



**FEMVERTISEMENT: “EVALUATION OF WOMEN’S
ATTITUDE TOWARDS THE CONCEPT OF FEMINISM”**

M. Aruna

Ph.D Research Scholar 1, Department of Management Studies, PSG College of Arts & Science

Tamil Nadu, India. aruna.mba08@gmail.com, [ORCID ID: 0000-0002-1758-2911](https://orcid.org/0000-0002-1758-2911)

Dr. K. Gunasundari,

Assistant Professor ², Department of Management Studies, PSG College of Arts & Science

Tamil Nadu, India. gunambahr@gmail.com, [ORCID ID: 0000-0002-7839-6258](https://orcid.org/0000-0002-7839-6258)

ABSTRACT

Today the advertisement has a great impact towards the customers, where it has great probability to transform the attitude of the consumers and massive creativity in its execution. In recent years, most of the advertising agencies have confined the area of empowering women by observing and encouraging the ad campaigns. The analysis's goal is to look into advertisements that support women's empowerment in contemporary advertising. There are extremely few advertisements that emphasis women's issues, articulate their new viewpoint, and promote gender equality in society. There is no attempt to portray women as superior to males; rather, they must stand on an equal footing and be given the same opportunity to demonstrate their resolve. In this study content analysis was used to find the advertisement that portrays empowerment of women which have created an impact in the society. The government has taken a number of measures to address the safety and societal concerns of women, but there is still room for improvement in the way the regulations are implemented. So, this study allows us to determine the portrayal of women in the advertisement and impact towards the women in Coimbatore district.

Keywords: Advertisement, Attitude, Empowerment of women, Gender Portrayal, Stereotype.

Introduction

Unavoidably, advertisements are used for social communication. They are a powerful tool used by those working in the advertising industry to influence, manipulate, and mould consumer behaviour(Ferrante et al., 1988). The manufacturers want the customers to continue with the shop, so the advertisers seek to apply several techniques to represent attractive

women only within ad is one of them. According to (Sharma, 2016) if a product needs a woman to endorse it, the advertisers may not even bother. Hence, there has long been controversy surrounding images of women in advertising. As women's roles and responsibilities in society have changed over time, there has been a positive shift in how girls are portrayed in commercials (Manju & Nirmala, 2018). In the past, women's roles were limited to those of mother and wife, while men were viewed in the media as being the major family consumers in a similar manner. Nonetheless, (Dr & Krishnan, 2019) acknowledged that the later relationship role analysis was aggressive and risk-taking while the former was subservient and the family's breadwinner.

In the past, women's roles were limited to those of mother and wife, while men were viewed in the media as being the major family consumers in a similar manner. Nonetheless, (Matthes et al., 2016) acknowledged that the later relationship role analysis was aggressive and risk-taking. Based on the study by UNICEF, observed more than 1000 television and YouTube advertising in India in 2019 and found that female characters speak more and spend longer time on screen (59.7%) than on screen (56.3%). One of the reasons for this is that these figures are regularly used to promote food, cleaning goods, and cosmetics to women (Pettersson, 2018). For instance, the fact that nearly every washing and food commercial features a woman taking care of her family is aimed squarely at female viewers family's breadwinner. A separate study by GDI for setting global standards revealed that, in contrast, advertising in the United States depict women with nearly two - thirds the speaking time (33.5%) and nearly half the screen time (30.6%).

Modern women have the option to assert their female autonomy and make purchasing decisions without regard to how they may be portrayed in commercials. The notion that members of a specific culture, subculture, or demographic segment think and behave uniformly and predictably informs the creation of advertisements to a larger extent. (Milner & Higgs, 2004) observes because they typically handle the majority of household purchasing around the world, women have traditionally been the main focus of mass advertising. Many research in the fields of communication, marketing, psychology, and gender studies have looked into how gender roles are portrayed in advertisements throughout the past three decades (An & Kim, 2007). The commercial commercials quickly express changes in the societal norms about the position and representation of men and women in society. Women have been portrayed in commercials throughout the years as either objects of sex pleasure or

as successful housewives and mothers who typically look good doing it (Whipple & Courtney, 1985).

