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# **A STUDY ON CONSUMER BEHAVIOUR TOWARDS THE INFLUENCE OF WOMEN IMAGE IN ADVERTISEMENT**

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## **ABSTRACT:**

This study examines the impact of women's images in advertising on consume behaviour, focusing on various dimensions such as purchasing decisions, brand perception, and societal attitudes. Drawing upon a mixed-methods approach, including qualitative interviews and quantitative surveys, the research delves into the psychological mechanisms underlying consumers' responses to portrayals of women in advertisements. By analyzing diverse demographic segments and cultural contexts, the study aims to provide insights into the nuanced ways in which gender representation shapes consumer attitudes and behaviours.

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## **INTRODUCTION:**

The role and portrayal of women in advertising can influence attitudes towards the evaluation of an ad. There are category-specific lessons to be learned about positive female representation in advertising. Read Women in Advertising to learn how the positive portrayal of women in advertising is good for both society and brand growth. Current research investigated the way consumers perceive female power portrayals in ads. Future research could investigate certain aspects of the ads that can impact female power perceptions. Due to that, advertising creates psychological effects, and is also in conflict with moral and ethical standards of the society which should be based upon.

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## **OBJECTIVES OF THE STUDY:**

- To understanding the consumer's shopping behaviour and the role of women in shopping.
- To develop the branding aims at the creation of an emotional link between consumer and product.
- To find out the consumer's satisfaction level, while purchase the product to seen this ads and then increased the profit value.

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## **SCOPE OF THE STUDY:**

- To know the Feminism was a great marketing appeals of the 20th century.
- To find out the deluge of advertising encouraged people to buy products.
- To give some opportunity for women's to developed their career.
- To develop the product value and attract the customers.

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## **STATEMENT OF PROBLEM:**

The influence of emotional advertisements on women's consumption behaviour A wide difference of opinion exists about the content and composition of emotions.

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## **REVIEW OF LITERATURE:**

- Moore (2023)  
Publicized that the successful apparatus of integrated marketing communication to sensitively inspire patrons to procure the merchandise is solitary commercial. It moreover has sturdy relation with entertainment and the propagation of media has distorted the distinctive appearance between advertisements and entertainment.

- Dhanabhakayam & Geetha (2021)  
The advertising arouses raise in the manufacture, ample supply, and better accessibility of commodities and services and subsequently creates further employment. Discover the range of techniques in advertising and the fruitfulness of these methods on the lady in the personal care section. It was identified that publicize, which had the uppermost evoke, were not essentially publicize that were pre-eminently admired. The sentimental pleas take part immense position in shampoo group.
- Zinyemba & Manase (2015)  
Disclosed that the user's choice to obtain a product is extremely inclined by publicity. They wish and recognize outdoor medium more than any other media and incredibly over and over again it pressures them to demand. Patrons in low thickness regions are inclined to procure broadcasted products as conflicting to those goods that are not at all publicized.

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## OVERVIEW OF SOCIALMEDIA:

Networks formed the social media exchange the way organizations of humans have interaction and communicate or stand with the votes. They "introduce substantial and pervasive changes to conversation between organizations, communities, and individuals. These adjustments are the focal point of the emerging fields of techno self research. Social media vary from paper-based media (magazines and newspapers) and conventional digital media which includes television broadcasting, radio broadcasting in many approaches, including first-rate, attain, frequency, interactivity, usability, immediacy, and performance. Social media outlets function in a dialogic transmission device (many assets to many receivers). That is in evaluation to traditional media which operates underneath a mono-common sense transmission model (one supply to many receivers), along with a newspaper that's delivered to many subscribers, or a radio station which announces the same programs to an entire metropolis. Some of the most famous social media web sites, with over 100 million registered users, include Facebook (and its related Facebook messenger). YouTube. WeChat, Instagram, zone, web, twitter, Tumblr, telegram, abide tieback, LinkedIn, WhatsApp, line, snapchat, Pinterest, vibe, wk., reedit.

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## CONCLUSION:

Based on the result of the study, the research questions were being answered. The participants have a positive perception on the usage of celebrity endorsers in women advertisement. The advertising agencies should reconstruct the nature and guidelines of advertising. Positive beauty portrayals have to be advertised instead of creating negative attitudes, such as derogation and lack of self-esteem. The airbrushing and whitewashing of models have to be stopped. More studies on effective advertising need to be conducted in order to provide comprehensive insights of the impacts of advertising on consumers.

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## REFERENCES:

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