



Effects of Femvertising in Korea

How Young Female Consumers Respond to Female Empowerment Ads

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Little research has been done on effects of femvertising in Asian countries. Hence we know little about how Asian consumers respond to femvertising. This study is designed to explore the effects of femvertising on attitude toward ads, brand, and purchase intention. For the current study a total of 316 college female students participated and, in return, received a course credit. The study's findings suggest that femvertising leads to more favorable attitudes toward ads and brands. Regarding consumers' purchase intention, though, we found it to not be necessarily influenced by it. As hypothesized, individuals possessing strong attitudes toward feminism had more positive attitudes toward ad and brand as well as purchase intention than those possessing weak attitudes toward it. Similarly, individuals with high self-efficacy may have more positive attitudes toward ad and brand as well as purchase intention than those with low self-efficacy. Limitations and areas for further research are discussed.

KEY WORDS Femvertising • Feminism • Self-efficacy • Attitude toward brand • Purchase intention

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1. Introduction

Advertising that promotes gender equality both visually and rhetorically is known as femvertising. Femvertising, also known as female empowerment advertising, has become a powerful marketing trend worldwide, inspiring and empowering women. Some observers even perceive it to be a third-wave feminism movement. Academics and marketing practitioners have been paying a great deal of attention to this new trend. For instance, academically, a new line of research has delved into the effects of femvertising.

Since 2015, the Cannes Lions International Festival of Creativity has offered the Glass Lion award. This award recognizes work that, through the conscious representation of gender in advertising, implicitly or explicitly addresses issues of gender inequality or prejudice. SheKnows Media has created Femvertising Awards to recognize brands that are “challenging gender norms by building stereotype-busting, pro-female messages and images into ads that target women” (Drake, 2017).

The growth of femvertising, as well as the amount of attention it has attracted, may be translated as a successful marketing strategy for targeting female consumers. Female empowerment campaigns can be easily observed in North America and in many European countries such as England, Germany, and France. Despite the success of this well-received marketing trend, the practice of femvertising in Asian markets has scarcely been employed. Thus, the effects of femvertising among Asian female consumers have not been vigorously studied.

This study, drawing upon corporate social responsibility, attitude toward feminism, and self-efficacy, is designed to examine how Asian female audiences perceive femvertising. It would be interesting to see whether one’s attitude toward feminism and self-efficacy have an impact on one’s evaluation of a female empowerment ads. Study results will shed some light on the baseline understanding of how femvertising works among Asian female consumers and how Asian marketers can harness this advertising strategy, building a new kind of relationship

between consumers and brands.

2. LITERATURE REVIEW

1) Femvertising

The term femvertising was coined by Samantha Skey, the chief revenue and marketing officer of SheKnows Media, a digital **media** company focused on creating content. Femvertising, according to SheKnows Media (2014), refers to advertising that employs pro-female talent, messages, and imagery to empower women and girls. Characteristics of femvertising campaigns could be categorized as 1) the utilization of diverse female talent, 2) messages that are inherently pro-female, 3) pushing gender-norm boundaries/stereotypes and challenging perceptions of what a woman/girl should be 4) downplaying of sexuality, 5) portraying women in an authentic manner (Becker-Herby, 2016). According to Kim and Han (2020), femvertising consists of four elements such as subjectivity of women, resistance to social inequality, women orientation, and commercialism. And these factors are known to have significant effects on advertising attitudes and behavioral intentions (Kim & Han, 2020).

Successful female empowerment advertising campaigns include Unilever Dove's "Real Beauty" campaign, P&G Always' "Like a Girl" campaign, Girl Scout's "Ban Bossy" campaign, Microsoft's "#MakeWhatsNext" campaign and many others. Dove's "Real Beauty" campaign aimed to celebrate the natural physical variation embodied by all women and inspire them to have the confidence to be comfortable with their body image. The Girl Scouts' "Ban Bossy" campaign criticized the use of the word "bossy" as a way of describing assertive girls and women; the campaign argued that the word is stigmatizing and may discourage girls and women from seeking positions of leadership. Microsoft's "#MakeWhatsNext" campaign took a different tack. It was designed to encourage young women to pursue careers in

science, technology, engineering and math (STEM).

