

An Empirical Investigation of the Demographic Differences in Attitude Toward Femvertising: The Case of Turkey

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To the Türkiye women's national volleyball team...

Abstract

The increasing necessity for companies to deal closely with social issues makes it necessary to understand the factors related to attitudes towards femvertising. Although extensive femvertising studies can be found in the literature, the contexts in which these studies were published mostly focused on the West. However, it has begun to be seen that feminist movements are starting to be explained by consumer behavior in developing countries besides developed countries. Therefore, there needs to be more comprehensive research on the attitude toward femvertising and demographic variables relationship in emerging countries such as Turkey. According to the results, females have more favorable attitudes toward femvertising. No previous research has investigated the role of these variables in societal marketing in the emerging country context, which is the original value of the study. Current research expands the literature on the factor - gender -. Therefore, it is an important first step towards establishing a theoretical foundation.

1. Introduction

Today, there are some changes in the social acceptance and understanding of feminism. These changes have a direct impact on consumer behavior in terms of issues such as standing against women stereotypes, support gender equality, and destroying the glass ceiling syndrome in business life. Consequently, brands with their different kinds of advertisements have taken

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a stand against the stereotypical portrayal of women in the traditional media/ social media. This stand, which is named femvertising by Skey (2015), was considered a new type of advertising; in the most general sense, it is an advertisement that contains pro-women messages, destroys stereotypes about women, emphasizes women's abilities, and empowers young girls and women. In other words, empowering ads as those that spread messages of gender equality, love, and body positivity, named "femvertising" also by Google's "Think Insights" marketing research group (Wojcicki, 2016 retrieved from Drake, 2017).

There are numerous researchers suggest the need for more attention to the theoretical background and related concepts of femvertising (ex. Bolzendahl & Myers, 2004). Although there are many studies on gender equality and women's empowerment, studies examining education (Kyoore & Sulemana, 2019), gender (Sternadori & Abitbol, 2019; Varghese & Kumar, 2020; Elhajjar, 2021; Um, 2022), age (Elhajjar, 2021) and attitudes towards femvertising are limited. On the other hand, investigating attitudes towards femvertising in geographies where men dominate the workforce (TÜİK, 2023), social norms, and lifestyle is especially important regarding social sciences and marketing theory. Thus, there is evidence that women's enrollment at all levels of education, participation in the labor force, governance, and circular society have improved (Kyoore & Sulemana, 2019) in emerging countries too. Therefore, male-dominated (in terms of the labor force, family life, education, and many sociological aspects) and emerging countries are a research gap for the femvertising research area.

Based on the increasing interest and more research need for femvertising, this study explores the differentiation of age, gender, and education level on attitudes toward femvertising among Turkish consumers. It is expected that the research contributes to the knowledge of attitudes toward femvertising by providing insight into differentiation about gender, age, and education level for marketers from an emerging, male-dominated country -a market that currently offers substantial growth in terms of femvertising-. Thus, the aim is to improve the social understanding of the well educated consumers in such an emerging country. In addition, presenting a developing country's perspective on the concept of femvertising, a new research topic that has just begun to be addressed with empirical studies, will contribute to the practice and theoretical background.

2. Literature Review

Women's attitudes towards advertising are affected by the change in feminism waves (Gavey, 2012). For instance, second-wave feminism of the 1970s strongly criticizes the way women are portrayed in advertisements. In particular, the reflection of women as a sexual object, away from professional life or only interested in their home, constitutes the main source of criticism (Huhmann & Limbu, 2016). Third-wave feminism, took place between 1980's and the early 2000's emphasise equal rights and opportunities for women with all colour and queer communities -like LGBT- (Sheber, 2017), on the other hand refuse stereotypes like beauty standards, gender roles and norms (Brown & Gillespie, 2016). Finally fourth-wave feminism (from 2008 up until now) main characteristics are related to domestic violence and mistreat of women, and also racial and transgenderism aspects (Edwards-Levy, 2018). Feminist movements have affected the attitudes of especially female consumers towards advertising (Åkestam, Rosengren & Dahlen, 2017; Abitbol & Sternadori, 2019; Champlin, Sterbenk, Windels & Potcet, 2019).

