Building awareness on gender stereotypes

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Demise of direct discrimination but persistence of stereotypes

¾ of the advertisements in magazines which feature women represent them in **purely decorative roles** and therefore use processes that derive from the stereotypes seen previously (E.PLAKOYIANNAKI, Y. ZOTOS, 2008).

A significant part of these advertisements **sexualize the woman**, and focus on their physical beauty.

Only **46%** of **people** questioned say that they find that advertisements **respect the dignity of women**.

41% of those surveyed say that the **portrayal of women** in advertising leaves them with a positive impression. 30% do not give their opinion. (J. STANKOVIĆ)
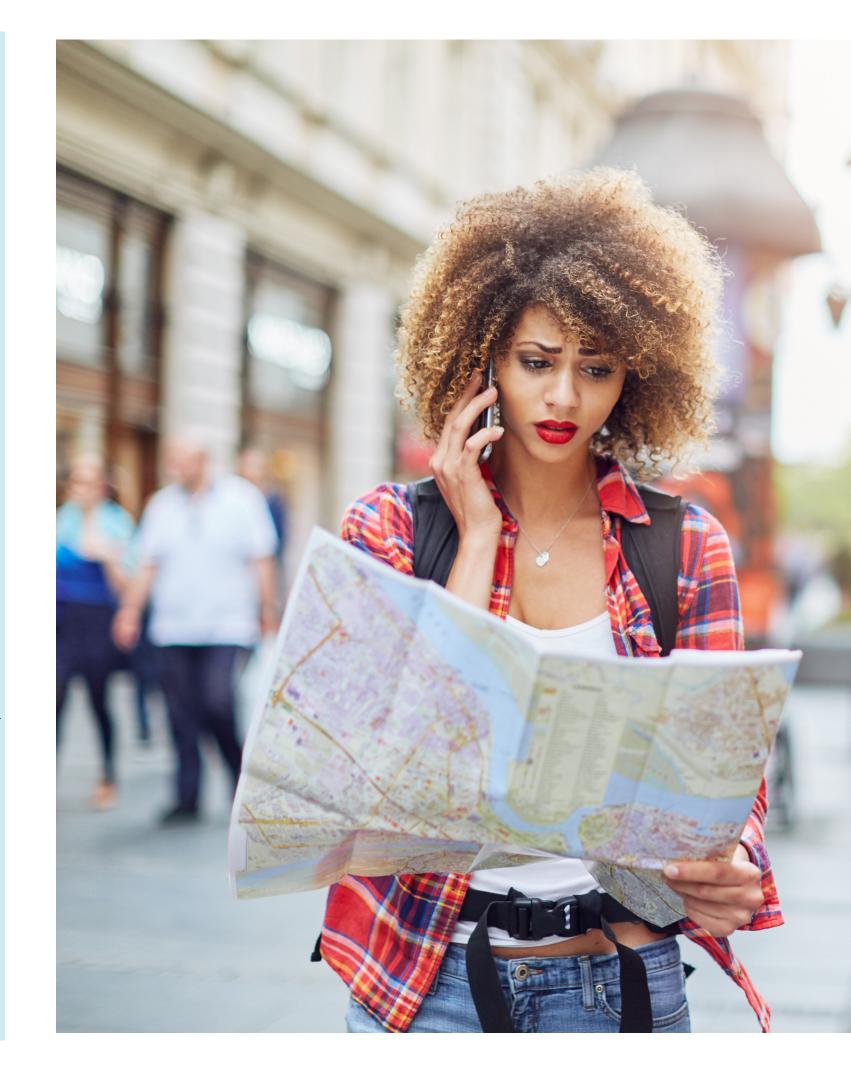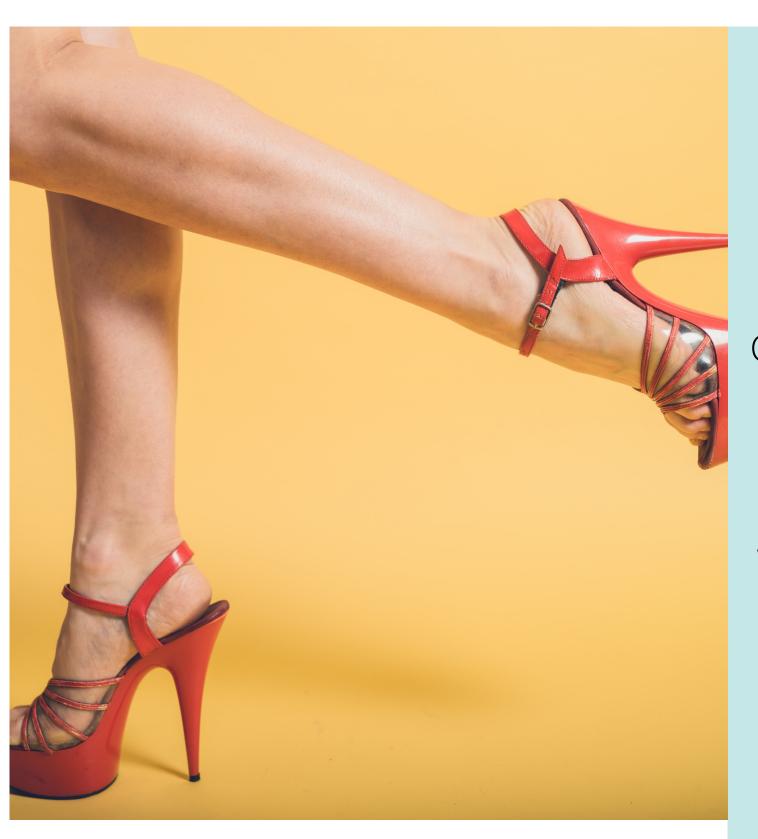
Consumers are lost about what's good and what's not