Electing to employ femvertising may boil down to three reasons. First, companies could position themselves as politically and culturally conscious and committed to gender equality. Second, companies could use femvertising as a corporate social responsibility effort, building a strong emotional bond with female consumers as an advocate for women. Third, according to the report by SheKnows Media (2014), femvertising is conducive to increasing sales.

Although femvertising has been applauded as a “third-wave feminism movement,” several criticisms also exist. Prominent feminist scholars and experts tend to view femvertising as a new iteration of commodity feminism, which means the way feminist ideas and icons are appropriated for commercial purposes (Goldman et al., 1991). They believe that any use of feminist ideals as a form of advertising, femvertising, undermine feminism as political and social movement. According to Fineman (2014), “inauthentic support cheapens the idea of women’s equality, and that is dangerous not only for the purveyors of business behind those token messages, but to the feminist movement itself” (p. 2).

2) Effects of Femvertising

In 2014, SheKnows Media conducted a survey with 628 women, asking their opinion on advertising and how it impacts women and girls (SheKnows Living Editors, 2014). The survey results show the following: 1) 71% of respondents believed brands should be held responsible for using their ads to promote positive messages to women and girls; 2) 45% of respondents have shared a commercial or print ad with a pro-female message, and 3) 52% of respondents have bought a product because they liked how the brand and their advertising portrayed women (SheKnows Living Editors, 2014). These industry results suggest that femvertising has a direct impact on increasing sales.

Drawing upon reactance theory, Åkestam et al. (2017) found that femvertising generates higher ad attitudes as well as brand attitude than traditional advertising.

Drake (2017) found similar results, suggesting that femvertising leads to a positive impact on attitude toward ad and brand, purchase intention and emotional connection to brands. Interestingly, Kapoor and Munjal (2019) found that positive attitude towards femvertising leads to the forwarding intention of ad but does not lead to purchase intention. In addition, Um and Lee (2021) found that attitude toward feminism and perceived brand-cause fit positively influence attitude toward femvertising.

To date, few empirical studies have been conducted and findings have not been consistent. To further research the effects of femvertising, researchers should elaborate how corporate social responsibility influences consumers' buying decision. People believe it is important for companies to show social responsibility and take stances on current social movements. In line with this belief, femvertising could be interpreted as a company's social responsibility act, supporting gender equality, using diverse female talent, portraying women in an authentic manner, pushing gender norm boundaries or stereotypes, and delivering messages that are inherently pro-female.

People support companies that share their values. According to a survey of 420 consumers in the U.S., 75% of respondents are likely to purchase brands from a company that supports an issue they agree with (Cox, 2019). In this survey 71% of respondents believe it is important for companies to take a stance on social movements. This survey shows that younger generations expect companies to be socially conscious. 70% of Generation Xers (ages 35-54) and 54% of millennials (ages 18-34) are likely to stop purchasing from a company that chooses to support an issue that they are opposed to (Cox, 2019).

The above discussion leads to the following hypotheses:

H1: Femvertising ads will lead to more positive impacts on a) attitude toward ad, b) brand, and c) purchase intention than traditional ads

3) Feminism and Attitude toward Feminism (Weak vs. Strong Attitude toward Feminism)

Feminism can be defined as 1) the advocacy of women's rights on the basis of the equality of the sexes; 2) the theory of the political, economic, and social equality of the sexes; 3) the belief that men and women should have equal rights and opportunities; and 4) the doctrine advocating social, political, and all other rights of women equal to those of men. As a rule of thumb, the term "feminism" refers to a political, cultural or economic movement which aims at establishing equal rights and legal protection for women. Feminism at its core is about the equality of men and women. The terms "feminism" and "feminist" did not gain widespread use until 1970s.

In 2017 with the international advent of the #MeToo movement, feminism underwent a new phase. The movement ignited a conversation about violence against girls and women, gender justice and the power of speaking out about sexual and gender-based violence. In fact, the #MeToo movement originated in 2006 through Tarana Burke as a means to recognize experiences of sexual assault and harassment (Murphy, 2019). The #MeToo movement began to soar after a number of actresses accused Harvey Weinstein, the now-disgraced Hollywood movie producer, of sexual harassment and abuse over several decades.

