

# Title

Author

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## Executive Summary

*With the rapidly evolving cosmetic industry today, marketing approaches are shifting away from traditional gender segmentation to more universal and emotionally appealing approaches. This capstone research investigates the influence of gender-specific marketing and emotional communication on consumer perception. As consumers increasingly seek authenticity and bonding in brand communication, companies are adapting their approaches to build stronger emotional bonds and long-term loyalty.*

*This study employs a mixed-method study design, which uses quantitative data to explore consumer perception. The study is carried out on consumers of cosmetic products in Ahmedabad, analyzing the influence of marketing narratives in constructing consumers' perceptions of gender-focused marketing and emotional connection.*

*Studies have revealed that customers are more positively associated with brands that embrace inclusive marketing strategies and emotional narratives because these are what enable individuals to feel like they belong to something and feel trusted. The study identifies the growing demand for marketing campaigns that transcend the conventional norms of cosmetic and instead promote individuality and self-expression.*

*By understanding these consumer-driven shifts, marketers are able to craft better, more successful campaigns that are aligned with evolving social values. This research provides valuable insights to brands who are looking to gain a stronger presence in the marketplace by crafting creative, consumer-driven marketing strategies for the cosmetic space.*

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## I. Introduction:

The marketing strategies employed by the cosmetic industry have undergone substantial shifts, with a growing emphasis on gender-inclusive messaging and emotionally-driven campaigns. Historically, these advertisements predominantly targeted women, often reinforcing rigid beauty standards centered around youth, fairness, and perfection. However, evolving societal norms and the increasing demand for inclusivity and representation have compelled brands to reevaluate their approach. Campaigns that break gender stereotypes, highlight diverse identities, and leverage emotional storytelling are increasingly becoming the cornerstone of cosmetic marketing.

Gender-focused campaigns challenge traditional narratives by showcasing inclusivity, such as featuring men in cosmetic advertisements or celebrating non-binary identities. These campaigns target a wider audience and resonate with consumers who seek authenticity and diversity in the brands they support. On the other hand, emotional messaging aims to create deep, personal connections by appealing to emotions like confidence, self-worth, and empowerment. Campaigns like Dove's Real Beauty and Fenty Beauty's inclusivity-driven advertisements have demonstrated the power of aligning brand narratives with consumer values, building trust, and driving engagement.

Despite the growing prevalence of these strategies, there is limited empirical evidence of their combined impact on consumer perception within the cosmetic industry. While studies have explored how emotional marketing influences brand loyalty or how inclusivity shapes consumer attitudes, little research examines the interaction between these elements. For instance, how does a gender-inclusive campaign employing emotional storytelling affect consumer trust, purchase intent, or brand advocacy compared to campaigns that rely solely on one of these elements? Additionally, consumer responses to these strategies may vary significantly based on demographic factors such as age, gender, cultural background, and socioeconomic status, making it essential to explore these dimensions in depth.

This research aims to bridge these gaps by analyzing the effectiveness of gender-focused marketing campaigns and emotional messaging in shaping consumer perceptions in the cosmetic industry. It seeks to identify not only the independent and combined impacts of these strategies but also the underlying factors influencing consumer responses.

## Background

The cosmetic industry's marketing practices have witnessed a paradigm shift, evolving from conventional, gender-stereotyped advertising to strategies emphasizing inclusivity and emotional resonance. Historically, marketing in this sector predominantly targeted women, reinforcing narrow beauty ideals such as

youth, fairness, and flawlessness. However, societal transformations, including the rise of gender equality movements and consumer demand for authentic representation, have pressured brands to rethink their messaging.

Gender-focused campaigns challenge entrenched norms by featuring diverse identities and breaking stereotypes, such as showcasing men and non-binary individuals in cosmetic advertisements. These initiatives not only broaden the target audience but also appeal to consumers seeking representation and authenticity. Emotional messaging, on the other hand, taps into consumers' psychological triggers, fostering connections by promoting self-confidence, empowerment, and self-worth. Iconic campaigns like Dove's "Real Beauty" and Fenty Beauty's inclusivity initiatives exemplify the potential of combining these strategies to build trust and drive engagement.

