

Factors Influencing Consumers' Perceptions of Femvertising: An Exploratory Study

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Abstract

Femvertising has become a significant trend in modern advertising, where brands aim to make promotional communication consistent with the empowerment of women or gender-sensitive representation. The reaction of consumers to femvertising, however, depends on several evaluative factors, not only on the claims about empowerment. The paper discusses the factors affecting the perception of the consumers with regard to femvertising with an exploratory quantitative design. A structured questionnaire was used to obtain data on 250 respondents and to analyse the information with the help of exploratory factor analysis. The results verified the appropriateness of the data to factor analysis and identified Ten factorial components behind the perceptions of consumers regarding femvertising. Out of the factors extracted, authenticity was found to be the most considerable dimensions and then there was message/brand credibility and brand commitment to gender equality. The study provides a new empirical basis of consumer perceptions toward femvertising and offers practical information to brands that want to create more believable, inclusive, and relevant empowerment-based advertising campaigns.

Keywords: Femvertising, consumer perceptions, exploratory factor analysis, authenticity, brand credibility, gender equality.

Introduction

Researchers and scholars have long trained their focus on gender sensitive advertising and it has been recognized in scholarly work as well. Pollay (1986) in his work gave impetus to the growing relevance of advertising and said, "advertising has long functioned as a powerful cultural institution that reflects and shapes social understandings of gender" (Pollay, 1986). Previous studies revealed that women were often ritualized, decorative, domestic, and subordinate, and subsequent analysis by feminist media critics revealed that commercial culture had now habitually adapted femininity and feminism of empowerment to commercial endpoints instead of structural social transformation (Goffman, 1979; Goldman et al., 1991).

With the development of the culture of advertising, the representation of women started to change focusing more on traditional human representation to a modernized and more assertive form of representation (Lazar, 2006). As femininity reformed in this way, it was alongside a shift towards what has been termed as power femininity where brands have started to portray women in increasingly confident, self-conscious and agentic ways but the contemporary occupation on feminism also cautioned that these supposedly progressive images are still tightly bound with objectification and market rationality (Gill, 2008).

This radical change took place in a media landscape changed by postfeminist discourse, and the empowerment, choice, and self-expression became the primary subjects of popular culture and branding (Gill, 2007). Meanwhile, advertising research also indicated that gender stereotyping was not completely vanishing and some more empowering messages were, in fact, particularly emerging alongside and not entirely forestalling older

representational patterns (McRobbie, 2008; Eisend, 2010). Cross-national results also supported the idea that the stereotypical gender representations still remained evident in the global advertising settings, however, the language of equality and empowerment was becoming more noticeable. In this changing brand environment, authenticity and cultural meaning also became increasingly important to how consumers interpret brand communication, making empowerment-oriented advertising especially relevant as a site where social values and marketplace strategy intersect (Matthes et al., 2016; Banet-Weiser, 2012).

The recent studies have revealed that advertising still influences the self-perception and identity-related judgments of women, which means that portrayals of women in brand communication are still socially and psychologically significant (Dai et al., 2025). Meanwhile, more comprehensive value-based approaches to empowerment-focused advertising are becoming more acceptable, such as corporate social responsibility and brand purpose, so consumers do not just perceive empowering messages but also consider their validity and authenticity (Feng, 2025; Walter et al., 2024). This becomes particularly significant since, in recent, evidence shows that the femvertising could have an impact on brand image and purchase-related consequences, turning it not only into a cultural phenomenon but also a strategically relevant branding practice (Abe-Džujka and Dienlin, 2025).

In this context, it is clear why the concept of femvertising has become an influential modern form of advertising. Instead of displaying the blatantly stereotypical images, femvertising aims to streamline promotional messages to the women empowerment and more inclusive gender representation. The previous empirical research indicated that these types of advertisements can be more successful in creating a favourable response in comparison to conventional representations, and recent studies also found that female empowerment campaigns frequently function with recognizable postfeminist discourses instead of simplistic feminist politics (Åkestam et al., 2017; Windels et al., 2020).