In the context of femvertising, which focuses on empowering women with an emphasis on equal rights and opportunities, attitude toward femvertising can affect how consumers evaluate female empowerment ads. For instance, individuals with strong attitudes toward feminism may feel that the ads are aligned with their social values and reflect their thoughts. Hence, femvertising may lead to more positive impacts among individuals with strong attitude toward feminism than those with weak attitude toward feminism.

The following hypotheses are proposed:

H2: Individuals with strong attitudes toward feminism will have more positive a) attitude toward ad, b) brand, and c) purchase intention than those with weak attitudes toward feminism.

4) Self-Efficacy (Low vs. High Self-Efficacy)

Bandura (1986) defined self-efficacy as “people’s beliefs about their capabilities to exercise control over their own level of functioning and over events that affect their lives” (Bandura, 1991, p. 257). Researchers found that self-efficacy plays a pivotal role when it comes to how individuals deal with goals, tasks, and challenges. Thus, a difference does exist between individuals with high self-efficacy and individuals with low self-efficacy. For instance, individuals with high self-efficacy have a tendency to believe they can master challenging problems and recover quickly from setbacks and disappointments. Individuals with low self-efficacy are likely to be less confident and to doubt that they can perform well. In sum, it is evident that self-efficacy has a significant impact on behavior performance.

The concept “self-efficacy” has been applied in various fields of research. To examine online-related behavior or performance, for instance, researchers have employed Internet self-efficacy, defined as “the belief in one’s capabilities to organize and execute courses of Internet actions required to produce given attainment” (Eastin & LaRose, 2000, p. 1). In education, academic self-efficacy refers to “a person’s belief (conviction) that people can successfully achieve at a designated level on an academic task or attain a specific academic goal” (Bandura, 1997; Eccles & Wigfield, 2002). Researchers have found that, when approaching difficult tasks, individuals with high self-efficacy enter a feeling of calmness or serenity; individuals with low self-efficacy feel anxiety, stress, and entertain a narrower idea on how to approach solving a problem or activity (Eccles, 2005). In political science, political self-efficacy refers to the belief that people have the ability to influence political leaders and have an impact on the government (Campbell, Gurin, & Miller, 1954). People with high political self-efficacy are likely to have faith in the government and believe they can make a difference in political process; people with low political self-efficacy are likely to have no faith in government and feel powerless in political processes (Pinkleton, Austin, & Fortman, 1998).

In the context of femvertising, self-efficacy may play an important role in evaluation of female empowerment ads. Females with high self-efficacy are likely to believe femvertising can enhance the idea of feminism and the feminist movement and be conducive to gender equality. Females with low self-efficacy may have no faith in the impact of femvertising. Consequently, femvertising may lead to more favorable attitudes toward ad and brand as well as higher purchase intention among females with high self-efficacy.

H3: Individuals with high self-efficacy may have more positive a) attitude toward ad, b) brand, and c) purchase intention than those with low self-efficacy.

3. METHOD

1) Study Design and Procedure

To test the proposed hypotheses, this study employed a 2 x 2 x 2 between-subject factorial design. The three factors were type of print ads (femvertising ads vs. traditional ads), level of attitude toward feminism (scoring high vs. scoring low), and level of self-efficacy (low self-efficacy vs. high self-efficacy). Attitude toward feminism was divided into two groups by a median-split. Likewise, the level of self-efficacy was divided into low and high self-efficacy group by a median-split.

For this study, an online survey website was created with structured questionnaires. Once participants read an informed-consent form, then they were directed to the main questionnaire. After completing the online survey, participants were given a debriefing statement that explained the purpose of the print ads.

(1) Stimuli Development and Pretest

As this study aims to measure the effects of femvertising ads, a feminine care product—a sanitary pad—was chosen as the product category. For the stimuli, to give the study a sense of realism, participants were exposed to not a fictitious brand

but a real brand name. In addition, as shown in Appendixes B and C, to make the stimuli more realistic professional advertising creatives helped design femvertising print ads as well as traditional ones.

Before conducting the main study, a pretest was conducted with 40 subjects to examine how they perceived the stimuli (femvertising ads and traditional ads). The results suggested that subjects perceived femvertising print ads as “female empowering ads” while traditional print ads as “not female empowering ads” (femvertising print ads mean = 6.05, SD = .89; traditional print ads = 3.25, SD = 1.05, $t(38) = 5.39$, $p < .001$).

