When AI Chooses Advertising Voices: Gender Stereotypes in Product-Voice Associations

Fabrice Desmarais [a], Jean Philippe Galan [b], Alexandra Vignolles [c]

[a] School of Management and Marketing, Waikato Management School, University of Waikato, Hamilton, New Zealand; [b] Univ. Bordeaux, IRGO, UR 4190, F-33000 Bordeaux, France; [c] INSEEC Business School, Bordeaux, France.

Corresponding author email: fabrice.desmarais@waikato.ac.nz

ABSTRACT: This study explores how generative AI associates advertising voices with product categories and the extent to which these associations reproduce gender stereotypes. Using repeated classifications generated by a large language model across 60 product categories, the study analyses gendered voice recommendations and persuasive styles associated with these categories. Findings show that the model frequently aligns male voices with authority, urgency, and technical products, while associating female voices with warmth, lifestyle, comfort, and care-related contexts. Compared with human associations used as a reference point, the model's recommendations appear substantially more polarized across product categories. The study highlights how generative systems may reproduce and amplify familiar gendered representations within advertising practice.