Awareness in Women towards Femvertising and Their Perception

M. Aruna[1]&K. Gunasundari[2]

[1]Ph.D Scholar, [2]Assistant Professor, Department of Management Studies,

PSG College of Arts & Science, Tamil Nadu, India.

Email: aruna.mba08@gmail.com[1]

Abstract

In the world of marketing, the word femvertising plays a dramatic change in India which influences the women consumers' perception towards the gender portrayal of advertising.In today's advertisement the women empowerment has a great impact in the purchase behaviour of the products which in turn it generates profit for the business and also it createsgender equality in the society where it becomes the leading theme in the advertisement sector. Most of the advertisement projects more on women and gives equal rights with irrespective of gender and the marketer's started portraying women as a strong independent. This article investigates how the perception of women towards the stereotype advertising in the modern era and how it explores the awareness of Indian consumers in the area of online clothing stores.

*Keywords:*Awareness,Femvertising, Perception, Purchase behavior.

1. Introduction to femvertising

Femvertising can be a strategy for marketing and communication that works for brands by which it helps to stimulate and empower women at all age through pro-female message where as they can promote their products and can produce more image to the brand. The connection between feminist theory and present social trends strives the ground work for the urge to femvertisng. It mainly concentrates on the part of women in modern society, the development of gender equality and varying shopping patterns. It argues with the prolong existing trend in the field of advertising, the degrading action of the feminine body and feminine stereotype recognized that was created by advertisement. The brand which initiates femvertising entitle to try for the growth of women leadership, benefits on job place and to compete with pay gap. It is a period where the term femverting is seen as a tool employed by brands to succeed in women customers. She Know Media in 2014 and since 2015, have introduced the term "femvertising". It also launched femvertising awards to honour brands that are challenging gender norms by structuring stereotype busting, pro-female message and the advertisement images that target women.

Nowadays, there are collective number of advertisers are making pro-female ads to catch up with the modern trend of femvertising. The marketing industry that hangs severely on the objectification of women to plug its content have now taken as 360 degree that attracts the eyes

of women consumers and to make them feel understood and valued. This phenomenon of employing feminism as a marketing tool has been considered as "femvertising".

Femvertising, basically, is that the utilization of women's activist beliefs by brands to sell their items. Investigating of women's activist issues, manufacture of female accounts, introduction of female heroes and advancement of supportive of female messages—the entirety of this when done by sponsors brings about what we call 'femvertising'. After Dove delivered its "**Real Beauty**" campaign, (Bahadur,2014) it had been commended vigorously for its engaging directive for women. The prevalence of the mission drove multiple times more openness than paid media space and deals at Dove developed from $2.5 billion to $4 billion inside the decade after the campaignlaunched.

Some imaginative directors think that femvertising to be anideal mix of advertising that can sell products while at the same time empowering women. While the assertion may hold some truth there to, we must not fail to remember that this hashtag-heavy method of promotingexclusively exists to make a optimistic brand image and construct an association with the target audience for sales development.The marketing industry once constructed itself by portraying women. Be it women's products, men's products or unbiased products, women's externalization was the approach to publicize them. (Cox, 2019)In any case, the advertisers newlyunderstood that they have just been obliging one of their buyer groups — men, while additional group, similarly as huge — women, remains unaddressed.

Corporate's brand themselves 'feminist' through attractive slogans and shareable hashtags strengthening empowerment to get women to share their web-based media crusades. They sell the possibility that certainty and confidence is the thing women's right is missing — overlooking investigation of sex imbalance for feeling better.The marketersadjust their revenue driven organization with a non-profit cause for "mutual benefit". Femvertising, during this esteem, attempts to grant the feminist messages to a most expensive crowd, likewisecan affect the whole idea women's liberation contrarily. A few brand endeavours to exploit on this "most recent pattern" of feminism to request to the adolescence and womanlike consumers. Nonetheless, they do not have essential comprehensive of a big motivator for women's rights and give off an impression of being least keen on attempting to comprehend also.

