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# REPRESENTATION OF WOMEN IN ADVERTISING ON CONSUMER PURCHASE DECISIONS THROUGH BRAND IMAGE IN BEAUTY PRODUCTS

Helen Angelina<sup>1</sup>, Frangky Selamat<sup>2\*</sup>

<sup>1,2</sup> Faculty of Economic and Business, Universitas Tarumanagara, Jakarta, Indonesia  
Email: [helen.115210145@stu.untar.ac.id](mailto:helen.115210145@stu.untar.ac.id), [frangkys@fe.untar.ac.id](mailto:frangkys@fe.untar.ac.id)

\*Corresponding Author

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## ABSTRACT

*The background of this study is to understand how gender representation in advertising can influence purchase decision through brand image. This study specifically aims to examine how gender stereotypes and female advertising affect customer purchase decisions by focusing on brand image as a mediating factor. This study is a descriptive studies with cross-sectional method. A total of 201 respondents were given a questionnaire by the researcher, who used a quantitative method. Respondents were given a questionnaire with a Likert scale (1-5) to capture their views on gender representation and its effects. SmartPLS version 4 was used for data processing. The sample of this study is women from Generation-Z born between 1997 and 2012, from upper-middle economic strata products who have bought cosmetics in Jakarta. The study findings shows that gender stereotypes, female advertising, and brand image each positively impact purchase decisions. Additionally, both gender stereotypes and female advertising were shown positively impact brand image. Moreover, brand image was confirmed to have a significant mediating effect between gender stereotypes, female advertising, and purchase decisions. These findings show the importance of gender representation in advertising and its influence on brand image and purchase decision, providing insights for brands to create a marketing strategy for their advertising campaigns.*

**Keywords:** Gender Stereotype, Female Advertising, Brand Image, Purchase Decision

## 1. INTRODUCTION

Kotler *et al.* (2021) stated that purchase decisions represent a decision-making concept undertaken by consumers. In decision-making process, there are several stages that a consumer has to go through: problem recognition, information search, alternative evaluation, purchase decision, and post-purchase behavior. During the stage of exploring various alternatives, consumers aim to determine the brand they will purchase.

In making these decisions, consumers require determination to seek relevant information and evaluate various alternatives that can support the decision-making process (Siraj, *et al.*, 2024). Previous studies have indicated that companies need to understand consumer needs. This is essential since they must determine their target market, position their goods in the market, and implement the applicable marketing techniques to let consumers choose what to buy (Sung, 2021 as cited in Siraj *et al.*, 2024).

One way to influence consumers' purchase decisions is through advertising. Advertising is one of the most effective tools for shaping consumers' perceptions of a brand, which subsequently impacts purchase decisions (Kotler, *et al.*, 2021). Additionally, Kotler stated that effective advertising can reinforce consumers' purchase decisions. Previous research findings indicate a positive correlation between the appeal of advertisements and consumers' purchase decisions (Arief, *et al.*, 2023). According to Kotler *et al.* (2021), one aspect that can make an advertisement appealing is its ability to challenge stereotypes. An example is Dove's

"Real Beauty" campaign, which successfully increased their sales by \$3.5 billion over 15 years (Kotler, *et al.*, 2021).

Gender stereotypes have a long-standing history in advertising. A study conducted by Eisend (2019, as cited in Akestam, *et al.*, 2020) demonstrated that negative effects arise for both genders when gender stereotypes are used in advertising. According to Prihatiningsih & Mudrikah (2020), feminine traits in women often depict them as being confined to domestic roles. In contrast, men, with their strong, masculine image, are seen as more capable of engaging in public sectors. A study by Salem (2020) found that women are generally depicted in advertisements stereotypically as caregivers or as sexual objects.

This deeply rooted culture has given rise to a movement known as feminism, which seeks to reclaim gender equality and eliminate gender stereotypes. One form of this movement is female advertising (Stenadori & Abitbol, 2019). According to Stenadori & Abitbol (2019), women are generally portrayed in female advertising as career-focused and skilled professionally. Nevertheless, there is a possibility that some audience are opposed to women working outside the domestic role.

