attention towards products	.858
Extraction Method: Principal Component Analysis.	
a. 1 component extracted.	

A t-test was further conducted comparing the instruments with the gender. The table and result show females agree more to the instruments and males agree more with negative sentiments. Across all positive statements, females consistently report higher agreement, suggesting a more favorable attitude towards women or female endorsers. On the negative statement male score higher implying they are more likely to perceive a negative impact.

Group Statistics					
	Gender	N	Mean	Std. Deviation	Std. Error Mean
Endorser in advertisement encourage purchase	Male	168	2.23	1.197	.092
	Female	340	2.36	1.249	.068
Women endorsers in advertisements encourage purchase	Male	168	2.34	1.157	.089
	Female	340	2.48	1.295	.070
Endorsing women brings positive attitude towards a brand	Male	168	2.21	1.208	.093
	Female	340	2.45	1.406	.076
Endorsing women brings negative attitude towards a brand	Male	168	3.79	1.439	.111
	Female	340	3.66	1.499	.081
Women endorsers create preference for a brand	Male	168	2.30	1.047	.081
	Female	340	2.61	1.227	.067
Women endorsers are used to draw attention towards products	Male	168	2.38	1.261	.097
	Female	340	2.61	1.351	.073

An independent sample test was also conducted as the output helps to determine whether the differences in means between male and female are statistically for each statement regarding female endorser in advertising. A significant gender differences are found in positive attitude from female endorser ($p=.045$), creating brand preference ($p=.003$). In both cases female reported stronger agreement than males, indicating a more favorable view of female endorsers.

Independent Samples Test										
		Levene's Test for Equality of Variances					t-test for Equality of means			
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Instrument 1	EV assumed	.143	.706	-1.167	506	.244	-.136	.116	-.364	.093
	EV not assumed			-1.184	345.546	.237	-.136	.115	-.361	.090
Instrument 2	EV assumed	3.569	.059	-1.187	506	.236	-.140	.118	-.372	.092
	EV not assumed			-1.233	368.255	.218	-.140	.114	-.364	.083
Instrument 3	EV assumed	8.575	.004	-1.907	506	.057	-.242	.127	-.491	.007
	EV not assumed			-2.007	381.238	.045	-.242	.120	-.478	-.005
Instrument 4	EV assumed	.114	.736	.931	506	.352	.130	.140	-.144	.404
	EV not assumed			.944	345.327	.346	.130	.138	-.141	.401
Instrument 5	EV assumed	8.135	.005	-2.845	506	.005	-.314	.110	-.531	-.097
	EV not assumed			-3.001	383.628	.003	-.314	.105	-.520	-.108
Instrument 6	EV assumed	2.557	.110	-1.827	506	.068	-.228	.125	-.473	.017
	EV not assumed			-1.871	354.067	.062	-.228	.122	-.467	.012

**EV- Equal Variance

The table presents result from independent t-tests assessing gender based differences in attitudes toward endorsers in advertisements. The findings of each instrument are:

1. Instrument 1- Endorser in advertisement encourage purchase
Levene's Test: $F=0.143$, $p=.706$ – Equal variances assumed
T-test: $t(506) = -1.167$, $p=.244$
There is no significant difference in responses between groups
2. Instrument 2- Women endorsers in advertisements encourage purchase
Levene's Test: $F=3.569$, $p=.059$ – Less but equal variances assumed
T-test: $t(506) = 1.187$, $p=.236$
There is no significant difference seen
3. Instrument 3- Endorsing women brings positive attitude towards a brand
Levene's Test: $F=8.575$, $p=.004$ – Unequal variances assumed
T-test: $t(381.238) = -2.007$, $p=.045$
One group is more likely to believe that endorsing women improves brand attitude. Since the mean difference is negative (-.242), it suggest males agreed less.
4. Instrument 4- Endorsing women brings negative attitude towards a brand
Levene's Test: $F=0.114$, $p=.736$ – Equal variances assumed
T-test: $t(506) = 0.931$, $p=.352$
There is no significant difference.
5. Instrument 5- Women endorser create preference for a brand
Levene's Test: $F=8.135$, $p=.005$ – Unequal variances assumed
T-test: $t(383.628) = -3.001$, $p=.003$
Male respondents less to women endorsers create brand preference.
6. Instrument 6- Women endorsers are used to draw attention towards purchase
Levene's Test: $F=2.557$, $p=.110$ – Equal variances assumed
T-test: $t(506) = -1.827$, $p=.068$
Marginally non-significant (p just above .05), but suggest a potential trend.

