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## **STEREOTYPES AND GENDER-NEUTRAL ADVERTISING: PERCEPTIONS OF THE GENERATION Z AND Y COHORTS**

Stavrianea, A.<sup>a</sup>, Kamenidou, I.<sup>b</sup>, Kanaouti, S.<sup>a</sup>, Theodosis, A.<sup>a</sup>

<sup>a</sup> National and Kapodistrian University of Athens, Greece.

<sup>b</sup> International Hellenic University Kavala, Greece.

*Corresponding Email:* [aikstavria@media.uoa.gr](mailto:aikstavria@media.uoa.gr)

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### **Abstract**

The advertising industry is well-known for employing commonly used and widely accepted, stereotypical depictions of gender, both in the past, but also today. On the other hand, we are experiencing an ever-increasing number of advertising campaigns and brands which are aimed at questioning dominant stereotypes and ideas around the concepts of what might be understood under the terms 'femininity' and 'masculinity'. This work discusses the research findings relating to the ways in which gender-neutrality is understood through advertising. Specifically, it examines generation Z and generation Y cohort members' perceptions of stereotypes and gender-neutral advertising. Statistical differences between the two generational cohort members regarding stereotypes and gender-neutral advertising are also exploited. The hypotheses were assessed through the use of independent sample t-test analysis. The ensuing discussion is outlined based on outcomes, and advertising tactics are highlighted as part of the communication approaches for brands.

**Keywords:** Generation Z, Generation Y, Advertising, Gender-Neutral Marketing & Stereotypes.

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