As of now, femvertising has become a prominent advertising technique where feminist concepts, appeals to empowerment, and commercial goals collide with each other, thus making the topic a topical concern to the culture as well as to consumer studies (Varghese and Kumar, 2022). Empirical findings available further suggest that empowerment-based advertising can have a positive effect on the self-esteem and subsequent evaluative reactions among viewers, thereby giving the practice beyond symbolic representation (Varghese and Kumar, 2020). It is on this background that the perceptions of consumers towards femvertising have taken on new significance. Despite the fact that femvertising has become observable in the modern marketing practice, empirical research, which needs to determine the key dimensions by which consumers consider such marketing campaigns, is required. The current research will meet this requirement by addressing the factors that affect the perception of consumers regarding femvertising using exploratory factor-analytic research.

Literature Review

The following section summarizes the conceptual background and the existing empirical research on the topic of femvertising and consumer perceptions. As the current research design is the exploratory factor-analytic design, the literature serves as the source of defining the key themes and potential dimensions that potentially can influence consumer perception, rather than presuming the pre-determined factor configuration. According to the recent scholarship, the concept of femvertising is being examined more as a commentary on the authenticity, credibility, inclusivity, empowerment, and ideological reception, rather than solely as a representational change in advertising (Gomez-Borquez et al., 2024; Ho et al., 2026).

Femvertising as a Contemporary Advertising Strategy

Femvertising is a modern technique of advertisement where brands attempt to bridge the gap between business communication and female empowerment and more liberal gender expression. Instead of being nothing more than a stylistic deviation of the traditional representations, femvertising has become applicable in contemporary marketing discourse since it allows brands to reach broader social discourses related to gender equality, identity, and cultural responsibility (Gomez-Borquez et al., 2024).

The initial empirical studies have also determined that the concept of femvertising should be interpreted through the consumer perspective. Abitbol and Sternadori (2016) demonstrated that the reaction of consumers to the use of femvertising is conditioned by not only the inclusion of empowerment-oriented messages, but also their relative relevance to the brand that has the messages. This discovery made femvertising a more than a symbolic advertising practice and emphasized its importance as a strategic practice of branding. Ho et al. (2026) present a significant modern development in this direction by designating perceived femvertising as a multidimensional construct, which includes such aspects as authenticity, commitment, empowerment, compliance, representation, and transformation.

This is particularly significant due to the fact that their work offers an up-to-date conceptual backbone to read the idea of femvertising as the layered communication technique whose impact on the marketplace is conditioned by the ways, in which the consumers judge their sincerity, social meaning, and quality of representation. Combining all these studies, it implies that femvertising has transcended a creative trend and has become a vital modern mode of advertisement, especially in branded settings where social relevance and value-based communication reflect consumer care and review (Gomez-Borquez et al., 2024; Ho et al., 2026).

Consumer Perceptions of Femvertising

Consumer perception takes a central part in femvertising studies since the empowerment-based messages do not necessarily lead to positive reactions. Earlier studies show that the perception of femvertising is based on pre-existing beliefs, consumer values, and message expectations instead of receiving it as a neutral message in advertisement. Sternadori and Abitbol (2019) proved that women rights support and feminist self-identification are the antecedents of attitude towards femvertising, which means that consumer interpretation relies partially on the social perspective in which the advertising should be interpreted.

This has prompted researchers to go beyond the idea of considering femvertising as a representation issue. Hainneville et al. (2023) demonstrated that women base their perception of authentic femvertising on such dimensions as transparency, consistency, identification, diversity, respect, and to break stereotypes. Adopting the results of their study, they claim that customer perception relies not merely on what the advertisement shows, but also on whether the campaign itself seems to be more coherent, respectful, and interested in supporting women.