Despite the adoption of gender inclusivity and emotional storytelling, there remains limited empirical research on their combined effects. Previous studies have addressed their impacts, such as how gendered marketing influences brand perceptions or how emotional appeals affect loyalty. However, the interplay between these strategies and their nuanced effects on diverse consumer segments—across demographics like age, gender, and cultural background—remains underexplored.

The evolving consumer landscape, marked by increasing intersectionality and a demand for ethical practices, highlights the importance of understanding these marketing approaches. This study aims to fill the existing gaps by investigating the independent and combined effects of gender-focused marketing campaigns and emotional messaging on consumer perception.

## II. Literature Review:

### Gendered Marketing and Strategies

The use of gender-specific marketing strategies is a good approach to target the audiences since it will help to address the needs and or dreams of the targeted groups. The authors, Kim and Cho (2018), establish that consumers are receptive to advertisements with models and messages that appeal to their identity. In the cosmetic industry, this approach maps into campaigns that address the desire of women for beauty, confidence and self-actualization (Chiang et al., 2014). But what is most important, the representation of gender in ads can affect consumers' perceptions to a greater extent. The findings of various research show that the stereotypical images in the advertisement affect the women's self-image in a way (Hayko, 2010). Ads that link beauty to slimness or thin body image are responsible for body dissatisfaction and may precipitate an unhealthy lifestyle (Aysad, 2014). On the other hand, advertisements that portray women as capable and free-standing are likely to arouse positive responses (Nagi, 2014).

Sexist stereotyping is very evident in that it presents men and women in stereotyping roles that are typical of society. The appearance of men is in strong positions and women in subordinate positions, which is reflected at the FemCities Conference (2012). Pink marketing is a gender-specific marketing being used to appeal to the psychological and emotional needs of the female consumer. According to Massoudi et al. (2020), pink marketing is the marketing concept where the colour pink is used to develop customer loyalty. Pink connotes emotion, message and empathy and therefore the colour is relevant in emotional messaging. It elicits emotions that enable the construction of rapport with the target consumers.

Sexual appeals are a key determinant of brand image and the decision to purchase products. In this paper, Subroto and Balqiah (2022) maintain that masculinity leads to increased perceived competence while femininity leads to increased warmth. This is subject to consumers' stereotyping inclinations. These effects are like Hess and Melnyk (2016), who stress the importance of colours and the forms of shapes: angular forms and the shades of blue are associated with competence, and round forms and pink shades with warmth. Mileva et al. (2018) expand on this by exploring bimodal gender cues and find that the matching of facial and voice cues enhances positivity, especially for warm and competent perceptions.

Hence, gendered marketing strategies also have cultural and demographic differences. For Pakistani consumers, Siraj et al. (2024) identified the difference in the factors affecting the purchasing decision by gender. Chinelato et al. (2024) noted that while women pay attention to ideological correspondence with brands, men rely on adverse personal experiences. Rahmani and Kordrostami (2018) also stated that women are more sensitive to detail and are more accurate in detecting false advertising messages while men are more likely to be influenced by high-price signalling as a signal of quality.

In their work, Cooke et al. (2023) have looked at how gender stereotyping and issue advocacy have been used in advertising. They establish that a form of advertising known as issue advocacy can help to reduce the consequences of stereotyping women. It is however important to note that demographic features do not fully determine consumers' responses to stereotypes; self-attributes also matter. Lucka et al. (2023) revealed that the match between the gendered personality of a brand and the psychological gender of the consumer has a direct effect on brand equity and purchasing behaviour. Pavni Arora et al. (2022) also insisted on the need for cosmetic brands to consider multiple factors of diversity and inclusion such as race, economic status and disability. For instance, fairness products in India are still promoting colourism, while products for disabled and Transgender consumers are scarce. To counter these problems, several brands have recently started working on the issue like

Nykaa which has increased diversity and the accessibility of the products.

### **Emotional Appeals and Advertising**

The trends of emotional marketing are particularly important for the cosmetic sector in terms of consumer attitudes and preferences. Emotional appeal, self-identification, and demonstration of how a brand can benefit a consumer's life are the tactics that can help brands appeal to the dream of the consumer. According to Chaudhary (2024), popular cosmetics brands are likely to associate with values that include self-love, female power and ethical conduct since women make up the vast majority of cosmetic customers. Lee and Jang (2018) have stated that advertising positive emotions increases brand loyalty. According to Han et al., (2018), the consumers of millennials and Gen Z tend to be sensitive to issues of diversity and sustainability in marketing.