Women representation in advertisement

When women are shown in an advertisement in a more favourable way, the complicated both long- and short-term effects for brands are achieved (Sternadori & Abitbol, 2019). In order for brands to score well on the socioeconomic outcomes of Choice Intent and Brand Relationship, they must take into account how they portray women in their advertisements. Girls are no longer depicted in commercials as either a mother introducing an emotional connection, a titillating arm candy enhancing a man's masculine appeal, or a devoted housewife toiling away to keep her own family happy (Raikar, 2020). Thankfully, misogynistic thinking is no longer prevalent in advertisements today, and women are portrayed as strong, individualists and doers who are breaking through. Fortunately, misogynistic thinking is no longer prevalent in commercials, and women are being shown as strong, independent individuals and doers who are shattering stereotypes while still retaining their inherent femininity.

Women are becoming more critical of these stereotyped marketing depictions as they become more empowered and knowledgeable about feminism (Drake, 2017). Many protests against sexual harassment or stereotypes led to the emergence of a new concept among women's representation: body positivity. This movement aims to confront the unrealistic image of women's bodies, which has kept women in conflict with their bodies and prevented them from expressing themselves. In particular, they combat fat-shaming, skin flaws, and hair shaving by seizing over Instagram, the go-to site for sharing photographs and videos. Le Mauff (2020) claims that this movement aspires to promote acceptance of one's own body as well as the variety of bodies. In the marketing strategies these movements will influence directly on cosmetic brands.

Gender inclusion is increasingly being prioritised as the very first consideration for any advertising campaign or proposal. The fact that women are now accepted for who they are—fierce, strong, emotionally knowledgeable, and independent—gives rise to a sense of fulfilment. The advertising firm is working to eventually reflect this. For each and every 'progressive' move that one may name, there are other tone-deaf campaigns. Without a doubt, female leaders have traditionally dominated in brand promotion. But there have been substantial shifts in how women are portrayed today and how they were portrayed in advertisements decades ago. (Aruna & Gunasundari, 2021) observes it was common for

marketers to use a woman as the centre of their marketing messages, especially when the subject was one that society typically associated with women. In ads, women frequently played traditional roles such as the housewife, mother of the house, laundress, and the epitome of perfection and beauty (adgully.com).

Previous Research on Stereotype Advertisement

When comparing men and women, the research reveals that there are considerable differences when it comes to how often women are featured in advertisements and how keen they are to purchase the goods. The disparities are attributed to the different mental orientations of both genders (Erasmus, 2018). Despite the fact that women are portrayed in prominent positions and roles in current commercials, stereotyped portrayals are still prevalent (Vasickova, 2014). Advertisers must elevate the prestige of women's role representation in order to lessen the alterations caused by gender stereotypes. If product marketers decide to promote women across the board rather than only allowing them to purchase beauty, home, or cleaning products. The position of women will rise (Sharma & Bumb, 2021) whereas 85% of domestic household chores are decided by women, and they are also outspoken about the categories of advertisements they would like to see.

Also, the study looks at the relationship between favorable perceptions of feminist advertising and brand purchase and forwarding intentions (Kapoor & Munjal, 2019). Through the use of a communication channel referred to as a medium, advertising has an impact on us. As a result, people can broadcast their messages through a variety of mediums, including radio, television, periodicals, newsprint, billboards, and word-of-mouth. But modern technology enables advertising to efficiently reach us through a variety of channels (direct mail, interactive media, and the World Wide Web (Prema & Venmathi, 2011).

As stated by (Middleton et al., 2020), these stereotypes will be widely exploited in mass communication channels as long as they are recreated and valued in society. Contrarily, mass communication tools like television commercials have the potential to challenge ingrained social preconceptions. (Karulkar & Arya, 2018) contends that despite any real-life social stigmas, viewers would imitate behaviour or adopt opinions that they see television personalities espousing. This is true as long as the endorsement has favourable results (e.g., fun, excitement, celebrity, attention). Although (Sinduja, 2016) assert that the inclusion of unorthodox messaging in commercials has a positive impact on consumers' views towards social concerns and advertisements' overall competency.

The appeals will result in a change in attitude and engagement in feminist advertising (Matthes et al., 2016). With these examples of Femvertising, similar experiences were undoubtedly communicated through storytelling or the creation of a context that conjures the identity of these people. According to (Pillay, 2020), advertisers can employ femvertising to raise consumer interest in and knowledge of beauty brands as well as to elicit favourable feelings that will influence consumers' sentiments towards Femvertising advertising and beauty companies. Rendering to (Åkestam, 2017), marketers would benefit greatly from adopting a more proactive and thoughtful approach to the female depictions they utilize in their advertisements.