Similar relevance in the value of sincerity and trust is also supported by Walter et al. (2024) who observed that genuine brand purpose has a positive impact on brand credibility, whereas woke-washing has an opposite influence and is mediated by consumer doubt and participation in the causes. Though their research exists within the wider purposely-based branding literature, it applies much to femvertising since it demonstrates that value-based advertising is evaluated on the basis of perceptions of independence, motive, and sincerity. In this regard, the effect of femvertising on consumers relies not only on version of empowerment assertions, but also on the belief in them.

The similar contribution is given by Martinez-Aguirre et al. (2025), who demonstrates that feminist knowledge has a positive impact on perceived authenticity and credibility when it comes to brand femvertising. According to their results, consumers do not react to empowerment-based advertising in a consistent way; instead, the perception of the message of the brand varies with the awareness of the consumer of the feminist issues and the capability to interpret whether the message presented by the brand is significant and realistic.

The recent research suggests that the reactions to femvertising do not depend on an exposure to empowerment-oriented messages alone but on a complex interpretive process. Consumers have been found to scrutinize such advertising based on its capacity to be plausible, socially relevant and aligned to the values that the brand is seen to uphold. Authenticity, in this sense, is one of the most important determinants, as empowerment messages will be more likely to produce positive responses when they are perceived as authentic and resonant but are viewed as ironic, uncomfortable, or distrustful when they are commercialized and fake (Buckley et al., 2024). In a similar manner, the assessment of femvertising also hinges on whether it is believed that the brand is making a genuine effort of ensuring gender equality because empowerment-based communication is perceived more favourably

when it is perceived as an indication of substantive social positioning as opposed to symbolic promotions (Török et al., 2026).

The success of femvertising is also affected by the power and directness of its feminist message, especially when the communication transcends the shallow positivity and is actively confrontational of the assumptions traditionally considered to be true about the role and identity of women in advertising (Koç, 2024). Yet, the power of persuasion of such campaigns cannot depend only on the content of the message but it is also determined by how well the brand is perceived to be worthy in its actions. There is even some evidence that the impression of brand hypocrisy and low brand cause fit can significantly undermine women attitude toward femvertising, thus suggesting that the stance of what is being claimed with regard to empowerment is firmly reliant on whether the campaign is seen as being appropriately aligned with overall brand practices and values (Mueller-Bryson et al., 2025). This stance is supported by related studies in brand activism and they demonstrate that long-term involvement in social causes can undercut perception of hypocrisy and boost consumer loyalty, but short-term or opportunistic mobilizations around issues are associated with increased suspicion and adverse judgment (Jiang et al., 2026).

Equally, as brands publicly identify with moral or social issues, and are then noticed to defy such issues, consumers are more likely to react by becoming increasingly resistant, disappointed, and critical, which amplifies the reputational issues of contradictions in value-based communication (Mahmud & Guzmán, 2025). Overall, these studies indicate that the perceptions of femvertising of consumers are determined by the complex of assesseive criteria, such as authenticity, gender equality commitment, feminist strength of message, ideological compatibility, perceived credibility and consistency of the brand, instead of being aimed at opportunities, exploitation, and hypocrisy.

The recent experimental evidence also shows that the inclusion of representation also influences the reception of femvertising. Papadopoulou et al. (2026) discovered that varied representation of the femvertising helps to strengthen the brand attitudes and purchase intentions via the perceived brand authenticity and presented results that the effects of diverse representations are also depended on political orientation. It means that consumers perceptions towards femvertising have a wider range of judgments concerning validity, inclusiveness, and value congruence, but not just visual representation.

Other studies on the same matter contribute to the opinion that perceptual variables like authenticity and congruence are relevant in determining how consumers respond to femvertising. Um and Hyun (2021) opine that perceived congruence and perceived authenticity are significant antecedents of attitude toward femvertising and associate these evaluations with downstream effects such as brand attitude, purchase intention, and word-of-mouth. This again supports the supposition that femvertising would be read as an evaluative process based on the trust, fit and message that was received instead of solely on symbolism of empowerment.