Generalization and Nonstereotyped Advertising

Promotion has truly utilized generalizations predominant in social orders in depicting individuals for its selling account. A generalization is characterized as a broadly acknowledged conviction about characteristics of people having a place with a specific class or classification, similar to sex, sexual direction, race or nationality they're gathering of ideas need to work on data and arrange the planet an image or a thought in regards to certain class or classification on its own isn't a generalization and in this manner causes no mischief. Nonetheless, the reworkedconveyance of the idea again and again, end up forming individuals' thought or

comprehension of the idea and in this way, become a summed-up conviction about the whole gathering or part of the classification or class.

In this way, it restricts the odds of self-acknowledgment for individuals having a place with the generalized class or classification. The generalizations used in promotion have regularly introduced individuals in abnormal manners as opposed to the significant world, as far as their body type, identity, allure additionally as job and occupation, as a standard. Henceforth, a bulletin is named generalized if the depiction of people is as indicated by a general or broadly held generalization for a social classification, as a glaring difference to the real world. A immense greater part of examination on ads across the planet has shown that the standard notice is generalized, and entirely different from the significant world.

Regardless, paid media is right now meandering from being used distinctly for thing headway. Associations are slanting toward their effect of culture through advertisements, whether or not in relationship to sex decency, fundamental opportunities, natural concerns or various focuses meriting advancement (Mastro and Stern, 2003; Taylor and Stern). As a region wherein expansive correspondences have been for the most part censured, the depiction of women has become a critical spot of discussion in the publicizing industry. More brands are choosing to break the constraints of female summing up and sexualized depiction that as of late ruled. The new advancement in favor of female reinforcing publicizing — named "femvertising" — has gone over India. Different brands that market things toward women are seeing the meaning of supporting this empowerment of women freedom that addresses sensibility, affirmation, and strength. The spread of these characteristics doesn't simply benefit female figures, anyway benefits society by empowering a culture of inspiration and inclusivity.

In going with pages, the creation of femvertising is explored similarly as its importance in the fundamental correspondences field. Fundamental investigation that attempts to reveal the fundamental thought behind the example, while using the point of convergence of validity to survey marks that utilization.

Women's liberation in Apparel Advertising

Women's liberation and Fashion Advertising, the association between these marvels has been a complex one. Design is inseparably connected with ladies by being fundamentally female-arranged underway, utilization, and promoting (McRobbie, 2008). However, the style business depicts ladies as a tasteful sex essentially worried about body shape, appearance, and attractive quality. From that point forward, style dominatingly plays upon the idea of sex appeal by showing cliché pictures of young ladies upheld the social and social thought of ladies' appearance, additionally as depicting them as helpless and frail people (Kiese, 2014). Conversely, guys in notices are characterized through their force positions in meeting rooms, rooms or battleground, and consequently, are perceived not through excellence and style like ladies, but rather through their force of decision (Rohingler, 2002). Notwithstanding the progressions inside social orders regarding social jobs, women rights, and strengthening, there's

still, to an outsized degree, characteristically inactive, sexual, homegrown job assured depiction of female sex and womanliness in commercials. Various examination connects these depictions of young ladies in style promoting towards producing ridiculous assumptions, generalizing and eventually cruel decisions, in actuality. Accordingly, the limitations of opportunity and self-advancement in ordinary settings. Consequently, style promotions have provoked analysis from women's activists, as it hinders them towards novel change of females's private and open arena.

2. Objectives of the study

- To investigate the perception of women towards the stereotype advertising.
- To analyze the awareness of Indian consumers in the area of online clothing stores.
- To identify the buying preference after viewing the fermvertising ads.

3. Research Purpose and Question

The purpose of this research is to investigate consumers awareness about femvertising within the online clothing store. This, article looks to discover out how consumers feel about the utilization of feministic messages in advertisements by online clothing stores and the result they perceive. In addition, the sampling for this investigation focused on reaching diverse people connected via social media to include a wide cluster of thoughts or perspectives regarding femvertising to answer: What opinions do consumers have about femvertising by online clothing store and its outcome?

4. Research Methodology

Both primary and secondary data are usedto conduct the study. Two different type of online clothing store brand ads from Myntra –Anouk Bold is Beautiful & Myntra Salutes the women who break stereotypes and Biba – Change is beautifulthis video has been playedbefore collecting the data. On the opposite hand, a survey has been conducted with the assistance of a structured questionnaire. Awareness of women and perceptionis measured through certain indicators and variables are measured in both nominal and categorical scale.The target population of the study was working women, house wife, business women and students. The study has been conducted in Coimbatore and surrounding urban areas. Altogether 175 samples are selected randomly for the interview purpose.

