Research Article

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Representation of Gender Roles in Cultural Branding with Emphasis on Women Role from Cultural Psychology Perspective

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Abstract

The current research was purposed to investigate the representation of gender roles in cultural branding with emphasis on women role from cultural psychology perspective. The research universal enfolded all studies and texts concerning the representation of gender roles in cultural branding. The sample encompassed texts related to women role from cultural psychology perspective. The research method was descriptive analytical. To collect data library procedure via note taking on index cards from published references and studies on psychology and women purview and cultural researches was processed. The data was analyzed by implementing content analysis. The results indicated that brands should avoid using traditional gender stereotypes that portray women as passive beings or mere symbols of attractiveness. Instead, brands should depict women as capable and independent individuals with human and cultural characteristics. This representation not only helps enhance brand credibility and strengthen consumer connections but can also promote gender inclusivity and equality in society. Based on cultural and religious teachings, particularly in Islamic societies, women hold important roles not only within the family but also in social and economic spheres. Therefore, cultural branding must take cultural and religious sensitivities into account and pay special attention to highlighting the abilities and potentials of women in its representations. The brands that value human dignity, inclusivity, and gender equality can strengthen the social position of women and prevent the promotion of negative stereotypes. This research emphasizes the necessity of designing marketing strategies that align with cultural and religious values, which can help create positive and sustainable social identities.

Extended abstract

Introduction: In the contemporary world, brands are recognized not only as commercial symbols but also as powerful cultural and social influencers shaping consumer behaviors. One of the most significant aspects of branding is the representation of gender roles, which plays a crucial role in the construction of individual and collective identities. The brands that acknowledge and respect the religious and cultural norms related to gender roles while promoting empowerment and equality are more likely to foster positive public perceptions. This approach requires brands to be aware of the changing dynamics of gender roles and actively engage in shaping societal norms in a responsible and inclusive manner. Considering the importance of cultural branding on women role from cultural psychology perspective the current research was purposed to investigate the representation of gender roles in cultural branding with emphasis on women role from cultural psychology perspective.

Methods: The research universal enfolded all studies and texts concerning the representation of gender roles in cultural branding. The sample encompassed texts related to women role from cultural psychology perspective. The research method was descriptive analytical. To collect data library procedure via note taking on index cards from published references and studies on psychology and women purview and cultural researches was processed. The data was analyzed by implementing content analysis.

Results: The results indicated that brands should avoid using traditional gender stereotypes that portray women as passive beings or mere symbols of attractiveness. Instead, brands should depict women as capable and independent individuals with human and cultural characteristics. This representation not only helps enhance brand credibility and strengthen consumer connections but can also promote gender inclusivity and equality in society. Based on cultural and religious teachings, particularly in Islamic societies, women hold important roles not only within the family but also in social and economic spheres. Therefore, cultural branding must take cultural and religious sensitivities into account and pay special attention to highlighting the abilities and potentials of women in its representations. The brands that value human dignity, inclusivity, and gender equality can strengthen the social position of women and prevent the promotion of negative stereotypes. This research emphasizes the necessity of designing marketing strategies that align with cultural and religious values, which can help create positive and sustainable social identities.

Conclusion: In the contemporary world, where both individual and social identities are undergoing changes, brands play a significant role in shaping and representing these identities. Cultural branding, through accurate and non-stereotypical representations of women, can establish a stronger emotional connection with audiences while simultaneously contributing to enhancing their social status in society. In conclusion, branding strategies must evolve to reflect the social, cultural, and religious contexts within which they operate. Brands that adopt a conscious and inclusive approach to gender representation can contribute to the promotion of gender equality and the creation of positive cultural identities. This research suggests that by aligning their strategies with contemporary societal values, brands can play a significant role in reshaping gender narratives and

creating more inclusive societies. Moreover, brands in Islamic societies must carefully balance global branding trends with local cultural and religious values to ensure that their messaging resonates with diverse audiences. Through such nuanced and sensitive approaches, brands can not only drive business success but also contribute to societal progress.

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