2) Participants

Due to the product category of the stimuli and reason for this research, this work employed the purposive sampling technique. Hence, only female college students were recruited. Females in their 20s are known to be keenly aware of the feminism movement in Korea. A total of 345 college students participated in the study in return for extra credits. After deleting incomplete data, a total of 316 data remained for further analysis.

For the femvertising ads 168 data remained while 148 data remained for the traditional ads. Making up the majority of the 316 participants were freshmen (57.3%, $n = 181$); the rest were juniors (25%, $n = 79$), sophomores (10.4%, $n = 33$), and seniors (7.3%, $n=23$). Their mean age is 21.2 years old.

3) Measures

To measure attitude toward feminism, the Attitudes toward Feminism and the Women’s Movement (FWM) scale was employed. This selection was based on the measure’s brevity, ability to assess a range of feminist positions, and straightforward assessment (Fassinger 1994). Attitude toward feminism was measured using 10-items on a 7-point Likert scale ranging from “strongly disagree” to “not sure/no opinion” to “strongly agree.” A high score on the FWM represents favorable attitudes

toward feminism. Self-efficacy was measured with two items. This scale came originally from a study by Artimage and Conner (1999), though it was modified for the purpose of this study. Attitude toward the ad was measured using three 7-point semantic differential scales (MacKenzie & Lutz, 1989). Attitude toward brand (Ab) was measured using five 7-point semantic differential scales (Spears & Singh, 2004). Purchase intention was measured on a 7-point scale, with five items (Spears & Singh, 2004).

4. RESULTS

To test the proposed hypotheses, a multivariate analysis of covariate (MANCOVA) was conducted. Initially, two covariates—brand familiarity and product involvement—were included in the study. As shown in Table 1, statistical significance was found for brand familiarity ($F = 4.94, p < .01$) but not for product involvement ($F = 2.00, p > .05$). Thus, product involvement was not included for further analysis.

Table 1. MANCOVA Results

Effects	<i>Wilks' Lambda</i>	<i>df</i>	<i>F</i>	<i>P</i>
Brand Familiarity (Covariate)	.94	(3, 305)	3.74	.012
Types of Print Ads (A)	.94	(3, 305)	7.04	.020
Level of Attitude toward Feminism (B)	.78	(3, 305)	28.40	.000
Level of Self-Efficacy (C)	.91	(3, 305)	10.49	.000
A X B	.98	(3, 305)	1.75	ns
A X C	.97	(3, 305)	3.67	ns
B X C	.98	(3, 305)	2.45	ns
A X B X C	.98	(3, 305)	1.48	ns

1) Hypotheses Test

(1) Effects of Femvertising

H1 posits that people exposed to femvertising print ads are likely to have more

positive attitudes toward ad and brand as well as purchase intention than those exposed to traditional print ads. As seen in Table 1, results indicate the Wilks' lambda for type of print ads was significant ($F = 7.04, p < .01$). Since type of print ads was a significant factor, further analyses were conducted to examine its effects on three dependent variables. As shown in Table 2, univariate analyses indicated that type of print ads affected consumers' attitudes toward ad ($F = 9.28, p < .01$) and brand ($F = 4.01, p < .05$). However, no statistically significant effect was found in consumers' purchase intention ($F = 2.50, p > .05$). Examining mean differences between traditional print ads group and femvertising print ads groups suggested that femvertising print ads incurred more positive attitude toward ad (M traditional print ads = 4.65 vs. M femvertising print ads = 4.95) and brand (M traditional print ads = 4.52 vs. M femvertising print ads = 4.72) than traditional print ad group. Therefore, H1a and H1b were supported while H1c was not.