Dove –brand for beauty and self-care products- is the first brand to implement advertising campaigns that empower women, launched its advertising campaign with the slogan “real beauty”, which breaks down such stereotypes about women's social roles and body. Advertisements and billboards within the scope of the campaign featured women and young girls of all ages, sizes, colours, heights and appearances. With the slogan “beauty is not perfection, it is the power to embrace them and still feel beautiful”, the campaign aimed to empower women and break prejudices (Dove, 20.08.2023). Dove's movement aimed at empowering women took the lead in this type of commercial, which began to be called femvertising. (Skey, 2015). Femvertising is defined as advertising that portrays the empowerment of women through the use of pro-female messages, talents and personalities by Skey (2015) on SheKnows Media (sheknos.com; Skey, 2015). Some iconic advertisement examples of Dove's “Real Beauty Campaign” are on Image 1.

Dove
DOVE'S RADICAL
"Real Beauty,"
CAMPAIGN



grey?
 gorgeous?
Why aren't more women "real glad to be grey"? Join the beauty debate.
campaignforrealbeauty.co.uk | Zixie

withered?
 wonderful?
Is beautiful skin only for youngsters? Join the beauty debate.
campaignforrealbeauty.ca | Dove



fat?
 fit?
Does true beauty only equate into size 0? Join the beauty debate.
campaignforrealbeauty.co.uk | Dove

flawed?
 flawless?
Is beautiful skin only for youngsters? Join the beauty debate.
campaignforrealbeauty.co.uk | Zixie



Real women. Real beauty



Image 1. Advertisement examples of Dove's "Real Beauty Campaign".

After Dove, which was the first brand to initiate feminist movements to empower women, many brands have started femvertising practices around the World. For example; Nike “dream crazier”; Kotex “choose it all”; Always “like a girl”; Pantene “stronger together”; etc. In fact, one of the recent examples to today, the world-famous toy company Mattel, made an extraordinary contribution to the feminist movement by emphasizing that women are beyond stereotypes with the movie “Barbie”. After the movie’s release in many developing and developed countries around the world, including Turkey, extraordinary Barbie dolls with different professions and abilities were offered for sale. Doctor Barbie, Scientist Barbie, Author Barbie, Black Barbie, Full-figured Barbie, and many other Barbie have professions and body shapes beyond just being “Barbie with well-shaped body and golden ratio face” available on the shelves.

While practitioners have been turning to femvertising in their advertisements and products for a long time, since feminist movements have affected the attitudes of especially female consumers towards advertising; academics have also started to include femvertising in their research (E.g. Grau & Zotos, 2016; Abitbol & Sternadori, 2019; Chambell et al 2019; Feng et al 2019; Kapoor & Munjal, 2017; Chaatti, 2020; Duan, 2020; Elhajar, 2022; Sterbenk et al, 2022).

Since it is a new field of study, it is seen that most of the femvertising studies consist of qualitative studies that try to understand the concept in depth (E.g. Champlin et al, 2019; Sobande, 2019; Guo et al. 2022; Hainneville et al. 2022; Liu 2022). After qualitative research, closer to the present, the concept of femvertising has started to be the subject of quantitative research (E.g. Åkestam et al, 2017; Drake, 2017; Kapoor & Munjal, 2017, Um, 2022).

According to the first empirical studies on femvertising, many concepts related to femvertising have been detected. Regarding the literature review, femvertising was found to be related to different concepts in five categories. These categories are presented with the help of the table below.