Generally, the literature indicates that consumer intuitions regarding femvertising are not just determined by the presence of pro-women themes. Sincerity, trust, authenticity, credibility, inclusiveness and ideological interpretation are now being assessed via femvertising. This gives the current work an excellent conceptual foundation in that it attempts to delve into the latent dimensions of how consumers perceive femvertising based on empirical investigation and not on preconceived thoughts.

Objectives Of The Study

This research aims at defining the factors that determine the perceptions of consumers towards femvertising. More precisely, the research intends to identify the latent dimensions influencing the consumer interpretation and evaluation of femvertising to analyze the relative significance of the obtained dimensions in consumer perceptions of femvertising, as well as propose a new paradigm in explaining and investigating consumer perceptions of femvertising. By doing so, the study will offer more expansive and systematic account of the main factors that lie behind consumer reactions to femvertising.

Research Question

What are the factors influencing consumer's perception of femvertising.

Research Methodology

The study adopted an exploratory quantitative design to identify the factors influencing consumers perceptions of femvertising. The design of the study was deemed to be exploratory as the research targeted to reveal the underlying consumer perception dimensions and not to test a causal model that was decided beforehand. The structured questionnaire based on the latest literature on femvertising was used to collect the data. The measure consisted of 40 questions that represented ten hypothetical dimensions of how consumers perceive femvertising. All the items were measured on a five-point Likert Scale that included 1 = Strongly Disagree to 5 = Strongly Agree.

Before the actual survey, pilot study was done using 30 respondents to gauge the clarity, reliability, and appropriateness of the instrument. Some small changes were done to enhance the wording and comprehensibility. There were satisfactory internal consistency results as the overall Cronbach alpha value was found to be 0.889 and construct-wise alpha spanned between 0.742 with the limit of 0.858 indicating acceptable value of 0.70 was met.

The test of sphericity provided by Bartlett and Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy attempted to determine whether the data used were appropriate to factor analysis. The test of Bartlett is provided to assess the level of correlation between the variables based on the data and assess whether the correlation coefficient between variables differs significantly as compared to the identity matrix, and the KMO statistic to determine the adequacy of correlations of variables between the variables. A substantial Bartlett test and a high KMO of greater than acceptable value points to the fact that factor analysis is suitable (Ferguson and Cox, 1993; Nunnally and Bernstein, 1994).

Data Analysis And Results

This section states the statistical analysis that was done to determine the reliability of the measurement instrument and the appropriateness of the data in the factor analysis. As the purpose of the study was to determine the underlying dimensions that determined how consumers felt about femvertising, reliability analysis was commenced, and factorability tests that were performed. The internal consistency of the scale used was established by reliability analysis, and the sample adequacy in the sampling used by the Kaiser-Meyer-Olkin (KMO) measure and the test of sphericity of Bartlett analysis established whether the data used were suitable in the exploratory factor analysis (Ferguson and Cox, 1993; Nunnally and Bernstein, 1994).

Reliability Analysis

Reliability analysis was done to assess the internal consistency of the measurement instrument applied in the study. This was done through the use of Cronbach's alpha since it is among the most common measures of scale reliability in social science studies. Overall, a Cronbach alpha of 0.70 to 1 is considered good enough as it shows that the items in a construct are consistent enough to measure the same underlying concept (Nunnally and Bernstein, 1994). The results indicated good reliability of the instrument. The total Cronbach's alpha of the scale was 0.889, showing that the total set of items had a high level of internal consistency. On top of that, the construct-wise alpha values ranged between 0.742 and 0.858 which was beyond the widely accepted minimum threshold of 0.70. These values imply that the items that were categorized under every dimension were reliable and can be analysed in more detail.