5. Hypothesis

(1) There exists no significant association between income andperception towards the ad.
(2) There exists no significant association between Occupation status and the awareness elements in the clothingstore ad.
(3) Femvertising ads lead to high buying intention inrelation to non-femvertising ad of brand.
(4) The association between the perception towards the ad & buying preference after seeing the femvertising ad.
(5) The association between the awareness and frequency of purchase behaviour.

6. Literature Review

According to Bharadwaj (2017) he found that a portion of these new age promotions trying to demolish the sex generalization truly wind up propagating it. In this method, a brand should be incredibly thoughtful with what they are revealing in these femvertising promotions and how it will be interpreted by the crowds. While the portrayal of females as multidimensional persons is lauded around the world, the missions should recognize with the organization in general too.

Åkestam et al. (2017) analyzes the impacts of femvertising equivalent to the mental term reactance, for example the good impression of having choices (2017:796) In Advertising "like a young lady": Toward a superior comprehension of "femvertising" and its possessions. The enquiry draws on two quantitative examinations to quantify the promotion reactance in a Swedish setting. The main study incorporated a campaign with female enabling messages explicitly made for the examination.

Zeisler 2016:61 says, that the term femvertising should not be viewed as a marker of an equivalent society where women's liberation has a practical job and definition, it should rather be viewed as an impression of a cultural design where anything can be women's activist as long as somebody says it is as the term 'woman's rights' in the present society can mean various things at the same time.

Thinkbox, 2015, argues despite an expand in on-line advertising, tv is currently, and is estimated to remain, the predominant advertising and marketing platform, According to Arrazola et al., 2016, as most human beings nonetheless spend a massive majority of their time staring at tv.

SheKnows Media, 2016, another examination initiate that essentially all (92%) of the ladies reviewed could evaluate at any rate one mission that had a encouraging depiction of women, and more than half (52%) had even bought a specific item since they appreciated how the promotions addressed women.

An investigation directed by Abitol and Sternadori (2016) exposed that the members had combined perspectives about a brand's favorable to female messages. A few members valued the female strengthening message yet didn't really show uphold for the item or the actual brand, while different members guaranteed that the ads made them consider the generalizations females manage, yet that their general behavior towards females and the thing or association didn't change because of their openness to femvertising messages.

Sheinin et al., 2016 studied millennial ladies believe the women's activist expansion to be dynamic in the current society, compared with 46% of ladies over age 65. Intersectionality indicates to the possibility that sex, race and sexuality meets up to frame the wide women's activist character.

Becker-Herby, 2016, absorbed the point of this stated woman's rights lies on political, yet furthermore on friendly and social correspondence and strengthening.

Wallace, 2014, investigated that the advertisements with female strengthening subjects have been commended for testing sex generalizations in the mass media and bringing issues to light about issues challenging females, all things measured, while engaging ladies and young ladies.

According to Xu 2008; Yang 2012, youthful customers with high open hesitance are bound to be high in realism and have positive effect on buy aim of extravagance design items.

Byrne, 2004, published that female strengthening in showcasing isn't just turning out to be gradually pervasive, though the messages are generally welcomed by ladies. Models, for example, Dove's viral "Genuine Women" crusade are greatly viewed as sure portrayal of women.

Lesser and Hughes 1986, Kucukemiroglu, 2005, scrutinized the way of life division is vital not entirely to studyfemale buyer conduct when all is done however it is additionally vital because of its massive effect on the day by day purchasing choice made by every personin global promotion.

7. Statement of Problem

Quite a lot of brands attempt to take advantage "modern trend" of feminism to appeal to the youth and femininecustomers. Nevertheless, they lack the primary basic understanding of what feminism stands for and seems to be least curiousabout trying to know as well. Most of the women in India is unaware about the word "Femvertising".

Although these advertisements celebrate and liberate womanhood and inspire a progressive approach in the Indian society, there is a scarcity of genuine research for the marketing implications of these ads, in contrast to, regular ads based on issues, unlike feminism.There's a change of opinion about femvertising, its importance towards perception and awareness.