Table 1. Concepts that femvertising is associated with

<i>Advertising related</i>	Ad reactance (Åkestam et al, 2017; Sternadori & Abitbol, 2019)
	Ad resistance (Vadakkepatt et al, 2022)
	Attitude toward ad (Åkestam et al, 2017; Drake, 2017; Teng et al 2021)
	Female portrayals/ stereotypes (Åkestam et al, 2017; Drake, 2017)
	Femvertising exposure time (Varghese & Kumar, 2020)
	Preferences for the type of ads (Abitbol & Sternadori, 2020)
	Reviews for the femvertising message (Elhajjar, 2021)
<i>Brand/company related</i>	Trust on ad (Elhajjar, 2021)
	Attitude toward brand/company (Åkestam et al, 2017; Drake, 2017; Sternadori & Abitbol, 2019; Elhajjar, 2021)
	Brand loyalty (Abitbol& Sternadori, 2019)
	Brand/company cause-fit (Abitbol& Sternadori, 2019)
	Brand/product recognition (Åkestam et al, 2017; Teng et al 2021)
	Emotional connection with brand/company (Drake, 2017)
	Perception about CSR level of brand/company (Abitbol& Sternadori, 2019; Teng et al 2021);
<i>Consumer behavior & Psychology related</i>	Celebrating empowering message (Vadakkepatt et al, 2022)
	Forwarding intention (Kapoor& Munjal, 2017)
	Need for emotion (Kapoor& Munjal, 2017)
	Private self-consciousness (Kapoor& Munjal, 2017)
	Purchase intention (Drake, 2017; Abitbol& Sternadori, 2019; Teng et al 2021)
	Self-confidence (Varghese & Kumar, 2020)
<i>Demographic aspects</i>	Age (Elhajjar, 2021)
	Gender (Sternadori & Abitbol, 2019; Varghese & Kumar, 2020; Elhajjar, 2021; Um, 2022)
<i>Sociological aspects</i>	Attitude toward /perception of women-power (Drake, 2017; Teng et al 2021)
	Believe in gender equality (Abitbol & Sternadori, 2020)
	Feminist self-identification (Sternadori & Abitbol, 2019; Abitbol & Sternadori, 2020; Elhajjar, 2021; Um, 2022)
	Gender discrimination (hostile/positive) (Teng et al 2021)
	Public self-consciousness (Kapoor& Munjal, 2019)
	Support for women's rights (Sternadori & Abitbol, 2019; Elhajjar, 2021)

According to the table in which the variables associated with femvertising are summarized, it is seen that the most examined structures are advertising and brand/company related. Especially, ad reactance and attitude toward ad/brand/company are the most investigated concepts. As a consequence structure, purchase intention is the main focus of the femvertising researches. Sociological variables constitute another frequently researched structure as variables belonging to the field of science from which the theoretical foundations of femvertising come from. Regarding demographic aspects, age and gender are rare research subjects. Moreover the direct relationship between educational achievement and attitude toward femvertising has not been investigated in any study yet.

3. Theoretical Background

This part of the study consist of the explanation of the research paradigm, objectives of the research and hypoteses development phase.

3.1. Research Paradigm

There are numerous paradigms taken from social psychology, sociology and cultural anthropology to explain femvertising. For instance Social Cognitive Theroy (e.g. Varghese and Kumar, 2020), CSR Advertising Strategies Theory (e.g. Pankiw et al 2021; Teng et al 2021), Congruity Theory (Um, 2022) and Social Identity Theory (Um, 2022) are the most widely used ones. In this study, Congruity Theory and Social Identity Theory are used.

Congruity theory is a social psychology theory that tries to understand attitude change (Osgood & Tannenbaum, 1955). Regarding to Osgood & Tannenbaum (1955) congruity theory predicts that an individual's attitude change depends on the degree of fit between the claims and the individual's frame of reference. In an advertising context, when advertising appeals congruent to audiences' self-concept, consumers tend to have a more positive attitudes toward advertising –or femvertising- (Um, 2022), brand, and purchase intention (Um, 2022; Zinkhan & Hong, 1991).

According to social identity theory, individuals may behave differently in changing social contexts or the groups they belong to (Tajfel, 1982). Considering demographic variables such as age, gender, and education level in a socio-demographic context, this current research claims attitude toward femvertising differs in demographic situations.