The values and beliefs held by consumers tend to influence their preference for certain advertisements (Stenadori & Abitbol, 2019). If female advertising successfully conveys a positive message and builds the company's brand image while capturing consumer attention, it is likely that consumers will be inclined to try or purchase the goods. Consequently, buyers are more inclined to purchase a product with a stronger brand image (Kotler, *et al.*, 2021).

The term "brand image" describes how consumers' view a company, influenced by their interactions with it or knowledge they gained about it (Kotler, *et al.*, 2021). According to Kotler *et al.* (2021), brand image affects consumer loyalty and purchase decisions. A study conducted by Anwar (2020), which discovered a positive correlation between brand image and consumer purchase decisions lends credence to this assertion. A positive brand image can be formed through female advertising, which helps dismantle gender stereotypes.

Supporting research by Tsihla (2020) showed that advertisements employing female advertising and successfully challenging gender stereotypes encouraged consumers to develop a more positive perception of the brand compared to traditional advertisements. Benefits for the business include higher revenue and sustainable general growth when the brand is seen positively (Stenadori & Abitbol, 2019). Therefore, brand image serves as a mediating variable between gender stereotypes and female advertising and their effect on purchase decisions in this study.

Based on this background, the study aims to examine how gender stereotypes and female advertising in advertisements influence the brand image perceived by consumers and their impact on purchase decisions. This research focuses on the beauty product sector under the title "Representation of Women in Advertising on Consumer Purchase Decisions Through Brand Image in Beauty Products".

### **Theory of Planned Behavior**

The Theory of Planned Behavior (TPB) serves as the foundation for this study because it explains the variables affecting a person's behavior. Ajzen (1991) asserts that the Theory of Planned Behavior shows that behavioral control is significantly related to a person's decision-making process. In this study, the influencing factors are gender stereotypes (X1) and female

advertising (X2). These two factors significantly affect consumer purchase decisions (Y) through the brand image (X3) of beauty products.

This theory explains that human behavior is not entirely under the control of the individual. Therefore, the addition of perceived behavioral control is necessary to address such behaviors. TPB is considered more accurate in predicting behavior because not all actions can be performed with intention if a person lacks sufficient control over the situation (Ajzen, 1991).

There are three essential components in TPB that can also influence consumer purchase decisions. According to Ajzen & Schmidt (2020, as cited in Ho, *et al.*, 2024), the three key components of this theory are attitude, subjective norms, and perceived behavioral control. Together, these components predict consumer behavior decisions, including purchase behavior.

### **Gender Stereotypes**

Ashmore and Del Boca (1981, as cited in Åkestam, *et al.*, 2021) state that stereotypes are generally defined as a collection of beliefs about the characteristics, traits, attributes, and behaviors of members of a particular group. Gender stereotypes refer to general idea about how men and women behave (Hentschel, *et al.*, 2019). According to Hentschel *et al.* (2019), women are shown as more collective than men, more sensitive to others, and more relationship-focused, whereas men are seen as more powerful, taking charge and controlling situations. According to Eisend (2019, as cited in Åkestam, *et al.*, 2021), gender stereotypes arise from the belief that specific characteristics, attributes, and behaviors distinguish one gender from another. Thus, it can be concluded that gender stereotypes represent societal beliefs that certain behaviors or traits reflect traditional notions of femininity and masculinity.

### **Female Advertising**

According to Sobande (2019, as cited in Waqar, *et al.*, 2022), female advertising allows companies to challenge stereotypes and biases about women. Advertising that promotes women's abilities, messages, and images in order to encourage them is known as female advertising (Skey, 2015, as cited in Sternadori & Abitbol, 2019). Among the middle class, female advertising primarily contests stereotypes related to behaviors deemed unfeminine, rather than showcasing the dynamics of women's power at the societal level (Sternadori & Abitbol, 2019). Hernandez *et al.* (2023) define female advertising as an advertising strategy aimed at empowering women and promoting feminist values. To conclude, female advertising is a form of advertising that supports women by conveying social movement messages to challenge stereotypes or traditional views about women while aiming to empower them.