In what waycustomers 'assessfemvertisingthrough Online Clothing Store?

8. Data Analysis

Table 1: Percentage analysis for demographic variable

S.No	Particulars	Frequency	Percentage	Mean	S.D
Age Category of the Respondent					
1.	Up to 20 years	48	27.4		
2.	21-30	75	42.9	2.12	0.92
3.	31-40	35	20.0		
4.	41 & above	17	9.7		
Total		175	100.00		
Marital Status of the Respondent					
1.	Single	95	54.3	1.45	0.49

2.	Married	80	45.7		
Total		175	100.00		
Educational Qualification of the Respondent					
1.	UG Level	70	40.0	1.82	0.77
2.	PG Level	65	37.1		
3.	School Level	40	22.9		
Total		175	100		
Occupation of the respondent					
1.	Working Women	68	38.9	2.32	1.26
2.	House Wife	34	19.4		
3.	Business	21	12.0		
4.	Students	52	29.7		
Total		175	100.00		
Family Income of the Respondent					
1.	Below 20,000	50	28.6	2.20	0.99
2.	20,001 – 50,000	60	34.3		
3.	51001 – 75000	44	25.1		
4.	Above 75,000	21	12.0		
Total		175	100		

Inference:

The study was carried out in considering all age groups. Majority of the respondent arein between the age group of 21- 30 years and up to 20 years, this demonstrates the young women are more aware of online clothing storefemvertising than the other age groups. When coming to marital status 54.3 percentage are unmarried. From this we understood that most of the single women have more knowledge in online purchase. The above table shows that majority of the respondent's educational qualification are UG level and PG level. This shows that most of the educated people are aware of online clothing store. From the table we understood that majority of the respondent occupation are working women and students these are the people who go for online purchasing. The above table shows the income level of the respondent's majority of the respondents earn between Rs. 20,001 – 50,000 and below Rs.20,000.Since, maximum of the respondent here is employed and students engage themselves.

Table 2: Percentage analysis for Awareness about femvertising ad

S.No	Particulars	Frequency	Percentage
Aware of Femvertising			
1.	Highly aware	36	20.6
2.	Aware	42	24.0
3.	Neutral	44	25.1
4.	Not Aware	34	19.4
5.	Highly not aware	19	10.9
Total		175	100
Thoughts about clothing store ad in advertising strategy			
1.	Positive	53	30.3
2.	Women Empowerment	36	20.6
3.	Negative	28	16.0
4.	The fact should be ignored	34	19.4
5.	It is an old strategy	24	13.7
Total		175	100
Does femvertising ad creates interest to view the ad again			
1.	Yes	98	56.0
2.	No	77	44.0
	Total	175	100.0
Does femvertising ad creates interest to purchase the product			
1.	Yes	104	59.4
2.	No	71	40.6
	Total	175	100.0

Inference:

The above table predicts that most of the respondent are not aware of the femvertising ad. Only 20 percentage of respondent are aware of the ad. Around 30.3 percentage of the respondent

thought that the femvertisement strategy is positive and 20.6 percentage of respondent thought it creates women empowerment. From the above table 2 we understood that after viewing the ad most of the respondent with 56 percentage says it creates interest to view it again and also around 59.4 percentage of the respondent says it creates interest to purchase the product.

Table3: Chi – Square test: Income with Perception towards the ad.

H$_o$: There exist no significant association betweenincome andperception towards the femvertisingad

Chi-Square Tests			
Perception Factors	**Df**	**P Value**	**Significance**
Ad creates an impact in the society	9	.001	S
Create inspirational feeling	12	.009	S
Reflects on empowerment of women	12	.002	S
Portrayed women in powerful position	12	.211	NS
Ad brings changes in women	12	.436	NS
Outcome of femverising ad is effective	12	.012	S
Biba ad "Change is Beautiful" impressed me	12	.001	S
Myntra ad "Bold is Beautiful" impressed me	12	.006	S

Interference:

The above table portrays that there exists significance association between income and perception towards the femvertisingad among all respondents, since the chi- square valuerevealedas is 0.1 at 5% level showing that there is tough association between two variables. So, we reject the null hypothesis.

