

GENDER STEREOTYPES IN ADVERTISING ACTIVITIES OF UKRAINIAN AND FOREIGN FMCG COMPANIES

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Theory and practical principles of the of gender stereotypes impact in advertising activities of Ukrainian and foreign FMCG companies are studied in the article. Peculiarities of the use of gender solutions in advertising are identified and substantiated. The current approach to gender advertising differs significantly with the changing role of men and women. The comprehensive integration of gender roles in the development of advertising campaign should be ethical and responsible.

Keywords: advertising activities, gender stereotypes, gender roles, gender socialization, gender identity, gender-differentiated advertising, male loyalty types, female loyalty types, marketing communication, brand.

Introduction. In the fast-paced economy, advertising has a sociological impact and reflection of a sustainable society. Today the market is full of brands and their activities. It is increasingly difficult for brands to remain relevant to consumers, so it is important to cover not only the sphere of digitization but also the general trends of social development.

Gender issues have always arisen and have been controversial in advertising. Broadcasting your gender position to brands is a challenge that must be as strategically correct as possible. Advertising is a part of marketing communication and one way of gender socialization. It plays an important role in the broadcasting and formation of gender stereotypes and gender identity. Therefore, a brand that aims to display its product, service, or service in terms of gender classification must accurately characterize its target audience.

Forming the problem. The famous marketing expert Roger Blackwell, who reveals the strategy of men and women's behavior, researched this issue. Its importance is described in "Consumer Behavior". Also, the information base for writing this work was formed by publications and scientific articles by M. Barletta, R. Blackwell, P. Miniard, J. Angel, F. Barden, and others. The study shows the processes of gender stereotypes, marketing for men and women, their influence on the formation of marketing strategic activity. They are constantly evolving with changes in gender roles. Practice demonstrates positive effects of applying gender approaches, increasing competitiveness and increasing market share.

Nowadays, not many scholars consider gender in advertising separately, because this issue is narrowly focused. At the same time, consideration of gender stereotypes, marketing for men and women influences the future perception of brand in society. Most scholars do not separate men and women as consumers of the same brand or as individuals. While many brands use gender techniques in the advertising field.

Results. Advertising reproduces the moral values of society, responsible for them and even creates them. By creating advertising campaigns, professionals can influence the consumers' tastes, to form stereotypes of behavior and fulfillment of appropriate gender roles by women and men. The development of advertising business depends on the development of society. In a transitional society, gender socialization issues have an important place and become the subject of analytical research regarding their influence on the formation of modern models of human behavior [6, p. 33]. Women represent half of the world's population, but their representation in the media remains drastically insufficient. They are the focus of only 10% of news stories and represent 20% of experts or spokespeople interviewed. Only 4% of news stories are deemed to challenge gender stereotypes. Ending stereotyped portrayals of women and men in the media lies at the heart of UNESCO's work. UNESCO cooperation with the

International Federation of Journalists elaborated on the Gender-sensitive Indicators for Media contributing to gender equality and women's empowerment in all forms of media [5].

Women and men perceive the world differently, therefore, in gender-differentiated advertising, more attention should be paid to the psychological characteristics of the product. According to psychologists, the male audience positively perceives the primitive graphic image, the contrast between black and red. The main thing for them is the guarantee of quality and convenience. Women are negative or neutral about such advertising. They want exclusivity, novelty, harmony [7, p. 122].

There are male loyalty types and female loyalty types, which differ in the resources used by the individual at the time of decision making. The male type of loyalty is a kind of loyalty, the basic principle of which is the desire to buy again. Female loyalty type – can be defined as a hidden type of loyalty, which is stored at the emotional level of the consumer [4, p. 24].

There are the higher degree of loyalty, they are appropriate to use gender-specific targeting. Only use typical female and male consumers when using the psychological perception of men and women. In the context of the family of men and they have different roles, the frameworks in the modern world are increasingly erased. The LeoShe division, with its Leo Burnett advertising agencies, used four groups of female motives with unique characteristics (Fig. 1):