Appeals to the effect assist in the elaboration of the advertisements and overall recall of the message (Batra & Ray, 1986; Holbrook & Batra, 1987). Many types of appeals have been looked at, these being; humour, fear, nostalgia and empathy. Eisend (2009) stated that the use of humour has a positive effect on ad likeability and attention, Witte and Allen (2000) also pointed out that fear appeals will also lead to action but should be used appropriately. Emotional messaging is not complete without considering the aspect of colour. Labrecque & Milne (2012) have established that a particular colour gets the appropriate personality type to consider and perceive brands in a certain way. ChangDa et al. (2023) noted that women are more positive with colours which include red/blue and this may mean that cosmetic brands can use colour preferences to elicit certain feelings such as luxury, confidence, femininity and so on.

This means that storytelling and influencer marketing techniques are some of the most effective techniques to use when it comes to building brand equity, especially with the younger generation of consumers. Abass (2024) notes causes being supported as a key area that brands need to be ethical and resonate with. Real beauty ads according to Enriquez et al. (2024) include those that enhance confidence while guilt-inducing ads increase insecurity. According to the study, beauty campaigns should be genuine and diverse to influence consumer's self-esteem.

Clark (2023) also studied Finnish consumers' beliefs about diversity in cosmetic advertising and the need to be real and acknowledged. Goldman et al., (2018) discussed the increasing trend of body image alteration among males, this informed the authors' calls to market cosmetics in a way that responds to male consumers' needs. Greenfield (2018) stated that the beauty myth in advertisements is damaging, and encouraged advertising professionals to depict diverse and real images to build good consumer relationships.

Pounders et al. (2023) examined the moderation of appeal type by regulatory focus in the context of marketing communications. They discovered that aligning the valence of the appeal with the target regulatory focus improves consumer responses, especially as much as behavioural intentions towards social marketing communications are concerned. Emotional branding, according to Jindal et al., (2023), builds the brand image through a touch-feel connection with the consumer, changing the consumer behaviour from rational to emotional brand loyalty.

Wu et al. (2011) also examined the emotional appeals in financial advertisements and concluded that consumers' emotion precedes cognition. This paper also shows how consumer involvement can moderate the relationship between emotional appeals and attitudinal and purchase intention responses. Based on these findings, it can be concluded that the concept of the matching of advertising messages with the degree of consumer involvement is appropriate.

### **III. Research Objectives:**

1. To assess how gender-focused marketing campaigns shape consumer perceptions in the cosmetic industry.
2. To examine the impact of emotional storytelling on consumer perception.
3. To explore the combined effect of gender-focused and emotional marketing on consumer perception.

### **Research Hypothesis:**

#### **Null Hypothesis (H<sub>0</sub>):**

Gender-focused marketing campaigns and emotional appeals in the cosmetic industry do not significantly influence consumer perception.

#### **Alternative Hypothesis (H<sub>1</sub>):**

Gender-focused marketing campaigns and emotional appeals in the cosmetic industry significantly influence consumer perception.

### **Specific Hypotheses:**

**H<sub>01</sub>:** Gender-focused marketing campaigns do not have a significant impact on consumer perception of cosmetic brands.

**H<sub>1</sub>1:** Gender-focused marketing campaigns significantly impact consumer perception of cosmetic brands.

**H<sub>0</sub>2:** Emotional appeals in marketing do not significantly affect consumer purchase perception in the cosmetic industry.

**H<sub>1</sub>2:** Emotional appeals in marketing significantly drive consumer purchase intentions in the cosmetic industry.

**H<sub>0</sub>3:** The combined use of gender-focused campaigns and emotional appeals does not create a synergistic effect on consumer perception.