Instruments 3 and 5 show a statistically significant difference. These suggest that perception of women endorser affecting brand attitudes and preference differ meaningfully between groups like gender groups based on typical use.

Independent Samples Effect Sizes					
		Standardizer ^a	Point Estimate	95% Confidence Interval	
				Lower	Upper
Endorser in advertisement encourage purchase	Cohen's d	1.232	-.110	-.295	.075
	Hedges' correction	1.234	-.110	-.295	.075
	Glass's delta	1.249	-.109	-.294	.077
Women endorsers in advertisements encourage purchase	Cohen's d	1.251	-.112	-.297	.073
	Hedges' correction	1.253	-.112	-.296	.073
	Glass's delta	1.295	-.108	-.293	.077
Endorsing women brings positive attitude towards a brand	Cohen's d	1.344	-.180	-.365	.005
	Hedges' correction	1.346	-.180	-.364	.005
	Glass's delta	1.406	-.172	-.357	.014
Endorsing women brings negative attitude towards a brand	Cohen's d	1.480	.088	-.097	.273
	Hedges' correction	1.482	.088	-.097	.272
	Glass's delta	1.499	.087	-.098	.272
Women endorsers create preference for a brand	Cohen's d	1.171	-.268	-.454	-.083
	Hedges' correction	1.173	-.268	-.453	-.082
	Glass's delta	1.227	-.256	-.442	-.070
Women endorsers are used to draw attention towards products	Cohen's d	1.322	-.172	-.357	.013
	Hedges' correction	1.324	-.172	-.357	.013
	Glass's delta	1.351	-.169	-.354	.017
a. The denominator used in estimating the effect sizes. Cohen's d uses the pooled standard deviation. Hedges' correction uses the pooled standard deviation, plus a correction factor. Glass's delta uses the sample standard deviation of the control group.					

The above table presents independent sample effect sizes for perceptions of advertisements and women endorsers, including Cohen's d , Hedges' correction and Glass's delta, each with point estimates and 95% confidence interval (CI). The effect sizes are generally large. Most Cohen's d values are more than 1.2, indicating large effect sizes based on conventional benchmarks (0.2= small, 0.5= medium, 0.8= large). Confidence intervals often cross zero. Many 95% Confidence intervals include zero (e.g. -0.295 to 0.075); indicating that despite large point estimates, the effects may not be statistically significant at the 0.05 level. There is also a statistically notable result. Instrument 5 i.e. Women endorsers create preference for a brand has a CI from -0.454 to -0.083, which does not include zero, suggesting a statistically significant negative effect size- perhaps reflecting greater preference in one group compared to another. However, negative or positive signs in CI bounds do not automatically imply bad or good. Glass's Delta is slightly higher than the other two because it uses only the control group's SD, which can inflate effect size when the control group had lower variability. Hence, the results suggests endorsing women brings positive attitude towards a brand (Cohen's d = 1.344 (CI: -0.365 to 0.005), very large effect size but CI includes zero, so not statistically significant). Women endorsers create preference for a brand (Cohen's d = 1.171 (CI: 0.454 to -0.083), strong effect and statistically significant, suggesting endorsement by women may meaningfully influence brand preference. In order to understand how different groups of income level perceive women in advertisements, one-way ANOVA test was conducted with the result as below.