Table4: Chi – Square test: Occupation and awareness towards the femvertisingad.

H$_o$: There exist no significant association amid occupation and awareness towards the ad

Chi-Square Tests			
AwarenessFactors	**Df**	**P Value**	**Significance**

New way of advertising	12	.03	S
Advertisement contributes to rethink towards gender and racial norms	12	.04	S
Concept in Advertisement supports social norms	12	.15	NS
Exhibit realistic story online	12	.03	S
An effort to learn about the fashion	12	.58	NS
Able to choose the product that reflects the current trend	12	.02	S
Reflect Attractive and stylish clothing	12	.04	S
Able to update with the changing trend	12	.01	S

Interference:

The above table depicts that there exists significance association between occupation and awareness towards the ad among all respondents, since the chi- square value reveled as is 0.1 at 5% level showing that there is tough association between two variables. So, we reject the null hypothesis.

Table 5: Correlation coefficient tests: Perception towards the femvertisingad and the thoughts after viewing the femvertising ad.

		Perception	Thoughts after viewing femvertising adv
Perception	Pearson Correlation	1	2.46**
	Sig. (2-tailed)		.001
	N	175	175
Thoughts after viewing the femvertising ad	Pearson Correlation	2.46**	1
	Sig. (2-tailed)	.001	
	N	175	175

Inference:

The Pearson correlation value is2.46.

Our value 2.46 indicates perfect positive correlation. Hence there is a significant positive correlation between perception and the thoughts after viewing the ad.

Table 6: Correlation coefficient tests: Awareness towards the femvertisingad and frequency of purchase behaviour

Correlations			
		Awareness	How frequently you purchase online
Awareness	Pearson Correlation	1	.031
	Sig. (2-tailed)		.686
	N	175	175
How frequently you purchase online	Pearson Correlation	.031	1
	Sig. (2-tailed)	.686	
	N	175	175

Inference:

The Pearson correlation value is 0.031.

Our value 0.031 indicates very weak positive correlation. Hence there is a significant negative correlation between awareness and frequency of purchase behaviour.

Table7: Factors identify the statement of perception towards the femvertising ad

Rotated Component Matrix[a]			
	Component		
	1	2	3
Ad creates an impact in the society	.806		
Creates Inspirational Feelings	.625		
Reflects on empowerment of women	.779		

Portrayed women in powerful position			.980
Ad brings changes in women		.706	
Outcome of femvertising ad is effective		.730	
Biba ad " Change is Beautiful impressed me	.630		
Myntra ad" Bold is Beautiful impressed me	-.792		

Extraction Method: Principal Component Analysis.

Inference:

Generally, from the factor outcomes arrived above, feature score coefficients can be calculated for all variable which are then used to calculate the aspect ranking of every individual. Since PCA was once used in extraction of initial factors, all procedures will result in estimating similar factor score coefficients. Even though, for the study, unique values of the variables stood retained for the additional analysis and factor scores were thus gained by adding the values of the particular variables for that particular factor for each respondent.

Thus the 8 variables in the data were reduced to 3 factor model and each factor may recognized with the corresponding variables.

Table 8: Factors identify the statement of awareness elements in the online clothing store femvertising ad

Rotated Component Matrix[a]			
	Component		
	1	2	3
New way of advertising	.766	.126	.263
Ad to rethink towards gender and social norms			.672
Concept in ad support social norms		-.761	
Exhibit realistic story online	.685	-.378	
Effort to learn about fashion	-.251	.570	.262

Able to choose product reflect current trends	.527		
Reflect attractive and stylish clothing	.162		.661
Update with the changing trend	.321	.536	-.357

Extraction Method: Principal Component Analysis.

Inference:

Usually, from the factor results arrived above, factor score coefficients can be calculated for all variable which are then used to calculate the factor scores of each individual. Since PCA was used in extraction of initial factors, all methods will result in estimating same factor score coefficients. However, for the study, original values of the variables were retained for the further analysis and factor scores were thus obtained by adding the values of the respective variables for that particular factor for each respondent. Thus the 8 variables in the data were reduced to 3 factor model and each factor may identified with the corresponding variables.