Table 2. Tests of Between-Subject Effects

Source	Dependent Variables	df	F	p-value
Types of Print Ads (A)	Attitude toward Ad	(1, 307)	9.28	.004
	Attitude toward Brand	(1, 307)	4.01	.009
	Purchase Intention	(1, 307)	2.50	ns
Level of Attitude toward Feminism (B)	Attitude toward Ad	(1, 307)	82.25	.000
	Attitude toward Brand	(1, 307)	51.39	.000
	Purchase Intention	(1, 307)	21.34	.000
Level of Self-Efficacy (C)	Attitude toward Ad	(1, 307)	20.04	.000
	Attitude toward Brand	(1, 307)	30.70	.000
	Purchase Intention	(1, 307)	11.45	.001
A X B	Attitude toward Ad	(1, 307)	.12	ns
	Attitude toward Brand	(1, 307)	1.93	ns
	Purchase Intention	(1, 307)	.50	ns
A X C	Attitude toward Ad	(1, 307)	3.74	ns
	Attitude toward Brand	(1, 307)	.10	ns
	Purchase Intention	(1, 307)	1.99	ns
B X C	Attitude toward Ad	(1, 307)	2.36	ns
	Attitude toward Brand	(1, 307)	2.90	ns
	Purchase Intention	(1, 307)	2.05	ns
A X B X C	Attitude toward Ad	(1, 307)	1.43	ns
	Attitude toward Brand	(1, 307)	1.03	ns
	Purchase Intention	(1, 307)	.98	ns

2) Feminism and Attitude toward Feminism

H2 proposes that individuals who have strong attitudes toward feminism will have more positive attitudes toward ad and brand as well as purchase intention than those who have weak attitudes toward feminism. As Table 1 indicates, results show the Wilks' lambda for level of attitude toward feminism was significant ($F = 28.41, p < .001$). Because level of attitude toward feminism was a significant factor, further analyses were conducted to examine its effects on three dependent variables. As seen in Table 2, univariate analyses indicated that level of attitude toward feminism affected consumers' attitudes toward ad ($F = 82.25, p < .001$), brand ($F = 51.39, p < .001$), and purchase intention ($F = 21.34, p < .001$). Examining mean differences between a weak attitude toward feminism group and a strong attitude toward feminism group suggested that a strong attitude toward feminism incurred more positive attitude toward ad (M weak attitude toward feminism group = 4.37 vs. M strong attitude toward feminism group = 5.25), brand (M weak attitude toward feminism group = 4.26 vs. M strong attitude toward feminism group = 4.98), and purchase intention (M weak attitude toward feminism group = 3.47 vs. M strong attitude toward feminism group = 4.08) than weak attitude toward feminism. Thus in this study, H2a, H2b, and H2c were supported.

3) Self-Efficacy

H3 predicts that individuals with high self-efficacy may have more positive attitude toward ad and brand as well as c) purchase intention than those with low self-efficacy. As can be seen in Table 1, the Wilks' lambda for the level of self-efficacy was significant ($F = 10.49, p < .001$). Since the level of self-efficacy was a significant factor, further analyses were conducted to examine its effects on three dependent variables. As seen in Table 2, univariate analyses indicated that the level of self-efficacy affected consumers' attitudes toward ad ($F = 20.04, p < .001$), brand ($F = 30.70, p < .001$), and purchase intention ($F = 11.45, p < .01$).

An examination of mean differences between low self-efficacy group and high self-efficacy group suggested that high self-efficacy yielded more positive attitude toward ad (M low self-efficacy group = 4.58 vs. M high self-efficacy group = 5.02), brand (M low self-efficacy group = 4.34 vs. M high self-efficacy group = 4.90), and purchase intention (M low self-efficacy group = 3.55 vs. M high self-efficacy group = 4.00) than low self-efficacy. Thus in this study, H3a, H3b, and H3c were supported.

5. DISCUSSION

This study supports the notion that among female target audiences femvertising has positive impacts (Åkestam et al., 2017; Drake, 2017; Kapoor & Munjal, 2019). Prior research found that femvertising leads to favorable attitudes toward ads and brand. Compared to traditional ads, the current study's findings also suggest that femvertising may lead to more positive advertising and brand evaluation. However, this study found that effects of femvertising are limited only to attitude toward ads and brand. In other words, between traditional ads group and femvertising ads group, no statistically significance was found on subjects' purchase intention. That is, femvertising does not result in instant brand switch, but rather is effective in attitude change. Findings suggest that femvertising could be employed as a long-term marketing communication strategy. Since individuals build relationships with a brand over a long period time, continuous femvertising campaigns could win female consumers' hearts, consequently resulting in potential brand loyalty.

Femvertising is considered to be a new wave of ethical consumerism, yet it has been criticized for commercializing feminism. There is a concern that femvertising is way to make money for brands through exploitation of feminism. That some companies capitalize by femvertising their feature products has been pointed out by not only many feminists but many other females. For instance, after Dove released its **Real Beauty** campaign, it was praised heavily for its empowering

message for women. However, Dove's parent company, Unilever, owns Axe, a men's health company. Many of Axe's TV commercials have been degrading and sexist towards women.

