A Study on Customer Attitude towards Femvertising

*Dr.J.VijayaShanthi

Head and Assistant Professor, Department of Commerce-Accounting & Finance,
Anna Adarsh College For Women, Chennai , Tamil Nadu

Abstract

This study investigates consumer attitude towards femvertising. The study established that consumers view femvertising as a harbinger of change in society despite their skepticism about purplewashing by companies to attract customers. This study identified a positive relationship between consumer attitude and their purchase intention towards brands that employ femvertising.

Keywords:[Consumer Attitude, Femvertising, Advertisement, Feminist]

Introduction

Femvertising is an advertising that employs pro-female talent, messages, and imagery to empower women and girls.According to SheKnows Media, Women currently comprise a $ 14 trillion market, and their purchasing power is expected to grow significantly over the coming years. They not only make up the majority of consumers of companies but are also usually in charge of purchasing decisions in households. As a result, companies are now seeking ways to attract female consumers via advertising, specifically through a marketing strategy called Femvertising. Femvertising is "advertising that employs pro-female talents, messages, and imagery to empower women and girls" (SheKnows, 2014).

On one hand, many companies have been praised for employing Femvertising in their advertisement campaigns and for advocating feminist tropes through such campaigns. However, on the other hand, many consumers have been skeptical about the companies' authenticity in supporting and promoting the campaigns and are criticized for using feminist sentiments to sell their products and generate more significant brand engagements. Such a practice is called purplewashing, a marketing strategy that uses women empowerment and feminism as a strategy to attract female consumers. Therefore, this paper aims to study consumer perception towards femvertising ads.

Purpose of Research

The purpose of this research is to study consumer awareness, perception, and expected outcome towards femvertising ads, consumer attitude and purchase intention towards brands that employ femvertising in their ad campaigns, and consumer perception towards purplewashing. This study will help brands understand how consumer perception towards femvertising will impact their purchase intention and brand loyalty.

Research Objectives

- Analyze consumer perception towards femvertising ads and their expected outcome from such ads.
- Determine consumer attitude towards brands that employ femvertising in their ad campaigns.
- Analyze consumer purchase intention towards brands that employ femvertising in their ad campaigns.

Literature Review

A study conducted byPillay, S. (2020)[2] found that femvertising positively impacts the attitude, feelings, and judgments of women belonging to both Generation Y and Generation Z. The positive impact on women's attitudes and feelings again has a positive influence on women's attitude towards beauty advertisements and their beauty brands.

The research conducted by Drake, V. E. (2017)[3]found that female respondents have a significantly higher positive attitude and purchase intention towards products and brands that employs femvertising. It is also noted that femvertising produces a more robust emotional response to brands among millennial women due to strong empowering messages that resonate with them. It is further mentioned that women now are less offended by female portrayal in advertisements than the previous generation.

According to Hsu, C. K. J. (2018)[4], femvertising gained divided opinions on whether it empowered females or not. Such advertisements can certainly raise cultural awareness and start conversations about pro-female issues. It would benefit society if the brand's femvertising messages could bring a society-wide change.

Research Methodology

A structured questionnaire was used to collect primary data. The questionnaire contained multiple choice and

five-point Likert scale questions on consumer awareness, perception, and expected outcome towards femvertising ads, consumer attitude and purchase intention towards brands that employ femvertising in their ad campaigns.

Questionnaire were distributed and responses were collected manually and through g forms. Convient random sampling method was used.365 responses were collected out of which 18 forms were half filled and 7 forms were not in usable. So the final sample size waa 340. Data were analysedusing SPSS 26.0

Data Analysis and Interpretation
Table 1: Demographic profile

	Frequency	Percentage(%)
Age		
20 years-30 years	211	62
31 years-40 years	75	22
41 years-50 years	31	9
Morethan 50 years	23	7
Gender		
Female	211	62
Male	129	38
Marital Status		
Single	214	63
Married	126	37

Table 2: Opinion on the Relevance of feminism towards femvertising

	Frequency	Percentage
Yes	255	75
No	31	9
May be	54	16
	340	100

Table 3: Regression analysis explaining the relationship between the level of consumer awareness and consumer perception

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
1	B	Std. Error	Beta			
	(Constant)	2.163	.170		12.690	<.001
	Awareness	.468	.042	.515	11.051	<.001
R			.515			
R Square			.265			
Adjusted R Square			.263			
F			122.120			

Significance   <.001

The regression result shows that The R-value, indicating the strength of the relationship between consumer awareness and consumer perception towards femvertising was 0.515. The R^2 score in this analysis indicated that the variance of consumer perception is 26.5%, this percentage was statistically significant (F = 122.120, p<0.001). Thus the level of consumer awareness influences consumer perception.

Table 4: Regression analysis explaining the relationship between consumer perception and expected outcome

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1	(Constant)	.505	.131		3.849	<.001
	Perception	.845	.032	.819	26.223	<.001
R			.819		
R Square			.670		
Adjusted R Square			.669		
F			687.627		

Significance   <.001

The regression result shows that The R-value, indicating the strength of the relationship between consumer perception and expected outcome of femvertising was 0.819. The R^2 score in this analysis indicated that the variance of the expected outcome is 67%, this percentage was statistically significant (F = 687.627, p<0.001). Therefore consumer perception influences expected outcome.

Table 5: Regression analysis explaining the relationship between consumer attitude and their purchase intention

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error		Beta		
1	(Constant)	.473	.118		4.022	<.001
	Attitude	.815	.033	.798	24.383	<.001
R			.798			
R Square			.638			
Adjusted R Square			.636			
F			594.550			
Significance			<.001			

The regression result shows that The R-value, indicating the strength of the relationship between consumer attitude and purchase intention was 0.798. The R^2 score in this analysis indicated that the variance of purchase intention is 63.8%, this percentage was statistically significant (F = 594.550, p<0.001). Therefore consumer attitude influences purchase intention.

Findings

- Most of the respondents were in the age group of 20-30 years and were female and were single.
- On the Relevance of feminism towards femvertising 75% (255 responses) said Yes,
- 9%(31 responses) said No and 16% responded as May be(54 responses).
- Study shows that there is a relationship between the level of consumer awareness and consumer perceptionThus the level of consumer awareness influences consumer perception.
- Relationship exists between consumer perception and expected outcome Therefore consumer perception influences expected outcome.
- There is arelationship between consumer attitude and their purchase intention and hence it can be concluded that consumer attitude influences purchase intention.
- It can be concluded that the consumer awareness

relating to femvertising influences consumer perception which inturn leads to the expected outcome and finally leads to purchase intention.

Conclusions

Based on the results of this study, the level of consumer awareness influences consumer perception towards femvertising. As a majority of respondents believe that feminism is still relevant in today's world, brands are recommended that they employ femvertising to increase awareness among consumers and to improve their brand image. This research identifies that there is a positive relationship between consumer perception and the expected outcome of femvertising in society. Femvertising not only is perceived as a harbinger of change in society but also amasses a positive consumer attitude toward brands. This favorable attitude influences consumer purchase decision. Despite being aware of commodity feminism and purplewashing consumers agree that femvertising ultimately will support women empowerment in addition to attracting significantly more number customers. Therefore, brands that sincerely and effectively adopt femvertising can attract and retain consumers' support and approval and ultimately cultivate successful brand loyalty among customers.

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