In the light of the explanations for the theoretical paradigm of the study, the aim and the hypotheses established are given below.

3.2. Objectives & Hypotheses Development

The study's main purpose is to determine whether attitudes toward femvertising differ in socio-demographic variables. More precisely, this study examines the difference in attitudes toward femvertising among Turkish consumers according to age, gender, and education level.

According to Eisenstein (2010), feminist movements emerged in industrialized countries like Great Britain, Germany, and Japan. After industrialized countries, the understanding of gender equality and women's empowerment movements began to spread to developing countries. This point of view, another important issue regarding femvertising is in which country sample the concept is investigated. Considering the advertising literature, it is seen that empirical studies are concentrated especially on the USA (ex. Sternadori & Abitbol, 2019; Abitbol & Sternadori, 2020; Kordrostami & Kordrostami, 2021; Park et al., 2023). Other countries investigated besides the USA are China (Teng et al., 2021), India (Kapoor & Munjal, 2017; Varghese & Kumar, 2020), Lebanon (Elhajjar, 2022), Saudi Arabia (Chatti, 2020) and South Korea (Um, 2022).

Based on the explanations, examining femvertising for consumers of an emerging country, such as Turkey, is necessary. Because it is a new research topic for such an emerging country, no applied research on the subject was found. Also, insights on this topic are essential for marketers as Y and Z generation consumers are becoming the largest and most powerful consumer group in emerging countries in many different categories, for example, sportswear (Sobande, 2019), automobile (Chatti, 2020), beauty brands (Duan, 2020; Pillay, 2020).

Besides, Turkey differs from those countries where femvertising studies are carried out by Turkish women who fought for their rights for one hundred years. Although Turkey has been known as a patriarchal nation due to its norms, customs, and cultures, it differs from many developing countries as a country where women were given the right to vote and be elected before many Western countries. During this period, when many women fought for their rights, there were significant feminist campaigns in Turkey:

- The Civil Code was enacted on 17 February 1926, modeled on the Swiss Civil Code.

- In 1990, the Purple Roof Women's Shelter Foundation was established.

In light of this information, three hypotheses have been developed to understand attitudes toward advertising regarding demographic factors in

an emerging country. These hypotheses and the process of establishing the hypotheses are explained below.

Gender & Attitude Toward Femvertising

Even though women's empowerment and feminist attitudes are spreading all over the world, it is known that men and women still have different perspectives on feminism. This differentiation arises from subjective and social values and beliefs. Values and beliefs about gender roles and women's roles in society are important in one's attitude towards femvertising (Sternadori & Abitbol, 2019). Such attitudes toward social issues are expected to be affected by the cultural context in which one lives.

Previous studies have only researched women to see how femvertising campaigns affect them (e.g. Akestam et al., 2017; Drake, 2017). However, including both men and women in their study, Sternadori and Abitbol (2019) showed that men are also the target group of women's empowerment advertisements. According to the study attitude toward femvertising differ in gender. In detail, women's attitudes toward femvertising will be more positive than men's. This can be explained by the fact that women are more likely than men to support policies targeting gender equality (Cook & Wilcox, 1991) and women's rights (McCabe, 2005).

In another study, it was determined that the attitude towards femvertising differs between men and women, and this differentiation stems from supporting women's rights and defining oneself as a feminist (Elhajjar, 2022). According to the literature review, one more recent study shows that attitudes towards femvertising differ by gender (Um, 2022). The researcher found that women's attitudes towards femvertising were more positive in women than in men.

In the light of this statements and as suggested by the literature, this study establish a connection between gender and attitude toward femvertising:

H1. Attitude toward femvertising varies based on gender.