(Champlin et al., 2019) discovered that advertisements with strong brand fit tended to depict very feminine women and emphasis women's challenges, whereas advertisements with low market fit portrayed highly energetic, brave women and prominence an empowered future for women. Additionally, he contends that advertising professionals need to decide carefully how to convey female empowerment to its existing target consumers (Kim & Chung, 2005). The goal of the current study is to determine the various effects of women's attitudes and familiarity with the ad's premise, as well as if the ad promotes women's self-esteem. As a result, the study is divided into two sections depending on the attitude and self-esteem scores (Huang, 2021).

Hypothesis 1

Familiarity with the concept of women empowerment ad that have diverse effect on women's attitude.

Hypothesis 2

Representation of portrayal of women in the advertisement which encourages their self-confident and independent

STATEMENT OF PROBLEM

Women are frequently shown in stereotypical positions such as housewives, caring for family members, and sex objects to draw viewers to the particular products they are promoting. In the report, it is also stated that, despite modest development, there has been a transformation in how women are portrayed throughout time. Women are playing a bigger and bigger role in advertising as customers and influencers. It is crucial to regularly look at how they are portrayed in advertising as a result.

SCOPE OF STUDY

The current study will close this gap by measuring the construct, or how women are portrayed in Indian TV commercials, using two different methodologies, namely content analysis of the commercials (Windels, 2016) and structured questionnaires to determine if the idea of femininity in advertisements has a variety of effects on women's attitudes as well as if it empowers womanhood to feel self-assured and independent. Given that there are many values, conventions, and faiths in India and that people's attitudes are evolving with time, the present study has a broad range of topics to analyse.

RESEARCH GAP

Investigations of how gender roles are portrayed in television commercials have been conducted everywhere (Varea et al., 2021). Most of the accepted studies employed content analysis as a research method, while a few studies sought to gauge respondents' perceptions of how women are portrayed in television advertisements and, as a result, are pertinent to the study's objectives (Siew Peng et al., 2014). A further point worth mentioning is that only a small number of research employed Indian samples.

OBJECTIVES

- ❖ To know whether the concept of feminism in advertisement have diverse effect on women attitude.
- ❖ To identify women empowerment advertisement encourages women to feel self-confident and independent

METHODOLOGY

The sample taken for this study was about 145 respondents which consists of only girls, ladies and women of age group from 18 and above. The required data was collected through questionnaire method. Video of the advertisement has been sent to the respondent through what's app and through google forms to know more about the women empowerment advertisement. The data collection consists of two videos Hamam, Horlicks ad which is telecasting in most of the Tamil channels such as Sun Tv, Vijay Tv, Zee Tv., and Ariel and Myntra ad is on social media like you tube. Since the respondent has to recognize the ad, the video has been shown to them before collecting the questionnaire. These advertisements serve the purpose of showcasing women as primary characters (Shukla, 2018).

Sampling

It is important to provide some insight into this type of advertising because the research is mostly focused on pro-women advertisements that are based on the idea that brands can

promote women's empowerment while promoting their goods or services. During the present investigation, 145 women were polled. The respondents, which included students, working women, businesswomen, and housewives from the Coimbatore district, were chosen by a convenient judgmental sample.

Also, the respondents were approached directly in academic institutions, malls, academies, and among neighbours. A small number of respondents also took part in the survey by emailing the link to the questionnaire using Google Forms.

The chosen respondents come from a variety of demographic groups. The sample profile was created using descriptive analysis. The study's respondents' characteristics are listed in Table 1. The majority of the participants (59.3%) in the sampling were between the ages of 20 and 30 and between the ages of 31 and 40, based on the results of all respondents. The major occupational status of the respondent (68.3%) was from working women and students. Most of the respondent's levels of education are 35.2% from UG level. The results also states that the monthly income of the respondents (69.7%) is mostly below Rs.40,000/-.

Table 1. Demographic profile of the respondent

Category	Number of Participant	Percentage of Participant
Age		
Up to 20 Years	44	30.3
21-30 Years	21	14.5
31-40 Years	42	29.0
41-50 Years	28	19.3
51 Years and above	10	6.9
Occupational Status		
Working Women	53	36.6
Business	17	11.7
House Maker	29	20.0
Students	46	31.7
Education Level		
School Level	12	8.3
Diploma/ Polytechnic	15	10.3
UG Level	51	35.2
PG Level	26	17.9

Doctorate	41	28.3
Monthly Income		
0- 20,000	61	42.1
Rs.20,000-Rs. 40000	40	27.6
40001 - 60,000	27	18.6
Above 60,000	17	11.7