### **Brand Image**

Customers' view of a brand are influenced by their experiences with it or by the information they learn about it is called brand image (Kotler, *et al.*, 2021). Other sources define brand image as the consumer perspective of a brand in their mind as the associations they have with it (Keegan & Green, 2014). Consumers' perceptions of a brand are shaped by its positioning, which is often distinctive and embodies its main advantages (Schiffman & Wisenbilit, 2014). Thus, it can be concluded that brand image consists of the associations and representations of a brand that are formed in consumers' minds (which can take the form of attributes of specific goods or services) and can affect how much consumers think the brand is worth.

## **Purchase Decisions**

Kotler *et al.* (2021) state that the decision-making process undertaken by consumers is referred to as purchase decision. Additionally, purchase decision can be defined as the process of selecting among many alternatives influenced by various factors (Schiffman & Kanuk, 2014). The purchase decision process begins when consumers become aware of their unmet needs and their ability to address these needs (Perreault, *et al.*, 2018). Therefore, it can be concluded that a purchase decision is a series of processes involved in choosing between two or more alternatives based on various considerations to arrive at the best choice for the consumer.

## **The relationship between gender stereotypes and purchase decisions**

A study by Eisend (2019, as cited in Åkestam, *et al.*, 2020) emphasizes the negative effects of gender stereotype portrayals. This phenomenon is evidenced by movements such as female advertising, which promotes gender equality (Åkestam, *et al.*, 2020). Previous studies have shown positive effects from advertisements that employ non-stereotypical portrayals of women (Liljedal, *et al.*, 2020, as cited in Åkestam, *et al.*, 2020). It may be inferred from the previously described study that gender stereotypes negatively influence consumer purchase decisions.

## **The relationship between female advertising and purchase decisions**

Previous studies have shown that gender representation positively impacts the effectiveness of advertising (Salem, *et al.*, 2020). According to Castillo (2014, as cited in Sternadori & Abitbol, 2019), there is an increase in sales for brands that feature female advertising, with these ads being perceived as more appealing by female consumers compared to traditional advertisements. Several other studies also indicate positive effects from using non-stereotypical portrayals of women in advertising (Åkestam, *et al.*, 2020). Kotler *et al.* (2021) note that a positive brand image will strengthen consumer purchase decisions. Additionally, other research highlights a positive correlation between engaging advertisements and consumer purchase decisions (Jason & Selamet, 2024). It may be inferred from the previously described study that female advertising positively influences consumer purchase decisions.

## **The relationship between brand image and purchase decisions**

Kotler *et al.* (2021) state that brand image influences consumer loyalty and purchase decisions. Consequently, buyers are more inclined to buy a product with a positive brand image (Kotler, *et al.*, 2021). A research conducted by Mulianto *et al.* (2021, as cited in Rihayana & Salain, 2022) demonstrates that one of the aspect that buyers take into account before deciding to purchase is brand image. Moreover, purchase decisions and brand image are positively correlated (Oscar & Keni, 2019). It may be inferred from the previously described study that brand image influences customer purchase decisions in a positive way.

## **The relationship between gender stereotypes and brand image**

According to Kotler *et al.* (2021), one message that can make advertisements compelling is the ability of ads to change stereotypes. Other studies indicate that advertisements featuring non-stereotypical gender roles tend to create a more positive brand image and enhance consumer purchase decisions (Liljedal, *et al.*, 2020, as cited in Åkestam, *et al.*, 2020). Additionally, other research suggests that gender stereotypes can make consumers feel uncomfortable and lead to a negative brand image (Eisend, 2019, as cited in Åkestam, *et al.*, 2020). It may be inferred from the previously described study that gender stereotypes negatively impact brand image.