Age & Attitude Toward Femvertising

According to a comprehensive study examining attitudes towards gender equality from 1974 to 1998, the negative effect of age on attitudes towards gender equality did not change over the years (Bolzendahl & Myers, 2004). Beside young women have a more supportive attitude towards feminism because the traditional lifestyle is not for them. Bolzendahl & Myers' findings are also supported from advertising perspective. As Google's "Think Insights" marketing research group stated, millennial women are more than

twice as likely to think of a brand that made an empowering advertisement (Wojcicki, 2016, retrieved from Drake, 2017). Drake (2017) found that millennials have higher ad opinions, brand favorability, purchase intention, and emotional connection to the brand. Also the millennial females have more positive attitude toward feminism when compared to other age groups. Thus, the following hypothesis is put forth:

H2. Attitude of femvertising varies based on age.

Education Level & Attitude Toward Femvertising

The number of studies on women's empowerment is increasing day by day, but studies investigating the relationship between educational attainments and attitude toward femvertising are lacking (Abitbol & Sternadori, 2020; Elhajjar, 2021).

More education is associated with more liberal attitudes. In other words people with higher educational achievement typically show a lower level of attachment to traditional gender roles (Harris & Firestone, 1998). Kyoore & Sulemana's study (2019) reveal that the level of education and liberal and favorable attitudes toward gender equality are positively related. Especially the positive effect for men supports an exposure-based approach to education (Bolzendahl & Myers, 2004).

In the light of the informations, following hypothesis was established, trying to understand the relationship between education level and attitude towards femvertising:

H3. Attitude toward femvertising varies based on education level.

4. Method

Under the heading of methodological issues, the research design, the population and sampling method, the scale used in the measurement of the variables and the survey design are mentioned.

4.1. Research Design

Current research has a descriptive design using quantitative method and employed a factorial design. The three factors were gender (males vs. females), age (18-35, 36-55, 56 and high), and level of education (high school level and below, associate and bachelor degree and postgraduate degree).

The online survey include three main parts. At the first part, studies aim is explained. Afterwards femvertising is defined and some iconic

examples were given. The next part consist of questions on attitude toward femvertising, and the last section consisted of demographic variables.

4.2. Sampling

A two-stage sampling process was followed, first the population and the sample was defined. Population of the study consist of equal distribution based on age and gender and the sampling techniques that was used were non-probability and convenience sampling methods.

4.3. Measure & Survey Design

To measure attitude toward femvertising, 5-point Likert scale ranging from “strongly disagree” to “strongly agree” was used. The scale was adjusted for this research which was adapted from Abitbol and Sternadori’s (2019) study. Researchers adapted the measure from Wells’ (1964) advertising rating scale to examine participants’ attitude toward femvertising. Latest version is widely used among researchers (e.g. Um, 2022).

The back translation method was used to apply on Turkish consumers. The scale was first translated into Turkish by two translators who are experts in the field of marketing, and then it was translated back into English to be tested again before using.

After the literature review and methodological issues, the data collection phase was conducted. The results obtained are presented below.

5. Findings

Findings are presented in 6 categories: demographic findings, findings related to normal distribution, reliability analysis, control of independence of answers, factor analysis and hypothesis testing.

5.1. Descriptive Statistics

Two hundred-seven people participated in the research. Among these, 11 participants were excluded from the study by failing controlling question.

As a result, the study continued with 196 participants. Among 196 participants, 98 were male (50%), and 98 were female (50%). When it comes to participants ages, the most (48%) were in between their 36-55 (n=94), followed by those in between their 18-35 (38,8%, n=76), those in their 56 and more (13,3%, n=26). The heterogeneous distribution detected in the age distribution was also revealed in similar studies (e.g., Drake, 2017). Drake’s study in 2017 assessed the effect of femvertising on customer

attitude. Participants were 181 millennial females between the ages of 18 and 34, and they were recruited by online invitations to participate in the survey as the current study was.

When it comes to education level, participants of the study had a cross-section of consumers who were either in high school or less educated ($n=14$, 7,1%), associate or undergraduate degree ($n=87$, 44,4%), and postgraduate degree ($n=95$, 48,5%). Varghesse and Kumar's study (2020) also found a similar inhomogeneous distribution at the education level. In their study, the number of the participants who have never attended school is 25, primary school educated is 9, high school educated is 57, graduate is 50, and postgraduate is only 4.