9. Results and Discussions

Results gives the fascinating experiences to the mindfulness and insight towards the femvertising advertisement. The outcomes shows that the youthful womens are more mindful of online clothing store femvertising promotion than different groups. At that point we comprehended that the majority of the people who are taught and not married are more mindful about the online store femvertising advertisement than others. Furthermore, from the chi square we come to realize that there exists critical connection between the income and perception towards the advertisement. Where income has an effect towards the perception of the advertisement. The outcomes uncover that there is a critical connection between the occupation and mindfulness towards the advertisement. The control of the respondent has impact on the mindfulness towards the promotion. We accomplish that perception toward femvertising advertisement and the idea after theviewing the promotion is emphatically corresponded however in the event of mindfulness and the idea after seeingadvertisement is adversely connected. The vast majority of the respondent are ignorant about the promotion. Furthermore, after watching the ad they say that the advertisement procedure is positive and it createswomen empowerment.

10. Limitations and Further Research

Our key limit lies in the procedure used to direct this study. The advertisement for femvertisingwas not in the local languages was found to be one of the limitations. The second was that, since, the topic s related to feminism in advertisement so the targeted populations are only women. However, given time and resource constraints, the sample size that this study

successfully reached was only 175. Although, the study is limited by its sample size for generalization of the findings to be possible.

11. Suggestions

There is a necessity for organizations to first conduct extensive research in effectively understanding the preference behaviors of consumers. Such market research will go an prolonged way in revealing the main demographic and other variables that have bigger and stronger effects on brand preference for products. Consequently, there's a requirement to know the important roles of every online clothingstore product attribute i.e.awareness, perception, customer behavior, attitude towards the product and service reinforce the product. Thus, it's period that marketers and makers realize, understand and recognize women as a lucrative segment and begin developing ideas and make products that are women centric, which increase high development potential.

12. Conclusion

Mainly women workforce is vital part of buying behaviour. It has been found that working women who are unmarried are more involved with the purchasing activities. They are more aware of the price when compared to the non-working married women. This study also shows that there is a significant association in awareness towards the ad of working women depending on what type of organization they work.The ad makes an impact in the society. The Biba ad "Change is Beautiful" & Myntra ad "Bold is Beautiful" has impressed many women and it produces an inspirational feeling and replicates on empowerment in women.The ad aids the awareness in women towards current trend, the new way of advertising, to rethink towards gender and social norms, update with changing trend, and also reflects the attractive and stylish clothing.The ad creates more interest to view the ad again and also it creates interest to purchase the product.

References:

1. *Johnston, J., Taylor, J., and Whitehead, K*. 2016,"A Corporation in Feminist Clothing? Young Women Discuss the Dove 'Real Beauty' Campaign"*Critical Sociology*. 42(1), p.123-144

2. *Victoria E. Drake.*, August 2017, "The Impact of Female Empowerment in Advertising (Femvertising)" *University Journal of Research in Marketing, Techmind research (Open Access Publisher)*New York ISSN: 2292 9355, Volume 7 No.3

3. *Deepa Kapoor & Alka Munjal*, June 2017, "Self-consciousness and emotions driving femvertising: A path analysis of women's attitude towards femvertising, forwarding intention and purchase intention", *Journal of Marketing Communications* ISSN: 1352-7266 (Print) 1466-4445

 4. *Alan Abitbol*., August 2016, "You Act Like A Girl: An Examination of Consumer Perceptions of Femvertising", University of Dayton MiglenaSternadori, Texas Tech University, *Quarterly Review of Business Disciplines* – Volume 3 – Issue 2, p. 117-138.

