

Consumer Insights on Gender-Neutral Advertising within the Cosmetic Industry

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Abstract

The current research investigates people's reactions to genderless advertising approaches in beauty products since these practices match modern social evaluations regarding diversity and sexual orientation. The growing doubt about traditional gender stereotypes in advertising makes it crucial to assess consumer reaction patterns to gender-neutral advertisement formats. This research targets understanding consumer choices as well as their viewpoints together with how civilization is influenced by inclusive marketing within the beauty industry sector. This paper evaluates both the advantages and obstacles which gender-neutral marketing tactics present for businesses during their implementation. The research conducted quantitative assessments using structured surveys distributed to 50 participants resulting in descriptive statistical analysis. The research demonstrates that although gender-neutral marketing methods potentially lead to higher brand loyalty and improved inclusivity the outcomes reveal differences resulting from age variations together with gender and cultural origins of the consumers. Results from this research demonstrate useful methods brands should adopt to introduce gender-neutral approaches in advertising for increasing customer commitment while promoting inclusive beauty markets. The research offers future advertising recommendations which stress the value of considering cultural understanding together with population diversity and evolving consumer perspectives.

Keywords: Gender-Neutral Advertising, Consumer Attitudes, Cosmetics Industry, Gender Representation, Consumer Preferences, Brand Engagement, Advertising Trends, Gender Stereotypes, Consumer Behaviour, Brand Loyalty, Social Responsibility, Cultural Context, Gender Equality, Cosmetics Advertising

Introduction

The advertising industry has experienced a major transition by running campaigns that avoid gender binary views in order to support inclusive marketing. Advertising that is gender-neutral eliminates every aspect that is specific to a particular gender while trying to engage audiences embracing multiple genders and backgrounds. The changing social values of modern society demand an understanding of consumer reactions to such advertisements from marketers. The

shift toward gender-neutral advertising represents changing social perspectives about gender norms which has made advertisers revisit their content to match the rising consumer interest in diversity and equality. These promoting materials purpose to attract viewers from all gender varieties as they build an atmosphere that respects everyone.

The acceptance of gender-neutral advertising by consumers exhibits significant variations because it depends on properties including age representation, gender factors, cultural background and individual belief systems. These marketing provisions generate mixed reactions because some consumers welcome the current development but others disapprove of moving away from conventional gender stereotypes. Persons with diverse perspectives require marketers to grasp unique consumer requirements in order to develop meaningful authentic marketing initiatives. Gender-neutral advertising reaches its maximum effectiveness through its ability to engage consumers according to research data which demonstrates that ads featuring inclusivity and gender-stereotype challenges lead to positive recognition from the audience. This research evaluates different consumer views to provide brands with valuable directions about adjusting their marketing plans according to target audience beliefs and expectations for increased brand loyalty. This research examines non-gender-specific promotional methods in the cosmetics business by studying how target audiences receive them. The research evaluates public opinion related to gender-neutral advertising while understanding social implications alongside the business difficulties and potential benefits to companies who implement this approach. Additionally, the research examines how brands can leverage gender-neutral advertising to foster diversity, engage a broader audience, and stand out in a competitive market. The results will offer valuable insights for brands aiming to address gender representation and develop inclusive marketing campaigns.

The research will also explore how gender-neutral advertising influences consumer behaviour, focusing on demographic factors and cultural impacts. It will assess how cultural norms, values, and different media platforms shape views on gender-neutral ads. A temporal analysis may track shifts in consumer attitudes over time. Ultimately, the study aims to provide practical guidance for advertisers to create effective gender-neutral campaigns that drive greater brand engagement.

Literature Review

According to the survey by Lee et al. (2022) customers made up 65% of the pool who reported they preferred brands that support gender inclusivity. Respondents displayed no reaction towards this messaging by 20% but 15% doubted its legitimacy because of its potential insincerity thus demonstrating the necessity for authentic messages.