In this sense, femvertising (i.e., Real Beauty) doesn't seem to reflect the core ideology of the company. Thus to avert any backlash effect, companies should be cautious when launching femvertising campaigns. When the companies' core value, beliefs, or philosophies are in line with the idea of femvertising, consumers will see the advertising campaign as authentic and be in favor of the company. When female consumers feel that companies use femvertising simply to increase profits and capitalize feminism, they may feel betrayed and react negatively to the brand.

This study found that in the evaluation of femvertising a pivotal role is played by attitude toward feminism. Individuals with strong attitudes toward feminism have more favorable attitudes toward ads and brand as well as higher purchase intentions than those with weak attitudes toward feminism. These results suggest that femvertising may be most effective among females with strong attitudes toward feminism. Because feminism has gained global attention and raised awareness of gender equality, femvertising may be employed as a global advertising strategy to appeal to worldwide female consumers.

Just as other research has found that self-efficacy has positive impacts on attitude and behavior change (Pinkleton, Austin, & Fortman, 1998; Eastin & LaRose, 2000; Eccles & Wigfield, 2002; Eccles, 2005), the current study finds that self-efficacy has positive impacts on female consumers' attitude toward ads, brands, and purchase intention. Individuals with high self-efficacy are likely to evaluate femvertising ads more favorably than those with low self-efficacy. It is plausible to assume that females with high self-efficacy in feminism may believe that femvertising can enhance the idea of feminism and the feminist movement. Consequently, they will hold the idea that purchasing a femvertising brand is consistent with their beliefs and social values. They may believe that purchasing a femvertising brand supports feminism and can be considered an ethical consumption from their perspectives.

6. FURTHER RESEARCH & LIMITATIONS

Much research, including the current work, has examined the effects of femvertising among female target audiences. That is partly because most of femvertising are featuring feminine care products or female-specific related products such as cosmetics. It would be interesting to investigate how male audiences respond to femvertising created for unisex brands. To date, little research has been conducted on male audiences' attitudes toward femvertising. Gender may be an important factor when it comes to evaluating femvertising.

In addition, researchers need to consider culture or country as a significant factor influencing evaluations of femvertising. For instance, individuals living in a country where feminism and feminism movement is active and welcoming and femvertising is quite prevalent would react differently than those living in a country where feminism and feminism movement is limited or elicits mixed feelings. In Korea, for instance, the issue of *minsandry* (i.e., dislike of, contempt for, or ingrained prejudice against men) and *misogyny* (i.e., dislike of, contempt for, or ingrained prejudice against women) has become a threat to the building of healthy and sound relationships between females and males. In this sense, femvertising could be misunderstood or distorted among young Korean male audiences. It would be meaningful to delve into how individuals in Asian countries and Western countries respond to femvertising.

As discussed above, femvertising has been criticized for commercializing or capitalizing on feminism. As Becker-Herby (2016) suggested, the most important aspect of femvertising is authenticity. These days, consumers have little tolerance for advertising they find to be inauthentic. In fact, they are likely to take to social media to voice their opinions and demand change. Thus, there is a need to research what role is played by consumers' perceived authenticity of femvertising.

Like any other research, this study also holds several study limitations. First, subjects were college female students, ranging in age from 20 to 25 years old. Because college students may be more active in feminism and feminism movements

than any other age group, their attitude toward femvertising may be skewed toward favorable evaluation. Since college female students are not representative of the female population, future research needs to include various age groups to make study results generalizable.

To give this study a sense of realism, the author employed a real female sanitary pad brand. That is partly because it is important for participants of this study to perceive the stimuli as realistic. However, use of a real brand could be problematic because of participants' prior knowledge about the brand which might have an influence on ad and brand evaluation as well as purchase intention. Hence, for researchers to exclude any possible confounding effect, they may wish to use of a fictitious brand.

In terms of the stimuli used in this study, two print ads were created with an emphasis on body copy which may be different from real world print ads. Two stimuli have a same visual image with a different body copy in order to control for any other effects which may be caused by using different visual images. For future research it is suggested that stimuli should hold the same quality of professional ads.