The coefficients of reliability of the individual constructs were also acceptable. The alpha values included 0.821 authenticity, 0.858 message/brand credibility, 0.846 brand commitment to gender equality, 0.834 empowerment

orientation, 0.802 representation and inclusivity, 0.764 feminist awareness, 0.781 for stereotyping challenging potential, 0,789 for Consumer Skepticism toward Femvertising, 0.816 brand consistency versus hypocrisy, and 0.742 value-ideological alignment. Such findings show that each of the constructs had a sufficient level of internal consistency and could be included in further factor analysis. In general, the reliability analysis established that the measurement tool had adequate internal consistency in general and construct levels. This gave a good foundation to move to the next level of analysis which is data suitability assessment to extract the factors.

KMO and Bartlett’s Test

The appropriateness of the data was tested before the factor analysis by considering the Kaiser-Meyer-Olkin (KMO) statistic that determines the adequacy of sampling and the Bartlett test of sphericity. They are usual tests that are conducted to establish the suitability of the correlation matrix to be used in the factor analysis. The test used by Bartlett analyses whether the correlation matrix is significantly different than the identity matrix, whereas the KMO statistic determines whether the correlation of variables is also compact enough to allow the extraction of factors (Ferguson and Cox, 1993; Kaiser,1974).

The findings showed that the data could be analysed through factor analysis. The value of KMO was 0.861 which means that there was meritorious sampling adequacy and it will imply that the sample used was suitable to construct trustworthy factors. The test of sphericity used by Bartlett too turned out to be significant in terms of $p < 0.001$ which meant that the correlation matrix was not the identity matrix, and there were enough intercorrelations between the variables. Accordingly, the null hypothesis that the variables are not connected was rejected.

In this respect, the outputs of the KMO and the test by Bartlett gave significant hints that the data was appropriate to be studied by exploratory factor analysis. It is based on this that factor extraction was conducted at the next step of the analysis.

Table 1: KMO and Bartlett’s Test

Measure	Value
Kaiser-Meyer-Olkin Measure of Sampling Adequacy	.861
Bartlett’s Test of Sphericity-Approx. Chi-Square	2156.438
Bartlett’s Test of Sphericity-Df	780
Bartlett’s Test of Sphericity-Sig.	.000

Table 1 demonstrates that the KMO was 0.861 which is greater than the acceptable level and this shows that the sample was adequate to conduct the factor analysis. Equally, the Bartlett test of sphericity ($p = 0.000$) determines the level of significance used to confirm that the correlation between the variables was enough to allow extraction of the factors. Thus, the dataset was described as appropriate to use the exploratory factor analysis.

Table 2: Total Variance Explained

Component	Initial Eigenvalues Total	% of Variance	Cumulative %
1.Authenticity	8.214	20.535	20.535
2.Message/Brand Credibility	3.146	7.865	28.400
3.Brand Commitment to Gender Equality	2.471	6.178	34.578

4.Representation and Inclusivity	2.126	5.314	39.892
5.Empowerment Orientation	1.894	4.736	44.628
6.Consumer Skepticism toward Femvertising	1.648	4.120	48.748
7.Brand Consistency versus Hypocrisy	1.472	3.679	52.427
8.Stereotyping-Challenging Potential	1.336	3.339	55.766
9.Feminist Awareness	1.214	3.034	58.800
10.Value-Ideological Alignment	1.087	2.717	61.517

Table 2 indicates that ten factors whose eigenvalues exceed 1 were retained to be interpreted. The total variance attributed to these factors was 61.517%, which represents a good amount of explanatory power to use in an exploratory study. The highest proportion of variance explained by the first factor was Authenticity (20.535% proportion), and they indicated that Authenticity was the strongest factor influencing consumers' perceptions of femvertising. Message/Brand Credibility and Brand Commitment to Gender Equality were the second and third factors that explained 7.865% and 6.178%, Representation and Inclusivity (5.314%), and Empowerment Orientation (4.736%). The other factors, Consumer Skepticism toward Femvertising, Brand Consistency versus Hypocrisy, Stereotype-Challenging Potential, Feminist Awareness, and Value-Ideological Alignment were also significant contributors to the multidimensional explanation of consumers' perceptions about femvertising, yet again showing that consumers perceive femvertising as not only a sincere message but also as an expression of trustworthiness and the seriousness of the brand commitment. In general, the findings affirm the idea that the perceptions of consumers towards femvertising are arranged in a number of dimensions, authenticity being the most prominent factor of evaluation.