Studies prove that gender-neutral marketing approaches strengthen both company reputation along with customer trust. Brand equity improves through inclusive marketing because such strategies demonstrate compliance with contemporary social principles according to Kim and Sullivan (2021). Consumers perceive products from gender-neutral brands to demonstrate authenticity as well as innovation and support ethical conduct.

Gender-neutral advertising encounters various hurdles despite delivering its advantages to the market. Critics disagree that some advertising campaigns display empty performative behaviour or superficial tokenism when brands lack sufficient internal diversity or integration of inclusiveness throughout their business operations (Roberts 2020). The use of numerous models across advertising without organizational reform inside the business represents cases of “rainbow-washing.”

Consumer reactions to gender-neutral advertising differ across demographic groups and cultural settings. A study by Chang (2019) emphasized that younger consumers, especially Gen Z and Millennials, have a marked preference for inclusive campaigns. These generations prioritize

authenticity and social responsibility, perceiving gender-neutral advertising as a representation of progressive values.

Cosmetology, plastic surgery, salon operations, and the cosmetics industry are all included in the broad category of the beauty industry, according to Statista (2019). The market for cosmetics and personal care, which includes skincare, haircare, decorative cosmetics, perfumes, personal care items, and dental care, is the main topic of this essay.

Objectives

1. To understand consumer perceptions of gender-neutral cosmetics advertisements and their preferences.
2. To examine consumer attitudes and views on the significance of gender-neutral advertising in today's society.

Research Methodology

This study adopts a descriptive approach, focusing on providing a detailed depiction of functional variables and characteristics related to the issue. The aim is to gain insights into the overall awareness level among the public. Due to the impracticality of studying the entire population, sampling techniques are employed. Simple random sampling is utilized as it is challenging to ascertain the total size of the floating public in Ernakulam, and it falls outside the scope of this study. To derive meaningful conclusions aligned with the study objectives, a modest sample of 50 respondents is selected. A combination of primary and secondary data collection methods is employed for the study. Statistical techniques, including percentage analysis and bar diagram representations, are employed in the study to analyse the collected data.

Analysis and Discussions

The data could be analysed using percentage analysis and graph for understanding the level of perceived gender specification in cosmetic advertisement and to identify how consumers feel about gender-neutral cosmetics ads

Table 1

		Frequency	Percent
Age	18 - 23	26	52
	24 - 29	15	30
	30 - 34	9	18
Gender	Male	29	58
		21	42

(Source: Primary data)

The dataset reveals a gender imbalance, with males representing 58% and females 42%, which could impact the findings if gender plays a role in the outcomes. Moreover, the sample is predominantly composed of younger individuals, particularly those aged 18–23 (52%). These demographic biases should be taken into account when making generalizations or interpreting the results.

Table 2 Consumer Behaviour

		Frequency	Percent
Do you agree consider yourself someone who:	Use makeup regularly	4	8
	Use makeup occasionally	21	42
	Rarely use makeup ⁴	9	18
	Never use makeup	16	32
Would you be inclined to buy cosmetic products from a brand that supports gender-neutral advertising?	Yes	7	14
	No	6	12
	Maybe	37	74
Influence of gender-neutral advertisements influence on purchasing decisions	Strongly Agree	10	20
	Agree	12	24
	Neutral	14	16
	Disagree	8	28
	Strongly Disagree	6	12
Using cosmetic products typically marketed for the opposite gender	Yes	12	24
	No	38	76

(Source: Primary data)

The data reveals various insights into consumer behavior and attitudes towards makeup and gender-neutral advertising. A significant portion of respondents (42%) use makeup occasionally, while 32% never use it, indicating a diverse range of engagement with cosmetics. When asked about buying from a brand that supports gender-neutral advertising, 74% expressed uncertainty, with 14% in favor and 12% opposed. In terms of how gender-neutral ads influence purchasing decisions, 44% agreed to some extent, with 40% either neutral or disagreeing, suggesting a mixed reception. The data shows that 24% of respondents tested cosmetic products meant for consumers of different genders however 76% chose not to according to survey results. The analysis shows different degrees of consumer involvement with cosmetics and inclusive advertising together with a chance for brands to teach customers about gender-neutral marketing benefits.