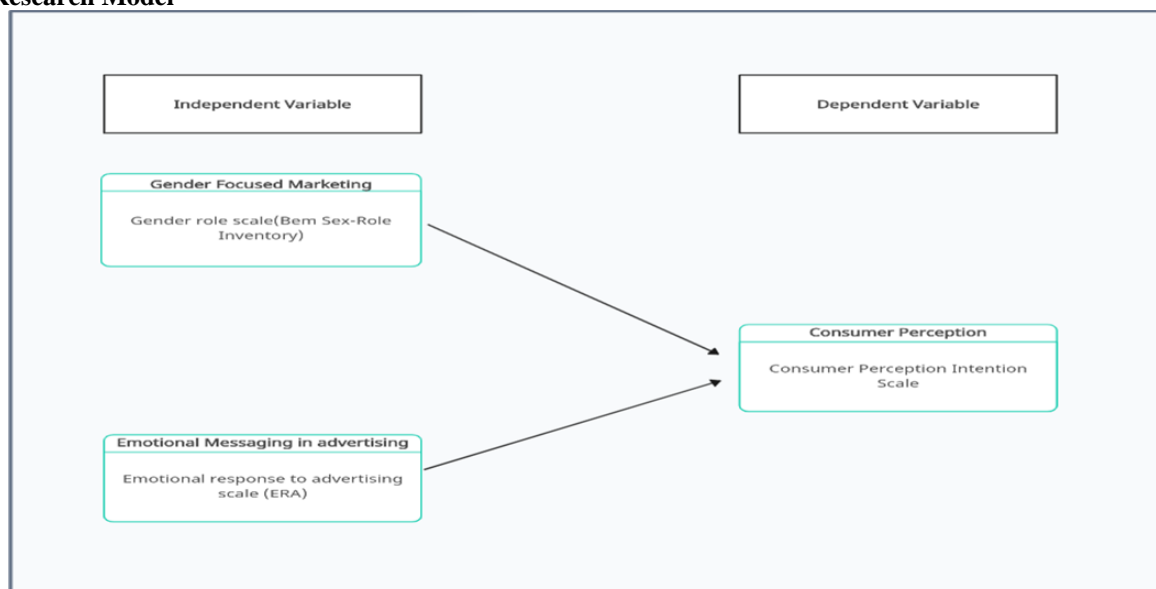
**H<sub>1</sub>3:** The combined use of gender-focused campaigns and emotional appeals creates a synergistic effect, positively influencing consumer perception.

### Research Plan

The research plan was structured to evaluate the impact of gender-focused marketing campaigns and emotional messaging on consumer perceptions within the cosmetic industry. A descriptive cross-sectional research design was chosen to capture consumer attitudes at a specific time, focusing on how these marketing strategies shaped perceptions. The study's target group consists of customers in Ahmedabad who interact with cosmetic sector marketing. The demographic ranges and reflects people who have encountered beauty product ads. This study employs convenience sampling due to the necessity of physically visiting locations and collecting data directly from customers engaged with cosmetic product marketing. The number of respondents was determined based on the formula (number of statements  $\times$  10), setting the minimum required sample size at 140 respondents. However, the study successfully gathered 201 responses, ensuring a robust dataset with diverse participant demographics. Participants were exposed to a curated selection of advertisements, categorized into gender-inclusive, emotionally driven, and traditional gender-stereotyped ads. Responses were gathered using structured questionnaires, including Likert scale questions and multiple-choice options, to capture quantitative and qualitative insights.

The data collection process involved a mix of online and offline surveys to ensure diversity in the respondent pool. Online surveys were created using Google Forms and distributed via email and social media platforms, while offline surveys were conducted in malls and retail outlets, where consumers often interacted with beauty product advertisements.

### Research Model



### Methodological Issues

Several methodological issues were encountered during the research process. Sampling bias posed a challenge as online surveys predominantly attracted tech-savvy individuals, potentially excluding other demographics, while offline surveys in malls over-represented urban, middle-to-upper-class consumers. The reliance on self-reported data resulted in inaccuracies due to social desirability bias or memory lapses. Additionally, the environment in which participants were exposed to advertisements, such as busy public spaces, influenced their emotional responses. Cultural sensitivity was another key concern, as reactions to gender inclusivity and emotional messaging varied significantly across different groups, complicating data interpretation.

## Problems

The research faced several problems, including participant recruitment, particularly for offline surveys, which was logistically challenging and time-intensive. Ensuring consistent quality and reliability of the advertisements shown to participants impacted the uniformity of responses. Furthermore, technological barriers restricted survey outreach among certain demographics, and maintaining the integrity and honesty of responses, especially for subjective measures like emotional resonance, remained a concern.