### The relationship between female advertising and brand image

Female advertising plays a role in enhancing positive attitudes toward a brand (Rodrigues, 2016, as cited in Sternadori & Abitbol, 2019). Drake (2017, as cited in Sternadori & Abitbol, 2019) noted that millennial women in the United States who view female advertising are more inclined to view the promoted brands and items positively. This attitude can serve as a measure of the effectiveness of an advertisement (MacKenzie & Lutz, 1989, as cited in Sternadori & Abitbol, 2019). It may be inferred from the previously described study that female advertising positively influences brand image.

### Brand image mediates the impact of gender stereotypes on purchase decisions

Kotler *et al.* (2021) state that brand image influences consumer loyalty and purchase decisions. Skey (2015, as cited in Sternadori & Abitbol, 2019) states that advertisements that transcend stereotypes are generally more appealing to consumers. Some customers even consider these advertisements to be a type of "personal-therapy" amidst the prevalence of advertisements showcasing gender discrimination (Reker, 2016, as cited in Sternadori & Abitbol, 2019). It may be inferred from the previously described study that brand image has a negative mediating effect on the relationship between gender stereotypes and consumer purchase decisions.

### Brand image mediates the impact of female advertising on purchase decisions

Kotler *et al.* (2021) state that consumer loyalty and purchase decisions are affected by brand image. A positive brand image strengthens consumer purchase decisions (Kotler, *et al.*, 2021). By using female advertising as a marketing strategy, a positive brand image can be developed. Supporting research by Drake (2017, as cited in Sternadori & Abitbol, 2019) found that millennial women in the United States who view female empowerment advertisements develop a more positive attitude toward the advertised brand, which encourages purchase decisions. It may be inferred from the previously described study that brand image has a positive mediating effect on the relationship between female advertising and consumer purchase decisions.

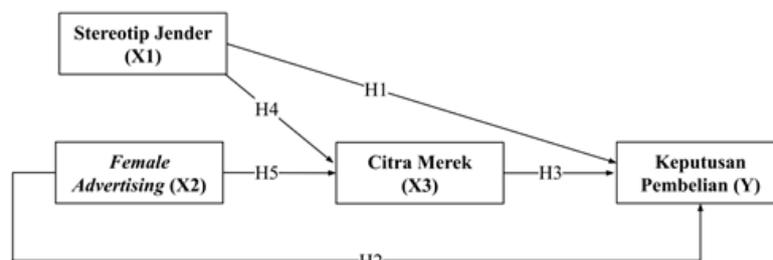


Figure 1. Research model

Based on the aforementioned explanation provided, the hypotheses for this research are as follows:

H1: Gender stereotypes negatively affect consumer purchase decisions.

H2: Female advertising positively affects consumer purchase decisions.

H3: Brand image positively affects consumer purchase decisions.

H4: Gender stereotypes negatively affect brand image.

H5: Female advertising positively affects brand image.

H6: Brand image negatively mediates the relationship between gender stereotypes and consumer purchase decisions.

H7: Brand image positively mediates the relationship between female advertising and consumer purchase decisions.

## 2. RESEARCH METHOD

This study is based on quantitative approach. This study is quantitative in nature. This study is categorized as cross-sectional in terms of time span. To answer research problems, cross-sectional studies gather data at a particular moment in time (Sekaran & Bougie, 2019). The study's population is made up of beauty product users between the ages of 15 and 64 who are of working age. Non-probability sampling, in which not every member of the population has an equal chance of being chosen, is the sample technique employed in this study. Purposive sampling is the non-probability sampling method used in this research.

Based on the above description, the sample of this study is minimum 200 women from Generation Z, born between 1997 and 2012, from upper-middle economic strata who have previously purchased beauty products and residing in Jakarta. The sampling will be conducted by distributing questionnaires. As a measurement instrument, the questionnaire will use a Likert scale (1–5), with 1 denoting "Strongly Disagree" and 5 denoting "Strongly Agree."