Table 3 Consumer Attitudes towards Gender Neutral Advertisement

		Frequency	Percent
How often do you come across cosmetic advertisements?	Very often	3	6
	Often	16	32
	Sometimes	19	38
	Rarely	12	24
	Never	0	0
Do you agree that cosmetic advertisements typically cater to a specific gender?	Strongly Agree	22	0
	Agree	0	44
	Neutral	26	52
	Disagree	2	4
	Strongly Disagree	0	95.2

Opinion on gender-neutral advertisements for cosmetics	I Strongly support them	8	16
	I Somewhat oppose them	10	20
	I am Neutral	12	24
	I Somewhat oppose them	15	30
	I Strongly oppose them	5	10
Preference to gender-neutral advertisement in future	Yes	36	72
	No	14	28
Acceptance of brands that use gender-neutral advertising	Strongly Agree	6	12
	Agree	10	20
	Neutral	26	52
	Disagree	6	12
	Strongly Disagree	2	4
Acceptance of gender-neutral cosmetic advertisements in the future	Yes	32	64
	No	18	36
Younger generations prefer gender-neutral advertisements	Yes	45	90
	No	5	10

Cosmetic advertisements that receive high visibility serve as a gateway for brands to present gender-neutral messages that draw a diverse audience. Survey data shows that both a large number of respondents identify gender-specific advertising in cosmetics and an identical number show neutral attitudes toward it which supports alternative marketing methods. Observation of suspicion and negative sentiments toward gender-neutral advertising reaches 40 percent because many people lack awareness about this approach or hold pre-existing theories; manufacturers must use awareness programs to demonstrate the advantages of inclusive marketing. The results show that an undecided group of consumers occupies 52% of the market while most consumers accept gender-neutral approaches in the future thus indicating potential market expansion through thoughtful brand inclusivity strategies. A combination of scepticism response management techniques and advertising value demonstrations would help expand acceptance rates. The modern consumer base supports gender-neutral approaches in advertising due to evolving societal values toward diversity and equality. This supports brands which want to reach an up-to-date demographic.

Conclusion

The research demonstrates how gender-neutral advertising enables cosmetics companies to create more inclusive boundaries with their customer base. These ads appeal more to young people yet certain consumers remain undecided so companies must present honest information directly in their promotional messages.

Researchers need to collect information about customer attitudes towards gender-neutral cosmetic advertising and their purchasing patterns and product choices regarding these advertisements. Research experiments can monitor advertising effects by exposing participants to traditional ads and gender-neutral advertisements which allows researchers to evaluate how these messages alter consumer view and buying motivations. Observing consumers in their genuine environments including shops and internet sites allows researchers to collect essential qualitative data regarding real-life interactions with gender-neutral advertising approaches.

The strategic approaches coupled with challenges and results of gender-neutral advertising within cosmetic brands offer useful experience for other businesses to learn from. Following the initial launch simplistic advertising monitoring can identify new market trends that document the lasting effects of gender-neutral advertising techniques.

Companies seeking success need to build consumer awareness before resolving doubts through the development of advertisements that speak to various cultural groups. Their advertising reach will extend to new customers while maintaining an equal and fair approach to advertising.

The implementation of gender-neutral advertising encounters multiple obstacles even though it provides advantages. The lack of internal diversity and insufficient inclusivity integration across the complete business practices makes certain advertising campaigns vulnerable to criticism about their performative nature or tokenistic appearance (Roberts 2020). Using diverse models in advertising becomes ineffective for diversity purposes if companies do not address structural organizational problems.

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