## Limitations

The study had limitations that affected its broader applicability. Since the sample was limited to Ahmedabad, the findings might not fully represent consumer perceptions in other regions or cultures. The cross-sectional design restricted the ability to track changes in perceptions over time. Additionally, external factors such as prior brand familiarity or personal preferences could not be fully controlled, potentially influencing participants' ad evaluations. Finally, the research's focus on the cosmetic industry limited its applicability to other sectors.

## Tools for Data Collection and Analysis

For data collection, structured surveys were the primary tool, complemented by demographic data collection to capture participant characteristics such as age, gender identity, and purchasing habits. Advertisement exposure was standardized using curated videos and images representing gender inclusivity, emotional storytelling, and traditional gender stereotypes. For data analysis, SPSS was employed for advanced statistical techniques, including ANOVA, and regression analysis, and Microsoft Excel was used for initial data cleaning, organization, and visualization. These methodologies and tools provided a comprehensive framework to address the research questions and offered actionable insights for marketers and stakeholders.

## IV. Results

### Gendered Marketing and Strategies

Gender-specific marketing strategies effectively target audience needs by aligning advertisements with consumer identities. Kim and Cho (2018) highlight that consumers respond positively to messages and models that resonate with their identity, a finding supported by this study. The ANOVA results revealed a significant impact of gender-focused marketing on consumer perception ( $F(16,184)=11.121$ ,  $p < 0.001$ ), with an Eta-squared value of 0.492, indicating that approximately 49.2% of the variance in consumer perception is explained by gender-focused marketing.

The positive effects of gender-specific strategies are balanced by the risks of perpetuating stereotypes. Advertisements linking beauty to slimness may lead to body dissatisfaction (Hayko, 2010; Aysad, 2014), whereas empowering portrayals of women foster positive consumer responses (Nagi, 2014). These findings emphasize the need for inclusivity, as Pavni Arora et al. (2022) advocate for campaigns that account for diverse consumer identities, such as race, economic status, and abilities.

Additionally, colours in marketing significantly influence consumer perceptions. Massoudi et al. (2020) introduced "pink marketing," which uses the colour pink to evoke emotions like empathy and warmth. This aligns with our results, as gender-focused marketing emerged as a strong predictor of consumer perception in the regression analysis ( $\beta=0.402$ ,  $p < 0.001$ ).

**Table 1: ANOVA Results for Gender-Focused Marketing**

Metric	Value
F-value	11.121
p-value	<0.001
Eta-squared ( $\eta^2$ )	0.492
Interpretation	Large effect size

### Emotional Appeals and Advertising

Emotional appeals are pivotal in modern advertising, particularly in industries like beauty and cosmetics. Chaudhary (2024) observed that brands focusing on values such as self-love and empowerment strongly resonate with consumers. This study corroborates these findings, with ANOVA results showing a significant impact of emotional messaging on consumer perception ( $F(16,184)=10.589$ ,  $p < 0.001$ ). The Eta-squared value ( $\eta^2=0.479$ ) indicates that emotional messaging explains 47.9% of the variance in consumer perception.

Positive emotional messaging fosters stronger consumer-brand relationships. Lee and Jang (2018) found that emotionally engaging advertisements enhance brand loyalty. Similarly, this study emphasizes the importance of emotional resonance in shaping perceptions, particularly through authentic and inclusive campaigns, as suggested by Enriquez et al. (2024).

Colours and storytelling also play significant roles in emotional appeals. ChangDa et al. (2023) noted that colours like red and blue evoke feelings of luxury and confidence, which align with the emotional themes often employed in beauty campaigns. These elements strengthen the emotional connection between brands and consumers, as demonstrated in our results.

**Table 2: ANOVA Results for Emotional Messaging**

Metric	Value
F-value	10.589
p-value	<0.001
Eta-squared ( $\eta^2$ )	0.479
Interpretation	Large effect size

### Combined Impact: Regression Analysis

To evaluate the combined influence of gender-focused marketing and emotional messaging on consumer perception, a multiple regression analysis was conducted. The results demonstrated a statistically significant model ( $F(2,198) = 103.361$ ,  $p < 0.001$ ), with an R-value of 0.715, indicating a strong positive correlation between the predictors and consumer perception. The  $R^2$  value of 0.511 indicates that 51.1% of the variance in consumer perception can be explained by these two predictors. This substantial proportion highlights the synergistic effect of integrating demographic-focused and emotionally resonant strategies in marketing campaigns.