All of the collected data will be processed using SmartPLS version 4 software. Convergent and discriminant validity tests will be performed on the data. Convergent validity is used to assess the accuracy of instruments for measuring a concept. The Average Variance Extracted (AVE) value is another way to assess it; each variable's AVE value should be higher than 0.50 (Hair, *et al.*, 2021). Composite reliability and Cronbach's alpha can be used to evaluate reliability testing. Composite reliability and Cronbach's alpha coefficient are regarded as dependable if they are higher than 0.70 (Hair, *et al.*, 2021).

Research will test hypotheses using R-squared ( $R^2$ ), effect size ( $f^2$ ), goodness of fit (GoF), predictive relevance ( $Q^2$ ), t-statistics, and p-values on the path coefficients produced through bootstrapping techniques. The coefficient of determination, or R-squared ( $R^2$ ) value, can be understood as follows: large, moderate, and small are denoted by values of 0.75, 0.50, and 0.25, respectively (Hair, *et al.*, 2021). Three degrees of effect size are distinguished: a strong effect is indicated by  $f^2 = 0.35$ , a moderate effect is shown by  $f^2 = 0.15$ , and a weak effect is indicated by  $f^2 = 0.02$  (Hair, *et al.*, 2021). A small fit is indicated by a Goodness of Fit (GoF) value of 0.10, a moderate fit by a value of 0.25, and a large fit by a value of 0.36. The GoF value goes from 0 to 1 (Husein, *et al.*, 2018). This formula is used to calculate the Goodness of Fit (GoF):  $GoF = \sqrt{AVE \times R^2}$ .

If the  $Q^2$  value is less than zero, the model's predictive significance is poor. On the other hand, a  $Q^2$  score larger than 0 indicates that the model has good and considerable predictive significance. In conducting hypothesis testing, the analysis used is bootstrapping analysis. If the bootstrapping test results indicate that the t-statistic  $> 1.96$  and the p-values  $< 0.05$ , then the independent variable has a positive impact on the dependent variable through the mediating variable (Hair, *et al.*, 2021). Listed below in Table 1 are the statements that will be used to measure the research variables.

Tabel 1. Variables, number of statements, and sources

Variables	Number of Statements	Sources
Gender Stereotypes	4	Ahmadli (2023)
Female Advertising	4	Sternadori & Abitbol (2019)
Brand Image	4	Anwar & Andrean (2020)
Purchase Decision	4	Hanjani & Widodo (2019)

### 3. RESULTS AND DISCUSSIONS

#### Description of Research Subjects

The subjects in this study are Generation Z women, including their age, residence, occupation, frequency of beauty product purchases within a month, and monthly cosmetic expenditure. The respondents in this study totaled 201 individuals who have previously purchased beauty products.

#### Validity and Reliability Testing

Table 2. Average Variance Extracted (AVE) analysis result

Variables	Average Variance Extracted (AVE)
GS	0.546
FA	0.596
BI	0.590
PD	0.573

Every variable in this study is valid, according to the validity analysis results shown in Table 2 above. All of findings of the Average Variance Extracted (AVE) shows that they are higher than 0.5. The AVE values for the gender stereotype (SJ), female advertising (FA), brand image (CM), and purchase decision (KP) variables are 0.546, 0.596, and 0.590, 0.573, respectively.

Table 3. Reliability analysis result

Variables	Cronbach's Alpha	Composite Reliability (rho a)	Composite Reliability (rho c)
GS	0.722	0.735	0.827
FA	0.774	0.776	0.855
BI	0.768	0.769	0.852
PD	0.751	0.751	0.843

Every variable in this study is reliable, according to the reliability analysis results shown in Table 3 above. All of findings of the Cronbach's alpha and composite reliability shows that they are higher than 0.70. Cronbach's alpha values for the gender stereotype (SJ), female advertising (FA), brand image (CM), and purchase decision (KP) variables are 0.722, 0.774, and 0.768, 0.751, respectively.