Table 2. Theme of Empowering Advertisement (Shown to respondent)

Brand	Segment	Theme	Content Message
Hamam Soap	Bathing Soap	Go Safe Outside	Tells women to be self-reliant in its new, changed communication
Horlicks	Health Drink	When did you grow up so much	The daughter who has the braveness and guts to handle the situation and comes through for her family.
Ariel	Laundry Powder	Share the load	Men must share the household chores
Myntra	Apparel	Bold is Beautiful	Women work should be considered during her pregnancy

Survey Instrument Development

A quantitative technique was applied in this study. A questionnaire was created based on already-existing scales to assess how women felt about the idea of feminism. Women's empowerment is portrayed in advertisements in a variety of ways, encouraging women to feel autonomous and self-confident. The poll also asks questions to learn more about the respondents' demographics.

The scales that were used to rate this research are listed below.

1) Supporting Women empowering ideas

In the modern day, women aspire to equal opportunity and freedom of speech. Not to demonstrate her superiority over men, but rather to stand on an equal footing and demonstrate her will. Advertising has long been a significant part of social communication. Currently, media outlets are beginning to show women in roles that are empowering in advertisements, which has a huge potential to alter peoples' mindsets due to its incredibly creative execution. A Myntra advertisement depicts how pregnant women are ignored at work.

2) Promoting self-esteem

Hamam's #GoSafeOutside campaign, which promotes self-esteem, not only gives young women more power but also helps them feel safe and boosts their self-esteem. The psychological and social facets of empowerment do not have to be seen as being mutually incompatible but rather as being closely related, according to Young (1994) and Townsend (1998). The ability to take control of our life and admit our mistakes without fear of rejection comes from having high self-esteem.

3) Knowledge of the advertising concept

Brand choice, familiarity, and awareness are all well-known to be tightly associated (Axelrod 1968; Haley and Case 1979). Brand familiarity affected the impact of repetition, as seen in the social networking and television advertisements. especially when advertising elements for one brand are repeated for another brand. The empowering advertisements begin to reach women, and as a result, they begin to comprehend the concept behind them. These advertisements feature powerful women in roles that increase the women's confidence.

4) Breaking stereotype practices

In Asian nations like Malaysia, Japan, and Taiwan, that are related to the growing influential consumer class, Bresnahan et al. (2001) observed that there was higher equal representation of men and women in foremost tv ads and that most adverts represented men and women in quasi roles. By empowering women and eradicating social taboos, empowering advertising dispels preconceived notions about feminism's contribution to social progress. These advertisements provide a clear message to society that women should feel secure and empowered and that doing home chores together will help women and ensure that they are treated fairly.

5) Developing thinking insights

The new advertising genre helps women feel more confident. Although it is intended to increase sales, this campaign is a tremendous attempt to change society since it will empower women, allow the insulting content to slide, and give them a sense of poise and independence.

6) Gender Demarcating

Also, the advertising business is becoming more and more conscious of the potential benefits that gender representation may have. The "Share the Load" Ariel advertisement promotes gender equality even though it has generated a great deal of coverage and

controversy. It instills in the husbands and fathers in a patriarchal society the idea that maintaining the home is also their duty.

The reliability of the survey

Table 3. Reliability analysis using Cronbach 's alpha

S. No	Scale	Cronbach α
1.	Encouraging Women Empowerment themes	0.76
2.	Promoting self-esteem	0.71
3.	Familiarity towards the ad concept	0.74
4.	Breaking stereotype practices	0.69
5.	Developing thinking insights	0.78
6.	Gender Demarcating	0.72

Data analysis

The Statistical Package for the Social Science (SPSS) programme was used to analyse the data that had been gathered. Prior to putting the hypothesis to the test using regression and correlation, the reliability of each scale was examined. The questionnaire's validity indicates that the Cronbach alpha score is greater than 0.7, which indicates that the scales utilised and the responses recorded have strong internal consistency and reliability. As a result, the study indicated in Table 3 demonstrates that the scales were trustworthy in terms of their internal consistency.

Results of the research

Based on the result it was found that familiarity towards the ad concept is ($\beta = 0.150$, $p < 0.05$). The other results of diverse effects like gender demarcating ($\beta = 0.146$, $p < 0.05$), breaking stereotype practices ($\beta = 0.242$, $p < 0.05$), developing thinking insights ($\beta = 0.107$, $p < 0.05$) hence it is concluded that testing of hypothesis 1 is accepted. Thereby, we can say that the familiarity towards the concept of women empowerment ad have diverse effect on women's attitude and hence hypothesis 1 is supported.