 5. *Akestam, N., Rosengren, S., & Dahlen, M.*, (2017). Advertising "like a girl": Toward abetter understanding of "Femvertising and its effects". *Psychology & Marketing*,*34*(8), 795–806. https://doiorg.ezproxy.liberty.edu/10.1002/mar.21023

 6. *Murray, D. P.,*2013. Branding "Real" Social Change in Dove's Campaign for Real Beauty. *Feminist Media Studies*. 13(1), pp.83-101

 7. *YashodhanKarulkar, Shivang Arya, SaloniGujral, Mohit Pokharna and Anyun Sharma* Working Paper No. MA-18-02, Femvertising and its impact on the buying behaviour of the consumers in India NMIMS School of Business Management

 8. *Dr. Sriparna Guha*, (Aug 2013) "The changing perception and buying behaviour of women consumer in Urban India", *IOSR Journal of Business and Management (IOSR-JBM) e-ISSN: 2278-487X, p-ISSN: 2319-7668. Volume 11, Issue 6 (Jul. - Aug. 2013), PP 34-39 www.iosrjournals.org*

 9. *Zdravkovic, S., P. Magnusson, and S.M. Stanley. 2010*. Dimensions of fit between a brand and a social cause and their influence on attitudes. *International Journal of Research in Marketing 27, no.2: 151–60.*

 10. North, B. (2014). *"The rise offemvertising"*[online] PR Daily. Available at:

     https://www.prdaily.com/the-rise-of-femvertising/ [Accessed 31 Mar. 2019].

 11. O'Donohoe, S. (2001). Living with ambivalence: Attitudes to advertising in postmodern times, *Marketing Theory*. 1(1).

 12. *Douglas, J S.,* 2016. ''Marketplace Feminism' and the Commodification of empowerment.' Social Change. *Sociologyguide.com,* 2018.

     In These Times . Available at: http://inthesetimes.com/article/19272/marketplacefeminism-and-the-commodification-of-empowerment

 13. *Du Plooy-Cilliers, F*., 2014. Qualitative data analysis. In: Davis, C; Bezuidenhout, RResearch Matters. Cape Town: *Juta & company*. P234-240.

 14. *Park, C.W., Jaworski, B.J., &MacInnis, D.J.,*(1986). Strategic Brand Concept-ImageManagement, *Journal of Marketing,* Vol. 50,no. 4, pp. 135-145

 15. *Johnston, Josee, and Judith Taylor.,* (2008), "Feminist Consumerism and Fat Activists: A Comparative Study of Grassroots Activism and the Dove Real Beauty Campaign," *Signs,* 33 (4), 941–66.

16. *Sara Champlin, Yvette Sterbenk, Kasey Windels, Madison Poteet*, May 2019, "How brand-cause fit shapes real world advertising messages: a qualitative exploration of 'femvertising'", *International Journal of Advertising*, pp. 1-25.

17. *Plakoyiannaki, E., and Y. Zotos*. 2009. "Female role stereotypes in print advertising: Identifying associations with magazine and product categories", *European Journal of Marketing* 43, no.11/ 12: 1411–34.

18. *Melero, I., and T. Montaner*. 2016. "Cause-related marketing: an experimental study about how the product type and the perceived fit may influence the consumer response", European Journal of Management and Business Economics 25, no.3: 161–7.

19. *Goldsmith, R., Moore, M. and Beaudoin, P*. (1999), "Fashion innovativeness and self-concept: A replication." *Journal of Product and Brand Management*, 8 (1), 7-18.

20. *Yoo, S*. (2005), "Design Elements and Consumer Characteristics Relating to Design Preferences of Working Females", *International Textile & Apparel Association*, 21(2), 49-62

21. *Pracejus, J.W., and G.D. Olsen*. 2004. The role of Brand/cause fit in the effectiveness of CauseRelated marketing campaigns. *Journal of Business Research* 57

22. *Zayer, L.T., and C.A. Coleman*. 2015. Advertising professionals' perceptions of the impact of gender portrayals on men and women: a question of ethics? *Journal of Advertising* 44, no.3: 264–75

23. SheKnow Media 2019. "#Femvertising awards" home page. Retrieved from: https://www.femvertisingawards.com/

24. *AdWeek* 2015. Which ads best inspire and empower women? Vote in the first #Femvertising awards. AdWeek. Retrieved from: https://www.adweek.com/brand-marketing/which-ads-bestinspire-and-empower-women-vote-first-femvertising-awards-165115/

25. *P. Priyanga , Dr. R. Krishnaveni ,* July 2016," Perception of Women Consumer towards Branded Cosmetics in Nagapattinam District", *International Journal of Science and Research (IJSR),* Volume 5 Issue 7, July 2016

26. *Femvertising | Advertising101 Wiki | Fandom* Dated:13.03.2021