#### Research construct analysis

Table 4. R-Square (R<sup>2</sup>) analysis result

Variables	R-Square	R-Square Adjusted
BI	0.596	0.591
PD	0.654	0.649

According to the findings of the determination coefficient (R<sup>2</sup>) analysis, which are displayed in Table 4 above, the brand image variable is impacted moderately by the female advertising factors and gender stereotype by 59.6%. The purchase decision variable R-Square (R<sup>2</sup>) value is 0.654. This shows that the brand image, female advertising, and gender stereotype all have a strong 65.4% effect on the purchase decision variable.

Table 5. effect size ( $f^2$ ) analysis result

Variables	Effect Size ( $f^2$ )
GS → PD	0.028
FA → PD	0.050
GS → BI	0.032
FA → BI	0.829
BI → PD	0.371

Purchase decisions are not weakly impacted by the gender stereotype variable (0.028) or the female advertisement variable (0.050), according to the effect size ( $f^2$ ) analysis results in Table 5 above. Furthermore, the brand image variable is not weakly impacted by the gender stereotype variable (0.032). In the meanwhile, the brand image variable is strongly impacted by the female advertising variable (0.829). The purchase decision variable is strongly impacted by the brand image variable (0.371).

Table 6. predictive relevance ( $Q^2$ ) analysis result

Variables	Predictive Relevance ( $Q^2$ )
BI	0.573
PD	0.503

According to Table 6 above's predictive relevance ( $Q^2$ ) analysis results, brand image has a value of 0.573 and customer purchase decision has a value of 0.503. The variable can effectively explain the model as the results are larger than zero, showing that  $Q^2 > 0$ . The research model is can strongly make predictions.

Three categories are identified by the Goodness of Fit (GoF) value: a small fit is indicated by a value of 0.10, a moderate fit by a value of 0.25, and a large fit by a value of 0.36. The Goodness of Fit (GoF) calculation for this study is as follows:

$$\begin{aligned} \text{AVE} &= (\text{SJ} + \text{FA} + \text{KP} + \text{CM}) / 4 \\ &= (0.590 + 0.596 + 0.546 + 0.573) / 4 = 0.576 \\ R^2 &= (\text{KP} + \text{CM}) / 2 \\ &= (0.503 + 0.596) / 2 = 0.625 \\ \text{GoF} &= \sqrt{\{0,576 \times 0,625\}} = 0.600 \end{aligned}$$

According to the aforementioned Goodness of Fit (GoF) analysis results, the model in this study has a high degree of fit and suitability with the variables under investigation, as seen by the GoF value of 0.600, which falls into the large group.

Tabel 7. Bootstrapping analysis result

Variables	Path Coefficients	T-Statistics	P-Values
GS → PD	0.119	7.012	0.000
FA → PD	0.212	1.312	0.000
GS → BI	0.135	2.132	0.033
FA → BI	0.690	1.706	0.088
BI → PD	0.563	1.933	0.053
FA → BI → PD	0.388	6.606	0.000
SJ → BI → PD	0.076	1.616	0.106

All of the associations between the variables in this study show positive values, according to the bootstrapping analysis findings shown in Table 7 above. A path coefficient of 0.119 indicates a positive link between gender preconceptions and purchase decisions. The positive path coefficient for the association between female advertising and purchase decision is

0.212. There is a positive path coefficient of 0.135 between brand image and gender stereotypes. There is a positive path coefficient of 0.690 between brand image and female advertising. Furthermore, there is a positive path coefficient of 0.563 between brand image and purchase decisions. Moreover brand image mediates female advertising and gender stereotypes with purchase decision.