5.2. Normal Distribution Check

After descriptive statistics, it was checked whether the collected data were normally distributed in order to perform some statistical analysis. Skewness and kurtosis values were calculated for the femvertising structure in the research model. The skewness values range from -1.06 to -.148; kurtosis values were between -.403 and 1.005. skewness and kurtosis values indicated the normal distribution of the data (Hair et al., 2019). In this case, the analyses continued, assuming the data were normally distributed.

5.3. Reliability Analyses

Reliability is a measure of the degree to which a set of variables is internally consistent. The generally accepted approach in social sciences is to test reliability with Cronbach's Alpha. The Cronbach's Alpha value of the scale exceeding 0.70 indicates reliability (Hair et al. 2019). Cronbach's Alpha values for attitude toward femvertising scale, which is the dependent variable in the research model and consists of 11 statements, is 0.914. This value shows that the scale is highly reliable

In order to test the reliability, in the second step, the corrected item-total correlation values were examined. The item-total relationship is expected to be over 0.50 (Hair et al. 2019, p. 161). When the item-total correlations are examined, it is seen that the consistence of each item with the total of the scale is over .50. Values range from .563 to .837. According to the results each item is compatible with the overall scale.

5.4. Independent Probabilistic Answer Check

In Likert-type scales, it is necessary to examine whether the respondents can distinguish the level of agreement from each other. In this sense, non-

parametric Chi-Square analysis can be done in order to find out how independently the levels from “strongly disagree” to “strongly agree” are evaluated by the respondents (Kavak, 2013, p. 252). When the results of the analysis are examined, it is seen that the participants can significantly distinguish their participation levels from each other at a confidence rate of 95%. Therefore, the distribution of the answer alternatives for the variable subject to the measurement is different from each other.

5.5. Factor Analysis

After the preliminary assumptions, the Kaiser-Meyer-Olkin (KMO) value, which shows the statistical suitability of the data for factor analysis, and the Bartlett’s test of sphericity results are taken into account.

The table below (table 2.) shows that the KMO value is in the perfect range (0,902).

Table 2. KMO and Bartlett’s test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.902
Bartlett’s Test of Sphericity	Approx. Chi-Square	1231.03
	df	55
	Sig.	.000

After the KMO and Bartlett sphericity test, factor analysis was conducted. The contributions of each factor to the total variance give the total eigenvalues and factors with an eigenvalue less than 1 are not taken into account (Hair et al. 2019, p. 141). Accordingly, when the table below is examined (table 3), it is seen that the attitude towards femvertising consists of a single-factor structure and this is supported by the literature (e.g. Sternadori & Abitbol, 2019; Abitbol & Sternadori, 2020; Elhajjar, 2021; Um, 2022).

Table 3. Component’s total variance explained

Component	Total Eigenvalues			Extraction Sums of Squared Loading		
	Total	%of Variance	Cumulative %	Total	%of Variance	Cumulative %
1	5.975	54.316	54.316	5.975	54.316	54.316

In the first matrix obtained, there are no expressions that do not load on any factor (when the acceptance level of factor loadings is limited to 0.50) and have a high cross-load between the factors. In addition, it is seen that each statement contributes more than .50 to the component. Factor loading values are between ,564 and ,881 (shown in the table 4)

Table 4. Table of Component Matrix

	Component
	1
ATF4	.881
ATF3	.853
ATF7r	.795
ATF8	.785
ATF1	.753
ATF6r	.745
ATF2r	.733
ATF10	.655
ATF5r	.644
ATF11	.634
ATF9r	.564

To summarize, a final structure consisting of 1 dimension and 11 expressions was determined for the attitude towards femvertising scale. After the factor analysis, the phase of testing the hypotheses was conducted.

5.6. Hypothesis Testing

Statistical Program for Social Sciences (SPSS) was used to analyze the data. Specifically, SPSS was used to do some preliminary analysis (e.g.,descriptivestatistics) and test the baseline model. To test the proposed hypotheses, a T-test was conducted for attitudes toward femvertising and gender relationships, and a one-way ANOVA test was conducted for the other relationships (education level and age).