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Endorsing women brings positive attitude towards a brand	Between Groups	70.517	4	17.629	10.433	.000
	Within Groups	849.909	503	1.690		
	Total	920.425	507			
Endorsing women brings negative attitude towards a brand	Between Groups	54.562	4	13.640	6.503	.000
	Within Groups	1055.147	503	2.098		
	Total	1109.709	507			

The table reveals that there is a statistically significant difference in how different groups perceive that endorsing women leads to positive brand attitude for the instrument- endorsing women brings positive attitude towards a brand. Since $p < .001$, null hypothesis can be rejected. This means that income level has a significantly different mean attitude. The result for the instrument stating endorsing women brings negative attitude towards a brand is statistically significant. There are meaningful differences between groups in how negatively they perceive female endorsements. Hence, null hypothesis can be rejected here too.

A pair wise Bayesian correlations between variables related to attitudes toward brand advertisements portraying women based on the total sample size of 508 was conducted. A strong positive correlation (significant, with 95% CI not crossing 0) was seen. The instrument- endorsing women brings positive attitude towards a brand is strongly correlated with:

Endorser in advertisement encourages purchase ($r=.763$)

Women endorsers in advertisements encourage purchase ($r=.784$)

Women endorsers create brand preference ($r=.752$)

Women endorsers draw attention towards products ($r=.707$)

These high correlations also suggest that respondents who view female endorsers positively also tend to believe female endorsers encourage purchase, shape brand preference and attract attention.

Endorsing women brings negative attitude also negatively correlates with:

Endorser encourages purchase ($r=-0.467$)

Women endorsers encourage purchase ($r=-0.470$)

Brand preference ($r=-0.404$)

Drawing attention ($r=-0.445$)

This means that respondents who agree with negative attitudes towards female endorsers also tend to disagree with the effectiveness of those endorsers.

In the context of, endorsing women brings positive attitude against endorsing women brings negative attitude $r=-0.551$. This inverse relationship confirms that those who perceive women in advertisements as positive are

unlikely to agree with negative sentiment items. Hence the findings state that- young adults perceive female endorsers in advertisements positively, linking them with higher brand appeal, purchase intent and attention. Negative attitudes towards female endorsers are inversely associated with all positive marketing impacts.

Bayesian Correlation

Posterior Distribution Characterization for Pairwise Correlations ^a								
			Endorsing women brings positive attitude towards a brand	Endorsing women brings negative attitude towards a brand	Endorser in advertisement encourage purchase	Women endorser in advertisement encourage purchase	Women endorser create preference for a brand	Women endorsers are used to draw attention towards products
Endorsing women brings positive attitude towards a brand	Posterior	Mode		-.553	.765	.786	.754	.708
		Mean		-.551	.763	.784	.752	.707
		Variance		.001	.000	.000	.000	.001
	95% Credible Interval	Lower Bound		-.608	.726	.752	.715	.663
		Upper Bound		-.489	.798	.817	.789	.751
	N		508	508	508	508	508	508
Endorsing women brings negative attitude towards a brand	Posterior	Mode	-.553		-.469	-.472	-.405	.446
		Mean	-.551		-.467	-.470	-.404	-.445
		Variance	.001		.001	.001	.001	.001
	95% Credible Interval	Lower Bound	-.608		-.534	-.534	-.474	-.517
		Upper Bound	-.489		-.396	-.396	-.329	-.376
	N		508	508	508	508	508	508
Endorser in advertisement encourage purchase	Posterior	Mode	.765	-.469		.793	.703	.674
		Mean	.763	-.467		.791	.701	.671
		Variance	.000	.001		.000	.001	.001
	95% Credible Interval	Lower Bound	.726	-.534		.759	.655	.623
		Upper Bound	.798	-.396		.823	.743	.716
	N		508	508		508	508	508
Women endorser in advertisement encourage purchase	Posterior	Mode	.786	-.472	.793		.697	.660
		Mean	.784	-.470	.791		.695	.658
		Variance	.000	.001	.000		.001	.001
	95% Credible Interval	Lower Bound	.752	-.539	.759		.648	.609
		Upper Bound	.817	-.405	.823		.739	.708
	N		508	508	508		508	508
Women endorser create preference for a brand	Posterior	Mode	.754	-.405	.703	.697		.768
		Mean	.752	-.404	.701	.695		.765
		Variance	.000	.001	.001	.001		.000
	95% Credible Interval	Lower Bound	.715	-.474	.655	.648		.729
		Upper Bound	.789	-.329	.743	.739		.800
	N		508	508	508	508	508	508
Women endorsers are used to draw attention towards products	Posterior	Mode	.708	-.446	.674	.660	.768	
		Mean	.707	-.445	.671	.658	.765	
		Variance	.001	.001	.001	.001	.000	
	95% Credible Interval	Lower Bound	.663	-.517	.623	.609	.729	
		Upper Bound	.751	-.376	.716	.708	.800	
	N		508	508	508	508	508	508