Yet 38% of respondents believe that showing perfect female bodies
in **advertisements can have a very negative impact on consumers**,
who then feel uncomfortable in their bodies. 44% think
this is not the case (J. STANKOVIĆ et al, 2018).

3   Stereotypes do sell goods

82% of those surveyed think that the women depicted in the advertisements *do not look at all like the women in reality.*

Consumers are therefore well aware of the character and **46% take this factor into account when making an act of purchase.**

Most of them still agree that the presence of a very attractive woman in an advertisement can be a factor in purchasing decisions for some consumers.

46% find that a girl's appealing appearance in an ad is not a factor they take into account when deciding to make a purchase. In contrast, 74% believe that portraying a pretty, young woman in an advertisement can be a buying decision factor for most other people, other than themselves.

Will marketers stop their techniques?

Magic mirror on the wall .....   (do consumers trust the publicity ?)

70% of consumers think advertising is far from reality. only 1 in 5 advertisements feature a woman or man they identify with.

45% think women are inappropriately portrayed, while almost 90% of European marketers think they portray women positively in advertisements.

We can discuss the figures but it is clear that there is a poblem. Do they hear each other?

CONCLUSIONS

1.   Major improvements but gender stereotypes still exist (primarily affect women); negative image of women (sexual object, etc.)
2. Companies produce goods taking account of environmental and social issues but still use stereotypes in publicity
3. Still significant number of consumers are influenced by the publicity; stereotypes sell goods
4.   Gap between how marketers and consumers assess the publicity
5. Necessity of educating consumers (and companies); building awareness of stereotypes in daily life

"No one is free of stereotypes until we are all free" – inspired by Dr. Martin Luther King

List of referenced and studies in the presentation

E.PLAKOYIANNAKI, Y.ZOTOS, 2008. Images of Women in Online Advertisements of Global Products: Does Sexism Exist?

J. STANKOVIĆ et al, 2018. Effects of Women Representation in Advertising on Customer's Attitudes

**D.KELLIE, K.BLAKE et R.BROOKS 2019.
What drives female objectification? An investigation of appearance-based interpersonal perceptions and the objectification of women**