Gender & Attitude Toward Femvertising

H1a, propose that attitude toward femvertising varies based on gender.

Table 5 indicate that the t-test for gender difference was significant ($t=4.843$, $p < .01$). According to the test results, the attitude towards femvertising differs between male and female consumers. Therefore, **H1 was supported.**

Furthermore, as shown in Table 5, females had a more positive attitude toward femvertising (M males = 3.46 vs. M females = 3.94).

Table 5. T-test for gender

	<i>Gender</i>							
	Males			Females			Males vs. Females	
	N	Mean	S.D.	N	Mean	S.D.	<i>t</i>	Sig.
Attitude Toward Femvertising	98	3.461	.688	98	3.951	.681	4,834	.000

Age & Attitude Toward Femvertising

H2, propose that attitude toward femvertising varies based on age.

Although the frequencies between the groups are quite different, the normal distribution of the data set allows parametric testing. Therefore one-way analysis of variance (ANOVA) was used to test whether the means of the group variables differed significantly (see Table 6). No age differences in attitude toward femvertising ($p > .1$) was found. According to the test results, the attitude towards femvertising don't differs between age. Thus, **H2 was not supported.**

Table 6. Oneway ANOVA for Age

	<i>Age</i>										
	18-35			36-55			56 and Over			18-35 vs. 36-55 vs. 56 and Over	
	N	Mean	S.D.	N	Mean	S.D.	N	Mean	S.D.	<i>F</i>	Sig.
Attitude Toward Femvertising	76	3.784	.732	94	3.621	.673	26	3.724	.863	1.068	.346

Education Level & Attitude Toward Femvertising

H3, propose that attitude toward femvertising varies based on education level.

Although the frequencies between the groups are quite different, the normal distribution of the data set allows parametric testing. Therefore one-way analysis of variance (ANOVA) was used to test whether the means of

the group variables differed significantly (see Table 7). No education level differences in attitude toward femvertising ($p > .1$) was found. According to the test results, the attitude towards femvertising don't differs between level of education. Thus, **H3 was not supported.**

Table 7. Oneway ANOVA for Education Level

	<i>Level of Education</i>										
	High School or Less (H/L)			Associate or Undergraduate (A/U)			Postgraduate (P)			H/L vs. A/U vs. P	
	N	Mean	S.D.	N	Mean	S.D.	N	Mean	S.D.	F	Sig.
Attitude Toward Femvertising	14	3.734	.791	87	3.650	.693	95	3.737	.746	.344	.710

6. Conclusion and Discussion

In the current study the gender roles, age, and education level were researched for deep understanding consumers attitude toward femvertising in an emerging country-Turkey-. There are three main conclusion which are theoretically discussed in this section:

First, this study found that femvertising is a more favorable concept for female consumers than male consumers. Prior researches were proofed by the current study. For instance, Um (2022) found that Female audience have more positive attitude toward femvertising than male audience. In a similar vein, femvertising leads to more favorable effect on attitude toward advertising among female consumers (Drake, 2017). Current study also confirm Elhajjar et al.'s study's results investigating the effect of gender on consumer behavior toward femvertising (2022). According to the study, females' attitude toward femvertising in a Middle East country (Lebanon) is more positive than males'. In the light of the similar findings, it is likely to say that females' attitudes towards femvertising are more positive than males' in a developing country context. Considering the results of a qualitative study conducted in Turkey, it has been found that male and female consumers have different perceptions of female-themed advertisements (Bozbay et al. 2019). Although all of the female participants think that these advertisements have commercial concerns, they still have a positive attitude. On the other hand some of the male consumers have positive attitude toward these ads, some of denoted the ads did not mean anything to them because they did not interest, and the others stated that they were completely negative about

these ads and were uncomfortable with these ads. Although the attitudes of women and men towards femvertising differ significantly, it is observed that there has been growing concern with men's attitudes cause of the effects of global dynamics. It is seen that the emphasis of globalization that rejects gender roles has begun to affect especially female consumers in emerging countries, as in developed countries, through marketing and femvertising.