The regression coefficients revealed that gender-focused marketing ( $\beta = 0.402$ ,  $p < 0.001$ ) exerts a slightly stronger influence on consumer perception compared to emotional messaging ( $\beta = 0.379$ ,  $p < 0.001$ ). These findings suggest that aligning advertisements with consumer identities, such as addressing gender-specific aspirations and roles, is slightly more impactful in shaping consumer perceptions than purely emotional appeals. However, emotional messaging still plays a crucial role in influencing perceptions, reinforcing the emotional bond between the brand and the consumer.

The integration of these strategies amplifies their effectiveness. Gender-focused marketing appeals to consumers' cognitive alignment by addressing their identity-related expectations, while emotional messaging evokes feelings of trust, empowerment, and relatability. Together, these elements create a holistic marketing strategy that not only captures attention but also fosters long-term engagement and loyalty. This interplay underscores the importance of blending cognitive alignment with emotional resonance to optimize marketing impact.

**Table 1: Model Summary**

Metric	Value	Interpretation
R	0.715	Strong positive correlation
$R^2$	0.511	51.1% of the variance is explained by predictors
Adjusted $R^2$	0.506	Robust fit accounting for model complexity
Std. Error of the Estimate	2.618	Average deviation of predicted values

**Table 2: Regression Analysis Summary**

Predictor	Standardized Coefficient ( $\beta$ )	p-value	Interpretation
Gender-Focused Marketing	0.402	<0.001	A strong predictor of consumer perception
Emotional Messaging	0.379	<0.001	A strong predictor of consumer perception

These findings align with existing literature. Kim and Cho (2018) established that aligning advertisements with consumer identities significantly enhances perceptions, which is reflected in the robust influence of gender-focused marketing. Similarly, Rahmani and Kordrostami (2018) highlighted gender differences in consumer responses, emphasizing the need for tailored marketing approaches to maximize effectiveness. Emotional messaging, on the other hand, supports the development of deeper emotional connections, as noted by Lee and Jang (2018), who found that emotionally engaging campaigns enhance brand loyalty.

This dual approach of cognitive alignment through gender-specific messages and emotional engagement through storytelling and resonance aligns with Jindal et al. (2023), who posited that emotional branding transforms consumer behaviour from rational to emotional loyalty. The synergy observed in this study also reflects Enriquez et al.'s (2024) assertion that integrated campaigns leveraging demographic alignment and emotional resonance foster stronger consumer trust and engagement.

By addressing both identity alignment and emotional needs, brands can effectively position themselves to resonate more deeply with their audience. Thus, the combined impact of these predictors emphasizes the importance of adopting a holistic approach in marketing strategies to drive favourable consumer perceptions.

## V. Conclusion

This research verifies that gender-focused marketing and emotional messaging are both powerful factors in creating consumer perception in the cosmetics sector. The findings from statistics indicate that gender-focused marketing is a little more effective than emotional messaging in influencing consumer perception, but both methods equally contribute to forming consumer attitudes. The ANOVA analysis indicates that gender-targeted marketing explains 49.2% of the variation in consumer perception, and emotional messaging explains 47.9%. Additionally, multiple regression analysis indicates that together, these approaches explain 51.1% of the variation in consumer perception, supporting the hypothesis that their combined impact is larger than each individual.

The results point out that gender-focused marketing builds consumer perception and involvement by encouraging inclusiveness and honesty, whereas emotional appeals build perception by engaging consumer feelings of confidence, self-esteem, and empowerment. The greater standardized beta coefficient for gender-focused marketing indicates that it is slightly more predictive in strength, yet close effect sizes reveal that emotional content in advertisements is almost as good at influencing consumer reactions.

The implications of these findings are significant for beauty brands aiming to optimize their marketing strategies. Brands that integrate gender-focused campaigns with emotional storytelling can create deeper connections with consumers, enhance brand loyalty, and drive purchase intent. Additionally, given the evolving consumer preferences for diversity and authenticity, marketers should focus on crafting advertisements that align with societal values and personal identity.