From the testing that has been conducted, it can be concluded that the first hypothesis is rejected. Gender stereotypes have been shown to have a positive but insignificant influence on purchase decisions. This finding is inconsistent with the research conducted by Lilijedal *et al.* (2020, as cited in Akestam, *et al.*, 2020), which states that non-stereotypical advertising has a positive effect on consumer purchase decisions. It is clear from the testing that has been done that the first hypothesis is declined. It has been demonstrated that gender stereotypes positively but insignificant affect consumers' purchase decisions. This result contradicts the study of Lilijedal *et al.* (2020, as cited in Akestam *et al.*, 2020), which found that non-stereotypical advertising influences customer purchase decisions positively. This may occur because, in some cases, gender stereotypes are still accepted by certain segments of society. Additionally, the effect is not significant due to other factors, such as the increasingly critical cognitive development of consumers (Shekhawat & Kanodia, 2019).

It is clear from the testing that has been done that the second hypothesis is accepted. Consumer purchase decisions have been demonstrated to be positively and significantly impacted by female advertising. The findings of this test are in line with those of Akestam *et al.* (2020) and Sternadori & Abitbol (2019). In this study, women were the respondents in the data collection process, which may significantly influence the acceptance of this hypothesis because female advertising advocates for their rights and interests (Sternadori & Abitbol, 2019).

It is clear from the testing that has been done that the third hypothesis is accepted. Consumer purchase decisions have been demonstrated to be positively and significantly impacted by brand image. This test result is consistent with the research of Oscar & Keni (2019) and the theory stated by Kotler *et al.* (2021). A good brand image strengthens consumer decisions when considering several brand alternatives in the purchase process (Nasri, *et al.*, 2023).

It is clear from the testing that has been done that the fourth hypothesis is declined. It has been demonstrated that gender stereotypes have a insignificant but positive impact on brand image. The results of this test contradict study by Eisend (2019, as cited in Akestam, *et al.*, 2020). This may occur because of long-standing associations in consumers' minds regarding a brand that have successfully reinforced the branding strategy of that brand. An example of this is perfume advertising that is commonly associated with the depiction of men in a masculine manner.

It is clear from the testing that has been done that the fifth hypothesis is accepted. It has been demonstrated that female advertising significantly and positively affects brand image. This test's outcome is in line with Drake's research (2017, as cited in Sternadori & Abitbol, 2019). In this study, respondents who are female and part of Generation Z find female advertising to be a means of building an emotional connection that can enhance the positive brand image.

It is clear from the testing that has been done that the sixth hypothesis is declined. Brand image has been shown to positively mediate but not significantly between gender stereotypes and purchase decisions. This testing result is inconsistent with the research conducted by

Reker (2016, as cited in Sternadori & Abitbol, 2019) and Rares & Jorie (2015, as cited in Rihayana & Salain, 2022). This phenomenon may occur due to differences in cultural contexts.

It is clear from the testing that has been done that the seventh hypothesis is accepted. According to the acquired values, brand image has been demonstrated to positively and significantly mediate the relationship between female advertising and purchase decision. This test's outcome is in line with Drake's research (2017, as cited in Sternadori & Abitbol 2019). Female advertising can enhance the brand image positively when the message conveyed creates emotional attachment and relevance with consumers. This positive brand image can strengthen consumer decisions.

#### **4. CONCLUSIONS AND SUGGESTIONS**

This study comes to the conclusion that brand image, female advertising, and gender stereotypes all positively impact purchase decisions based on the findings of the tests, analyses, and discussions. Furthermore, gender stereotypes and female advertising positively impact brand image. Additionally, the associations between female advertising and purchase decisions, as well as between gender stereotypes and purchase decisions, are positively mediated by brand image.

To address the limitations of this study, the researcher suggests several directions for future research. First, allowing for a longer preparation period is recommended to enable the collection of a larger data set. Employing quota sampling techniques may also yield results that better represent the geographical area under study. Additionally, including male respondents would offer insights from both genders regarding gender stereotypes and female advertising. Future studies could also benefit from introducing additional mediating variables that may impact purchase decisions. Lastly, utilizing both quantitative and qualitative data could provide more comprehensive and nuanced results.

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