To summarize, although females are more likely than male to support gender equality, breaking stereotypes and women's rights (Sternadori & Abitbol, 2019) feminist values, beliefs and attitudes appear to be associated with advertising ambivalence.

Second, according to the research individuals don not have different attitudes toward femvertising based on their age group. According to Elhajjar's (2021) study the direct link between age and attitude toward femvertising is not significant too. Therefore, it comes to mind that the cultural value changes that form the feminist consumer attitude may not be uniform.

Third, according to the study, no relationship was found between education level and attitude towards femvertising. More clearly, the attitude towards femvertising do not differs based on educational attendance of consumer. In a similar vein, Kapoor & Munjal (2017) have not found a significant difference in attitude towards femvertising across different educational qualification. Elhajjar (2022) also found a similar result. The direct link between education level and support for women's rights was not significant. According to Kalmijn & Kraaykamp's (2007) study, effects of class on conservative attitudes toward sex roles and marriage moderate by the education level.

After the theoretical discussion of the results, making practical inferences will contribute to marketing practitioners. For this reason, in the continuation of the study, implications for practice are included.

7. Practical Implications

The research on femvertising contribute marketing practitioners with some practical implications:

Femvertising can be taught to be congruent with female audiences' self-concept and is perceived as a bridge that conveys their values and beliefs. Thus, females may have more favorable attitudes toward femvertising and brands and purchase a femvertising brand to support feminism messages (Um, 2022). So, femvertising will be an effective advertising strategy for female targets.

Besides female consumers, males are interested in femvertising as well. Therefore, femvertising will work for initially female-oriented but also gender-neutral products. Globally strong brands in various product categories are launching femvertising campaigns worldwide every day. Female-oriented global brands like Dove, Kotex, Always, Pantene, Barbie, and gender-neutral global brands like Nike and H&M are among the brands that conduct successful femvertising campaigns worldwide. Launching femvertising campaigns for gender-neutral products and products in the feminine category, such as personal care products or cosmetics, is an important example of social marketing against gender inequality. Because gender-neutral brands' femvertising campaigns also hinder the reinforcement of gender discrimination.

Regarding the content of the femvertising campaigns, the female image presented in femvertisings can represent a very limited part of society in emerging countries. For this reason, including figures that reflect social reality in new advertising campaigns will strengthen the attitude toward femvertising.

In summary, advertisements aiming to empower women will be a new successful marketing practice targeting women and men in emerging and developed countries. This new trend is an opportunity for marketing practitioners to fascinate consumers who identify as feminists and have positive attitudes towards femvertising. In this way, attitude towards the brand and purchase intention can increase.

8. Limitations and Directions for Future Research

Like all research, this study has several limitations:

First, the convenience sampling and frequencies between the groups differ, which does not allow us to generalize results to the Turkish population. Future research should survey a random sample with a more realistic distribution across Turkey.

Femvertising studies published mostly focus on the West. Considering that, there is a need for more comprehensive research that reflects the women's perspective in a developing country context such as Turkey. This study is designed in a context that covers only Turkish consumers as a *second* limitation. Thus, future studies should replicate these findings across different populations – in Turkey and in Middle Eastern countries that share a similar vision on feminism, gender equality, and women's empowerment, and even in other emerging countries across the world.

Third, this research investigates participants' general attitude toward femvertising regardless of exposure to a real brand's femvertising ad. Getting the audience to watch a brand's commercial that empowers women may affect their attitudes towards femvertising differently. Thus future research is recommended to conduct studies with a real brand's femvertising commercials and investigate whether exposure to femvertising ads increases positive attitudes toward femvertising.

Finally, the last limitation of this study was the need for a more in-depth investigation of the male opinion. When the growing concern about male consumers' attitudes is considered, understanding the determinants and consequences of males' support for feminist subjects becomes more precious. Therefore, more studies on attitudes toward femvertising among male consumers are needed.

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