a. The analyses assume reference priors ($c=0$)

FINDINGS

Young adults generally hold a positive and favourable attitude towards advertisements featuring women. Statement like “endorsing women brings a positive attitude towards a brand” and “women endorsers create brand preference” received strong agreement, particularly from female respondents. Females were found reporting consistently higher to positive statements about women in advertising. Males were slightly more inclined to agree with the negative statement i.e. endorsing women brings negative attitude, though not significantly so. High internal consistency was found (Cronbach’s Alpha = 0.814, that increased to 0.909 after the removal of two weaker items). Factor analysis also revealed a strong one-dimensional structure suggesting all items measured a single underlying construct i.e. a positive perception of female endorsers. The t-tests revealed statistically significant gender differences in two areas- positive attitude towards brand endorsed by women ($p=.045$) and perception that women endorsers create brand preference ($p=.003$). Effect sizes indicated that while many attitudes were strongly felt, only some were statistically significant due to confidence intervals overlapping zero. Young adults especially women or females show a generally favourable attitude towards brand advertisements featuring women. Female endorsers are perceived as effective in creating a positive brand impressions and influencing preferences. However, gender-based perceptions vary.

CONCLUSION

The paper was about exploring young adults’ attitudes towards brand advertisements, with a specific focus on the role of endorsers and the portrayal of women. The findings indicate that brand endorsers positively influence young adults’ perceptions of advertisements that support both the Hypothesis H01_a and H01_b. The presence of an endorser and credibility are the key factors that shape favourable brand attitudes among young buyers. Further, in relation to the Objective 2 and Hypothesis 2, the data demonstrates that young adults- especially females, hold a distinctly positive attitude towards advertisements that feature women. Statements affirming the effectiveness of female brand endorsers have received high levels of agreement, particularly among female respondents. This also supports Hypothesis 02_a, suggesting that the positive portrayal of women enhances brand perception. The male respondents were a little more receptive to negative sentiments. Statistical analysis, including high internal consistency (Cronbach’s Alpha= 0.814 to 0.909) and factor analysis, validated the measurement scale and confirmed that the observed attitudes formed a single cohesive construct- a positive perception of female brand endorsers. Moreover, t-tests revealed significant gender differences in certain areas like attitude towards brands endorsed by women ($p=.045$) and the belief that female endorsers create brand preference ($p=.003$).

The study concludes that young adults particularly females generally respond positively to advertisements featuring women. Female endorsers are widely perceived as effective in enhancing brand appeal and influencing consumer preferences. While the attitudes were favourable, gender based differences emerged- with women expressing stronger support for female-led advertising and men showing slight, though not significant, reservations. Statistical analyses support the reliability and coherence of these attitudes, confirming a consistent underlying perception of female brand endorsers as beneficial to brand image. These insights highlight the strategic value of female representation in advertising and underscore the importance of tailoring marketing approaches to account for gender-based audience perceptions. Hence, in conclusion, brand endorser presence particularly female endorsers, positively impact young adults’ attitudes toward brand advertisements, with noticeable gender differences in perception. These insights can thus guide the marketers in designing more effective, inclusive and resonant advertising strategies that leverage credible and positively portrayed female endorsers to enhance brand appeal.

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