

HOW ARE WOMEN'S PREFERENCES FOR REALISTIC ADVERTISEMENTS SHAPED? THROUGH THE LENS OF THEORY OF PLANNED BEHAVIOR

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ABSTRACT

Despite the movement towards the use of realistic ads that portray women's bodies naturally, it remains unclear how women's intention to buy from brands that use realistic ads is shaped. To address the gap, this research investigates how women's demographic, psychographic, and social factors shape their attitudes toward buying from razor brands that use realistic portrayals of women in ads. Further, this research examines how the mechanisms that shape the intentions and purchase behavior vary among age cohort groups as well as individuals with different levels of civic consciousness. The findings should inform marketers of women's products as well.

Keywords: Realistic advertising, women's products, Theory of Planned Behavior, purchase intention, generational gap