Table 3: Rotated Component Matrix

Item Code	1	2	3	4	5	6	7	8	9	10
AUT1	.812									
AUT2	.794									
AUT3	.776									
AUT4	.748									
CMB1		.826								
CMB2		.801								
CMB3		.773								
CMB4		.742								
BCG1			.804							
BCG2			.781							
BCG3			.752							
BCG4			.726							
RID1				.791						
RID2				.768						
RID3				.744						

RID4				.719						
EMP1					.783					
EMP2					.761					
EMP3					.735					
EMP4					.708					
SKP1						.802				
SKP2						.774				
SKP3						.748				
SKP4						.721				
BHC1							.786			
BHC2							.764			
BHC3							.739			
BHC4							.713			
TSP1								.775		
TSP2								.751		
TSP3								.728		
TSP4								.701		
FKA1									.769	
FKA2									.741	
FKA3									.718	
FKA4									.693	
VIA1										.748
VIA2										.727
VIA3										.701
VIA4										.684

Table 3 gives the component matrix which is obtained by Principal Component Analysis and Varimax rotation. The rotation objective is to obtain a more intelligible and understandable factor model by ensuring that items load to one factor to the maximum and by the lowest level of overlap in the other factors. The findings suggest a clear ten-factor representation because the items were highly loaded on each of the components, and showed conceptual uniformity within each of the dimensions extracted. In general, the rotated solution proves that the perceptions of consumers toward femvertising are multidimensional and are influenced by a number of different but connected evaluative factors.

Authenticity was understood as the first component, consisting of items AUT1 to AUT4 and factor loadings (0.748 to 0.812) where the items were considered to reflect genuineness, sincerity and realism of femvertising messages. These high loadings indicate that authenticity is an identified and significant dimension in the factor structure and supply its status as the strongest factor that influences the perception of consumers about the femvertising. The

second item that had a loading of between 0.742 and 0.826 was named Message/Brand Credibility because the items of the second component covered the credibility and the plausibility of the advertising message and the brand that sponsored the message. High loadings also show that credibility is a second and very critical dimension that affects consumer assessment.

The third factor included items BCG1 to BCG4, whose factor loadings ranged between 0.726 and 0.804, and was understood to be Brand Commitment to Gender Equality since the items captured perceptions on the seriousness of how the brand was committed to women and gender equality. The consistency of such loadings indicates that there was clear distinction of this dimension by the respondents in comparison to others. The fourth factor that included items RID1 to RID4 and their loading of 0.719-0.791 was called Representation and Inclusivity, because these items referred to diversity, comprehensive representation, and inclusiveness in the depiction of women. This suggests that the women were not rated by the respondents on the content of the message on the femvertising, but in the way the women were portrayed.

The fifth factor was EMP1 to EMP4, having a loading of between 0.708 and 0.783 and was referred to as Empowerment Orientation since it contained confidence, agency, strength, and empowerment in the advertisement. This implies that empowerment is also an important aspect of consumer judgments about femvertising. Corresponding was the sixth component of SKP1 to SKP4 which was interpreted as Consumer Skepticism where the loadings varied between 0.721 and 0.802 and these items were those of caution, doubt, and suspicion of the empowerment-based advertising. It means that the respondents are not accepting the practice of femvertising blindly and might wonder what was the motive of such campaigns.

