**Sex sells: A comparative study of two-generational perspectives of the sexual stereotyping of women in advertising: Boomers v. Millennials**

Various studies on gender stereotyping in advertising and on inter-generational differences can be found the academic literature. Nevertheless, little studies can be found on how women from different generations perceive gender stereotypes in advertising. This study aims to fulfil the gap in the current literature by comparing the perceptions of female Boomers and Millennials towards the contemporary usage of female gender stereotyping in advertising and their impacts on self-perception and buying behaviour. A series of in-depth unstructured interviews utilising photo elicitation techniques were employed in the study. Twelve interviewees from Boomers and Millennials generations were asked to bring in a collection of advertisements, which illustrate ‘female gender stereotyping’, to the interview. Using these images, participants were asked about their perceptions of the sexualised stereotypes of women in advertising. The findings indicate noticeable generational differences, with changes in contemporary societal norms affecting the younger generation but only minimally altering the long-held opinions of the older generation. The Boomers’ personal life experiences make them particularly concerned by the perceived rise in gratuitous sexual imagery and the resulting potentially negative pressurising effects on younger women, but not on themselves. In contrast, Millennials primarily associate ‘beautiful’ images of nudity with empowerment and envied attraction rather than potential harm, although it appears all women dislike sexual stereotypes which portray women in obviously submissive and negative ways, seeing these as threatening and disincentivising to purchasing. Considering that all interviewees agree that ‘sex sells’, advertisers are likely to proceed to use these sexualised stereotypes in their campaigns. However advertisers should consider modifying their approach given that these findings highlighted that sexualised images may negatively influence female consumers’ self-perception.