Lastly, attitude toward feminism and self-efficacy were originally measured on the 7-point scale and were later divided into categorical variables by median-split. The transformation of quantitative variables into categories is a common practice in both experimental and observational studies. Dichotomization improves causal inference by simplifying statistical analyses. In sum, dichotomization can enhance ease of interpretation by helping readers understand relationships among variables. However, use of median-split is open to the criticism that categorization usually leads to inefficient and biased estimates. Thus, additional analysis such as regression could be run to measure how these two continuous variables (i.e., attitude toward feminism and self-efficacy) influence attitude toward ad, brand, and purchase intention.

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Appendix A. Measures

Items	Measures	Loading
Attitude toward Feminism ($\alpha=.78$)	The leaders of the women's movement may be extreme, but they have the right idea.	8.6 8.9 8.7 9.1 8.6 8.5 8.8 8.9 9.4 9.2
	There are better ways for women to fight for equality than through the women's movement.	
	More people would favor the women's movement if they knew more about it.	
	The women's movement has positively influenced relationships between men and women.	
	The women's movement is too radical and extreme in its view.	
	The women's movement has made important gains in equal rights and political power of women.	
	Feminists are too visionary for a practical world.	
	Feminist principles should be adopted everywhere.	
	Feminists are a menace to this nation and the world.	
	I am overjoyed that women's liberation is finally happening in this country.	
Self-Efficacy ($\alpha=.85$)	I believe I have the ability to fight for women's equality.	9.3
	How confident are you that you will be participating in the women's movement?	9.1
		8.9
Attitude toward ad ($\alpha=.91$)	very bad / very good	9.3
	very favorable / very unfavorable (R)	8.9
	dislike very much / like very much	9.0
Attitude toward brand ($\alpha=.89$)	appealing / unappealing (R)	9.2
	bad / good	9.1
	unpleasant / pleasant	8.8
	unfavorable / favorable	8.7
	likeable / unlikeable (R)	9.3
Purchase Intention ($\alpha=.93$)	It is very likely that I will buy this brand.	9.5
	I will purchase this brand the next time I need this type of product.	9.2
	I will definitely try this brand.	9.1

Appendix B. Study Stimuli – Traditional Print Ads


Rael
자연에서 영감을 얻다

라엘은 자연에서 영감을 얻은 성분과 디자인을 바탕으로
현대 여성을 위한 제품을 제시합니다.

제품의 본질에 충실하면서도 건강한 성분으로 활동적인
일상에 맞는 혁신적인 솔루션을 제공합니다.


여성을 위한 것은 우리의 DNA입니다.
안전한 여성 제품에 대해 끊임없이 교육합니다.

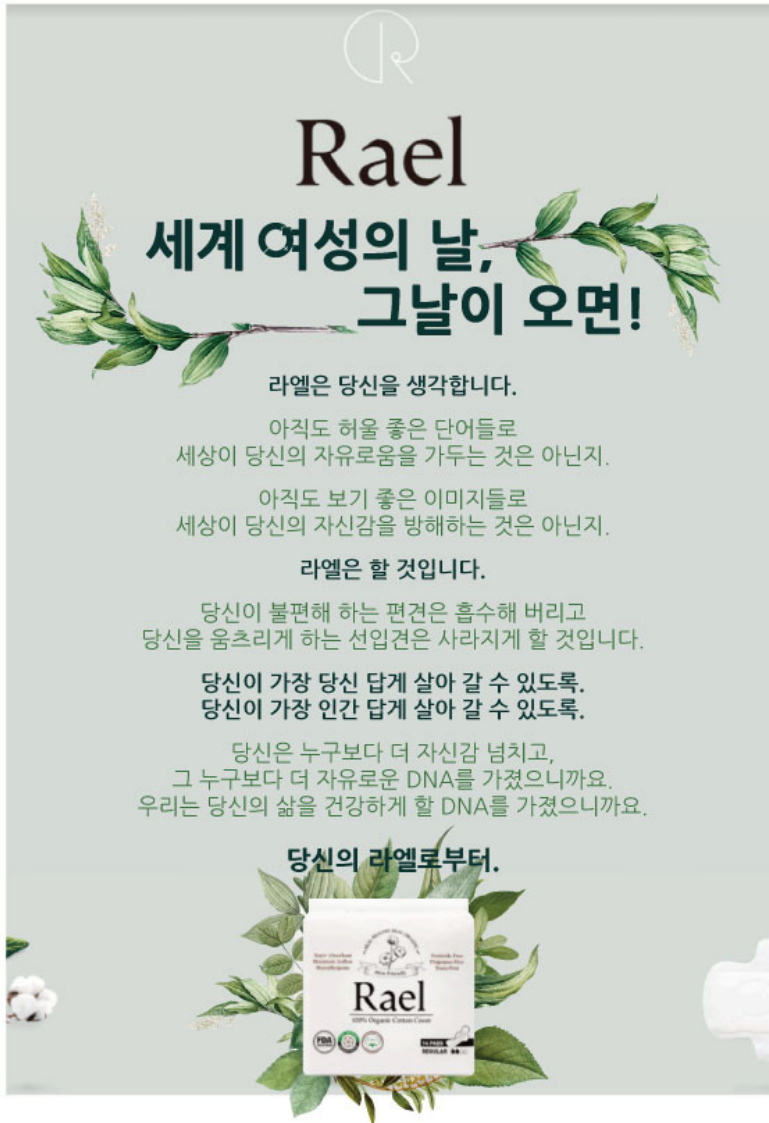
호르몬 변화에도 여성의 일상이 편안하도록
혁신적이고 건강하며 효과적인 대안을 제공합니다.