This research offers a clear view of the role of gender-oriented marketing and emotional messaging on consumer perception within the cosmetic sector. Through statistical tests, we observed that although both strategies have a heavy influence on consumer attitudes, gender-oriented marketing holds a slightly more influential position. Yet, their combined effect is even more effective, upholding the concept that contemporary marketing success resides in a balanced strategy that adjusts brand messaging to changing customer expectations.

With the development of the cosmetic industry, brands must pay attention to the importance of such psychological and cultural influences in building consumer habits. Through embracing gender inclusivity as well as emotional storytelling, businesses can make not only influential marketing campaigns but also impactful marketing campaigns that develop lasting brand allegiance and more significant relationships with customers.

Finally, this research confirms that consumer opinion is influenced not only by product quality but also by how brands express their values and emotions. The future of marketing happens to be in authenticity, inclusivity, and emotional resonance—factors that not only lure consumers but also create enduring brand equity in an extremely competitive market.

### Implications and Future Recommendations for Companies in Advertising

The cosmetic and personal care industry is undergoing a significant transformation, largely driven by the increasing consumer demand for inclusivity, authenticity, and emotional resonance in advertisements. The findings of this study highlight several critical implications for companies seeking to refine their advertising strategies.

Modern consumers, particularly younger generations, are drawn to brands that challenge conventional gender norms and celebrate diversity. Brands that incorporate inclusive messaging by featuring individuals of different gender identities, ethnic backgrounds, and body types foster stronger trust and long-term consumer relationships. Campaigns such as Dove's "Real Beauty" campaign have demonstrated the power of authentic representation in enhancing consumer perception.

Another significant implication is the effectiveness of emotional storytelling in strengthening consumer connections. Emotional appeals in advertisements, particularly those evoking empowerment, nostalgia, and self-confidence, play a crucial role in shaping how consumers perceive brands. Storytelling that aligns with consumer values helps create deeper emotional connections, increasing the likelihood of brand recall and repeat purchases. Research indicates that advertisements that make consumers feel understood and valued tend to be more effective in fostering brand loyalty, further emphasizing the need for brands to invest in emotionally compelling narratives.

The combined impact of gender-focused and emotional marketing also plays a vital role in shaping consumer perception. The integration of gender-inclusive messaging with emotional storytelling creates a more profound and lasting impact. Companies that strike a balance between gender-focused campaigns and emotional depth can enhance their brand image and establish a stronger market presence. However, it is essential for brands to ensure that gendered marketing does not reinforce stereotypes but rather aligns with evolving consumer expectations regarding gender representation.

Consumer demographics and cultural contexts significantly influence the effectiveness of marketing strategies. Responses to gendered and emotional advertising vary across different demographics, including age, gender identity, cultural background, and socioeconomic status. While younger consumers tend to engage more with brands that promote social causes and inclusivity, older demographics often resonate better with nostalgia-

driven marketing. The traditional one-size-fits-all approach to advertising is no longer effective, and advertisers must tailor their campaigns to specific audience segments to maximize impact.

Maintaining consistency and a long-term commitment to inclusivity and emotional storytelling is critical in fostering brand loyalty. While gender-focused and emotional marketing campaigns can generate short-term engagement, their long-term success depends on sustained and coherent messaging. Consumers can easily differentiate between brands that engage in performative activism and those that genuinely integrate inclusivity into their business practices. Companies that remain authentic across all aspects of their operations, from advertising to product offerings and corporate values, are more likely to build enduring trust and consumer advocacy.

Given the implications of gendered and emotional advertising, companies should adopt strategic approaches to enhance their marketing effectiveness. One of the most impactful strategies is leveraging data-driven personalization to improve audience targeting. AI-powered analytics and consumer insights can help tailor advertisements to specific demographic groups, ensuring that emotional appeals resonate more effectively. Research-driven insights can further guide the development of personalized marketing strategies, allowing brands to move beyond generic messaging and establish deeper connections with consumers.

Adopting a mixed-method research approach is another essential recommendation for companies aiming to refine their advertising strategies. A combination of qualitative and quantitative research methods, such as in-depth interviews and large-scale surveys, can provide a more comprehensive understanding of consumer preferences. Real-time engagement metrics from digital platforms can further inform the refinement of emotional and gender-focused marketing strategies. Evaluating consumer perception before and after advertising campaigns can help measure the effectiveness of messaging and make necessary adjustments.