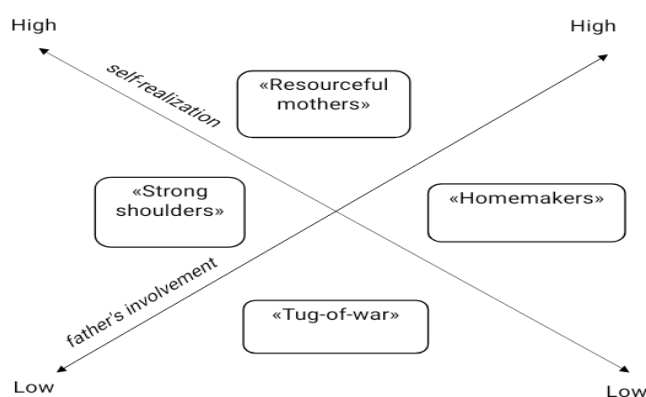


Fig. 1. Different women-moms: four strategies [4, p. 585]

- 1) «homemakers» (always devote themselves to family and home);
- 2) «tug-of-war» (to spread the traditional notion of murder, but forced to execute);
- 3) «strong shoulders» (some are single, generally satisfied with life);
- 4) «resourceful mothers» (heating motherhood, working from behind while creating children, demanding support for a husband).

Mothers from different groups respond differently to advertising, products, time and brands. For example, mothers in the «Tug-of-war» category tend to pay more attention to brands because they use familiar brands to save time and make shopping easier. Sellers of consumer products for which these women are the target consumers should place the value of their brands in the spotlight. And sellers of new brands or brands that are experiencing difficulties can successfully attract the mothers of «Strong Shoulders» (through original TV shows) and «Resourceful mothers» (via the Internet). LeoShe's main conclusion is that companies should not treat all mothers as a homogeneous mass, but define their target audience [4, p. 585].

The role of the man in the family is also undergoing significant changes. According to the study by Cunningham & Walsh, an increasing number of men can be considered «housewives». Thus, out of 1000 interviewed men, 47% vacuum the house, 80% take out the garbage, 41% – wash the dishes, 37% – clean the bed, 33% – load the laundry in the washing machine, 27% – wash the bathroom, 23% – wipe the surfaces from dust, 23% – wash the dishes, 21% – sort the linen, 16% – wash the refrigerator, 14% – clean the oven. More than half of all men regularly take part in shopping trips, so men are an important target audience. However, men need to display their masculinity, so they are more interested in protein yogurt in a dark package on a supermarket shelf than a regular one with a slim figure [4, p. 586].

Recently, the universal form of goods and services, which has no gender restriction, has become more and more popular. This tendency has a

more ethical form, but it limits the product, given these characteristics, to a particular commitment. Gender roles in today's society are often changing. Interest in gender studies is also supported by the rapid increase in women's purchasing activity. According to statistics, 85% of expenditures on consumer goods account for women. The decisions about home purchases are made mainly by women. And women, who lead 70% of start-ups, are major consumers of corporate products and services. Therefore, it is important to evaluate the lifestyle of women in today's world when developing advertising and marketing strategies. Most women nowadays are fully committed to their careers and development, and products «for the whole family» are becoming less relevant [3, p. 19-21]. Foreign companies actively use gender stereotypes in their advertising activities, without violating ethical standards and following new trends. An example is the Dove brand, which makes soap for women and men. The positioning of Dove soap for women in their natural beauty. The Dove site features pajama party photos that remind women of the rare times they care about their volume or weight. Dove helps to realize the psychological purpose of comfort – not that which arises after confession or apology, but comfort through the ability to forget about continuous self-control. For men the approach is used – courage also needs care [2, p. 161].

Ukrainian companies are gradually moving away from the stereotypical perception of women and men in advertising campaigns. An example of the refusal of conventional gender decisions in advertising was the updated advertising of TM «Royal Charm» and AVK TM «Trufalie». The faces of TM «Royal Charm» were young women seeking development and freedom. The new brand slogan is «Queens can do anything!». It is a kind of manifesto, a call to be free from the rules, to decide to redraw the old stereotypes because every girl strives for self-expression, the disclosure of talents.

The new strategy of TM «Trufalie», supported by the slogan «Trufalie is he», where the gender of the «sweets» category has been changed. For women, this value is prohibited. And now men cannot be ashamed of their

craving for sweet [1]. Such advertising strategy can be seen in the new version, including that skin statics should not be discrimination.

Conclusions. Gender stereotypes in advertising are closely linked to trends in the role of men and women in society. Since marketing is a social responsibility, its principles must be ethical and not violate gender equality. The preference of women in the role of consumers does not contribute to the creation of a universal product, but only enhances gender roles. Therefore, with the renewal of advertising content, companies are re-creating new patterns of gender behavior, which demonstrates a commitment to gender stereotypes.

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