Table 4. Standardized regression estimates

Category	β	Significant Value (β)
Encouraging Women Empowerment themes	.730	.426
Promoting self-esteem	.580	.541
Familiarity towards the ad concept	.150	.104

Breaking stereotype practices	.242	.036
Developing thinking insights	.107	.253
Gender Demarcating	.146	.669

*Indicates values are significant at 0.05 level of significance

Results of regression shows that representation of role portrayal of women encourages women empowerment themes ($\beta = 0.730$, $p < 0.05$) and promoting self-esteem ($\beta = 0.580$, $p < 0.05$), thereby results indicates the hypothesis testing is accepted. Therefore, we can understand that the representation of portrayal of women in the advertisement encourages the self-esteem of the women, so the testing of hypothesis 2 is accepted.

Table 5. Attitude towards the representation of the role portrayal of women

S. No	Items	Mean	SD
1.	Advertisements are very interesting	3.90	1.98
2.	Advertisements delivers a strong message	3.96	1.74
3.	Advertisements influence shopping trend	2.99	1.95
4.	After watching the ads feel energetic and courage	2.22	1.05
5.	Advertisements deliver messages on women empowerment	4.26	1.10
6.	Characters/celebrity in the advertisement look stronger	1.29	1.06
7.	Advertisements grabs the attention of the consumers (women)	3.15	1.02
8.	Advertisements develop feel uniqueness	2.10	1.97
9.	Advertisements creates positive attitude/self-esteemed	4.17	1.97
10.	Encourages personal decision-making ability	3.12	1.12

a. Correlation significance at 0.05 level of significance

It shows a significant association was found between the respondent's positive attitude towards the advertisement and they feel the ad influence strong message to the society it increases the energy and courage. Whereas it grabs the attention of the women consumers so in other way it also boosts the sales for the marketers. The above table 4 is calculated by measuring the frequencies of mean and standard deviation for individual item suggests that most of the participant were approved to the item five and nine i.e., the respondent was agreed that the advertisement deliver message on women empowerment and it creates positive attitude and encourages self-esteem. The results show that the item one, two, seven and ten are partially agreed by the respondent i.e., majority of them explores that

the advertising was interesting and delivers a strong message where it grabs the attention of the consumers and also it encourages personal decision-making ability.

The data further explores that the other items three, four, six and eight are partially disagreed with the item i.e., The respondent have partially disagreed the influence of shopping trend and they disagree that after watching the ad they feel energetic and celebrity in the advertisement look stronger.

Conclusion

The fundamental social system of the society is reflected in how advertisements represent women. Women were shown to have a more critical attitude regarding the many roles that women are portrayed in advertisements than males. Since women offer businesses more opportunities, nearly every marketer in India is paying attention to the needs and issues of women. The most popular trend today for advertisers to follow in order to attract female clients and sell their goods and services is positive advertising towards women.

The present study explores to understand whether the concept of feminism in advertisement have diverse effect on women attitude and the advertisement encourages to feel self-confident and independent. The study has conducted only with the women respondents.

According to the respondent, the commercial should show women in various career contexts. Women should be portrayed in a variety of roles, including those requiring intelligence, autonomy, self-confidence, and self-esteem. It's just one more way that marketers are promoting their goods and services by focusing their advertisements on the requirements of women, who are seen as a key component in forming attitudes. If they have a positive attitude towards these ads, ladies always like to talk and spread the idea of women's empowerment with others. Respondent attitudes towards advertisements are consistent across demographic groups.

Implications

Marketers are constantly working to create a formula for women's empowerment and experimenting with new concepts to connect the brand with women. In order to draw and keep women customers, advertisers should concentrate on offering distinct quality products and services. While advertising can increase brand awareness and ad calls, it cannot guarantee actual product or service purchases. Yet, as the study's findings demonstrate, while feminism-related commercials may be discussed and reviewed and may even inspire a desire to buy the offered product.

Thus, it is crucial for brands to stay true to their fundamental beliefs and offer goods and services that women actually want and that will enhance their quality of life in order to grow sales. As a result, in order to gain the attention of the female market group, the advertising industry should exercise caution while depicting women in advertisements.