라엘은 여성들의 변화하는 니즈를 충족시킬 수 있도록
혁신을 계속해 나갈 것입니다.

100% 유기농 순면 커버, 라엘이 드리는 약속입니다.

당신의 라엘로부터





Rael

**세계 여성의 날,
그날이 오면!**

라엘은 당신을 생각합니다.

아직도 허울 좋은 단어들로
세상이 당신의 자유로움을 가두는 것은 아닌지.

아직도 보기 좋은 이미지들로
세상이 당신의 자신감을 방해하는 것은 아닌지.

라엘은 할 것입니다.

당신이 불편해 하는 편견은 흡수해 버리고
당신을 움츠리게 하는 선입견은 사라지게 할 것입니다.

당신이 가장 당신답게 살아 갈 수 있도록.
당신이 가장 인간답게 살아 갈 수 있도록.

당신은 누구보다 더 자신감 넘치고,
그 누구보다 더 자유로운 DNA를 가졌으니까요.
우리는 당신의 삶을 건강하게 할 DNA를 가졌으니까요.

당신의 라엘로부터.

Rael
100% Organic Cotton Care

국내 펨버타이징 효과 연구

젊은 여성 소비자들은 여성 권익신장 광고에 어떻게 반응할까?

엄남현

홍익대학교 광고홍보학부 부교수*

펨버타이징 효과와 관련한 연구는 아시아 국가들에서는 찾아 보기 힘들다. 따라서, 우리는 아시아 소비자들이 펨버타이징에 어떻게 반응하지에 대해 무지한 상태라고 할 수 있다. 본 연구는 펨버타이징이 광고 태도, 브랜드 태도 및 구매의도에 미치는 영향을 살펴보고자 한다. 추가 학점을 받는 조건으로 316명의 여대생들이 본 연구에 참여했다. 본 연구결과, 펨버타이징은 광고 태도 및 브랜드 태도에 긍정적인 영향을 미치는 것으로 나타났다. 하지만, 펨버타이징은 여성 소비자들의 구매의도에는 영향을 미치지 않는 것으로 나타났다. 연구가설에서 제시하고 있듯이 페미니즘에 강력한 태도를 가지고 있는 개인들은 그렇지 않은 개인들보다 광고 태도, 브랜드 태도 및 구매의도에서 더욱 긍정적인 태도를 가지고 있다는 것이 밝혀졌다. 이와 유사하게 높은 자기 효능감을 가지고 있는 개인들은 그렇지 않은 개인들보다 광고 태도, 브랜드 태도 및 구매의도에서 더욱 긍정적인 태도를 가지고 있다는 것이 밝혀졌다. 연구 제한점 및 향후 연구 제언들을 본 연구논문에 제시하였다.

KEY WORDS 펨버타이징 · 페미니즘 · 자기 효능감 · 브랜드 태도 · 구매의도

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