The seventh factor with the loading of BHC1 through BHC4 of a range of between 0.713 and 0.786 was titled Brand Consistency versus Hypocrisy since these items reflected whether the message of the femvertising was consistent with the overall identity and behavior of the brand. Its existence implies that consumers do not merely evaluate the message to check out whether it reflects the image of what the brand is all about. The eighth factor with the loadings of 0.701-0.775 was explained as Stereotype-Challenging Potential as these items described the degree of defiance of the traditional gender roles and stereotypes of the advertisement. This implies that the transformational capacity of the advertising is an factor of consumer assessment.

The ninth item was composed of FKA1 to FKA4; it had a load of 0.693 to 0.769 and was named Feminist Awareness as the desired items reflected the respondents' awareness of feminist issues and their sensitivity to the well-being of a woman. The loadings were not as high as in a few of the previous factors, but were acceptable and showed an indication of a coherent construct. The last item was VIA1-VIA4, with factor loaded between 0.684 and 0.748, which was labeled as Value-Ideological Alignment, as the items fulfilled the role of capturing the role of personal values and ideological beliefs of the respondents on their attitudes towards femvertising. It indicates that femvertising perceptions are also predetermined by larger social and personal orientations.

The rotated component matrix, when combined with each other, shows that the items were grouped around ten specific factors with satisfactory loading situations observed in all components. The factor loadings exceeded the 0.70 mark and even the smaller loadings were within an acceptable range that can be interpreted in an exploratory study. The inexistence of problematic cross-loadings as well as the obvious grouping of items demonstrate that the factor solution is statistically and conceptually viable. Therefore, Table 3 substantiates that perceptions of consumers towards femvertising are organized on the basis of various dimensions with Authenticity as a strong and most prominent driver in an overall solution.

In general, the item rotated component matrix shows that the items formed significantly ten definite factors, and all the components have satisfactory loadings. The factor loadings are higher than 0.70, with even the lower ones shown in a desirable range to be interpreted in the exploratory research. No problematic cross-loadings were observed, and the grouping of items is clear, which proves that the solution of factors is statistically sound and conceptually appropriate. In such a way, the table confirms the conclusion that femvertising perceptions of consumers are multidimensional, and each of the extracted factors portrays the different dimension of their evaluation. Among the dimensions, the Authenticity seems to be the most significant one, which is echoed in the conceptual prominence and in factor loadings.

Conclusion

The present paper examined the perceptions of femvertising in relation to their dependence on the factors using an exploratory factor-analytic analysis method. The results showed that consumer attitudes towards the idea of femvertising are dimensional and it is determined by ten different factors. Among them, authenticity proved to be the most significant, next was message/brand credibility, and brand commitment to gender equality. The paper demonstrates that consumers judge the use of femvertising not simply on the foundation of empowerment claims, but on the validity of such messages seeming authentic, natural, and consistent with the overall brand values.

Implications Of The Study

Managerially, its results can guide brands to recognize that successful femvertising does not simply involve making symbolic statements about empowerment, but the consumer will do better to respond to campaigns that seem not only real but credible, inclusive, and consistent with the actual values and aspirations of a brand. The information can be used to suggest that practitioners come up with gender sensitive advertising that fosters trust and lessens skepticism. Academically, the research contributes to the body of knowledge on femvertising, since it does not merely deal with the broad discourses of empowerment but aims at pinpointing the underlying factors on which consumers judge such campaigns. The exploration approach offered offers a better conceptual framework of how consumers perceive femvertising in modern advertising environments. Through this, the research proves enriching to the collection of literature and provides a basis on which current studies may be carried out as regards the subject of value-based advertising, gendered brand communication, and consumer interpretation.

Future Research Directions

Future studies can build upon the current research by demonstrating the validity of the extracted factor structure by using confirmatory factor analysis and structural equation modeling. It would be interesting to also examine how these factors affect the key downstream variables including brand attitude, purchase intention, brand loyalty and consumer engagement. Moreover, cross-cultural and cross-media comparisons of different population groups can expose differences in perceiving femvertising in various social settings, and communication conditions. These directions would reinforce the theoretical work on the studies of femvertising and offer a more expanded insight into how it is changing the face of advertising in modern times.

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