Moving beyond traditional gender stereotypes and embracing gender fluidity is crucial for brands that seek to remain relevant in today's evolving market. Instead of reinforcing conventional notions of masculinity or femininity, brands should adopt a more inclusive representation of gender. Featuring non-binary individuals, and men in cosmetic and personal care campaigns, and breaking rigid gender expectations can expand a brand's reach and appeal. However, brands must ensure that their commitment to inclusivity is genuine, avoiding "gender-washing" practices where diversity is superficially included without aligning with the brand's core values.

Harnessing the power of digital and social media is an effective way to enhance emotional engagement. Social media platforms offer an opportunity for brands to interact with consumers in real-time through interactive campaigns, influencer partnerships, and user-generated content. Emotional storytelling through short-form videos, immersive experiences, and interactive advertisements can significantly improve brand recall. Collaborating with relatable micro-influencers instead of relying solely on traditional celebrity endorsements can also help create a stronger sense of trust and authenticity among consumers.

Measuring the long-term impact of emotional and gendered advertising is essential for brands to assess the effectiveness of their campaigns beyond immediate consumer engagement. Companies should track how their advertising strategies influence key long-term metrics such as brand trust, customer retention, and repeat purchases. Conducting longitudinal studies can help businesses understand how emotional and gendered marketing shapes consumer perception over time, ensuring that their messaging remains aligned with evolving cultural and societal expectations.

As consumer expectations continue to evolve, brands must adapt by integrating inclusivity and emotional depth into their advertising strategies. The combination of gender-focused and emotionally resonant messaging offers a competitive advantage, fostering trust, engagement, and long-term consumer loyalty. However, authenticity is the foundation of successful marketing. Companies must move beyond performative inclusivity and align their marketing strategies with their broader brand values. By leveraging data-driven insights, embracing digital storytelling, and consistently delivering authentic narratives, brands can create impactful advertisements that not only drive sales but also build meaningful and lasting consumer relationships.

### Limitations of the Study

While this research provides valuable insights into the role of gendered and emotional advertising in shaping consumer perception, certain limitations must be acknowledged. The study primarily focuses on consumers in Ahmedabad, which may not fully represent broader national or international trends. Cultural and societal differences in cosmetic and personal care standards vary significantly across regions, and consumer responses to gendered and emotional marketing may differ accordingly. Future research should consider expanding the geographic scope to ensure a more representative analysis.

Another limitation lies in the sample size constraints. Although an initial sample of 140 respondents was targeted, a total of 202 responses were collected. While this provides a reasonable dataset for analysis, a larger sample could enhance the robustness and generalizability of the findings. Additionally, responses may be influenced by self-selection bias, wherein individuals with strong opinions on gender and emotional marketing are more likely to participate in the study. This may impact the diversity of perspectives captured in the research.



Social desirability bias presents another challenge in the study. Since the research explores topics such as inclusivity and emotional impact, respondents may provide socially acceptable answers rather than their genuine perceptions. Emotional responses to advertisements are inherently subjective, making it challenging to capture unbiased and purely rational perspectives. While efforts were made to design neutral survey questions, the potential influence of social desirability bias remains a factor to consider.

The study also relies on self-reported data, which presents inherent limitations. Surveys and questionnaires depend on participant recall and personal interpretations, which may not always reflect actual purchasing behaviour. There is a possibility of discrepancies between stated consumer preferences and real-world actions, highlighting the need for future research to incorporate observational or behavioural tracking methods.

Finally, the research captures only short-term consumer reactions to gender-focused and emotional marketing campaigns. While the study provides insights into immediate perceptions, it does not track how these perceptions evolve over time or how they influence long-term consumer behaviour. Future research should incorporate longitudinal studies to assess the sustained impact of emotional and gendered marketing on brand loyalty, trust, and purchasing decisions.

Despite these limitations, the findings of this study provide valuable guidance for companies seeking to enhance their advertising strategies in the cosmetic and personal care industry. By addressing these challenges through further research and expanded methodologies, brands can gain deeper insights into consumer behaviour and create more effective, inclusive, and emotionally engaging advertising campaigns.