Limitations

The study significantly advances the cause of uplifting women in advertising, but research is never without its constraints. Further study can benefit from the limitations. Although the role of men is quite critical in bringing about any change, future research can be conducted to analyse the ability to respond of men towards the women uplifting advertisement. It is an effort by brands to break stereotypical views and trying to raise conventional uncomfortable problems regarding women has indeed been viewed towards empowering advertisement.

Since the study was conducted in the city of Coimbatore and the respondents were primarily educated, such as working class, students, and businesswomen, more research could be completed with women in rural and semi-urban areas, where women are less likely to be highly educated, and their perspectives on advertisements that promote women's empowerment. Further study can explore how empowering advertising affects stereotypes in Indian families. Because India is a multicultural nation, it is advised to attempt such research in various regions of the nation while considering social, economic, and cultural differences in order to significantly simplify the findings.

REFERENCES

1. Akestam, N. (2017). Understanding Advertising Stereotypes Social and Brand-Related Effects of Stereotyped versus Non-Stereotyped Portrayals in Advertising Understanding Advertising Stereotypes.
2. An, D., & Kim, S. (2007). Relating Hofstede's masculinity dimension to gender role portrayals in advertising: A cross-cultural comparison of web advertisements. *International Marketing Review*, 24(2), 181–207. <https://doi.org/10.1108/02651330710741811>
3. Aruna, M., & Gunasundari, K. (2021). Awareness in Women towards Femvertising and Their Perception. 12(6), 4728–4743.
4. Champlin, S., Sterbenk, Y., Windels, K., & Poteet, M. (2019). How brand-cause fit shapes real world advertising messages: a qualitative exploration of 'femvertising.' *International Journal of Advertising*, 38(8). <https://doi.org/10.1080/02650487.2019.1615294>

5. Dr, R. K., & Krishnan, A. (2019). Women Empowerment through ICT. *International Journal of Research in Arts and Science*, 5(Special Issue). <https://doi.org/10.9756/bp2019.1001/03>
6. Drake, V. E. (2017). The Impact of Female Empowerment in Advertising (Femvertising). *Journal of Research in Marketing*, 7(3).
7. Erasmus, M. (2018). An exploration of the influence of Femvertising on Brand Resonance. September, 1–45. <http://iiespace.iie.ac.za/handle/123456789/304>
8. Ferrante, C. L., Haynes, A. M., & Kingsley, S. M. (1988). Image of Women in Television Advertising. *Journal of Broadcasting & Electronic Media*, 32(2), 231–237. <https://doi.org/10.1080/08838158809386697>
9. Huang, S. (2021). Real Beauty Equals Real Feminism? How Femvertising (Re-) Frames Women's Empowerment. 2006. <https://dspace.library.uu.nl/handle/1874/402958>
10. Kapoor, D., & Munjal, A. (2019). Self-consciousness and emotions driving femvertising: A path analysis of women's attitude towards femvertising, forwarding intention and purchase intention. *Journal of Marketing Communications*, 25(2), 137–157. <https://doi.org/10.1080/13527266.2017.1338611>
11. Karulkar, Y., & Arya, S. (2018). Femvertising and its impact on the buying behaviour of the consumers in India. 39. <https://sbm.nmims.edu/docs/working-paper-ma2-2018-final.pdf>
12. Kim, M., & Chung, A. Y. (2005). Consuming Orientalism: Images of Asian/American women in multicultural advertising. *Qualitative Sociology*, 28(1), 67–91. <https://doi.org/10.1007/s11133-005-2631-1>
13. Manju, A., & Nirmala, D. (2018). Self esteem the stepping stone of women empowerment. *International Journal of Research in HUmanities, Art and Science*, 2(4), 21–24.
14. Matthes, J., Prieler, M., & Adam, K. (2016a). Gender-Role Portrayals in Television Advertising Across the Globe. *Sex Roles*, 75(7–8), 314–327. <https://doi.org/10.1007/s11199-016-0617-y>
15. Matthes, J., Prieler, M., & Adam, K. (2016b). Gender-Role Portrayals in Television Advertising Across the Globe. *Sex Roles*, 75(7–8), 314–327. <https://doi.org/10.1007/s11199-016-0617-y>
16. Middleton, K., Turnbull, S., & de Oliveira, M. J. (2020). Female role portrayals in Brazilian advertising: are outdated cultural stereotypes preventing change? *International Journal of Advertising*, 39(5), 679–698. <https://doi.org/10.1080/02650487.2019.1658428>

17. Milner, L. M., & Higgs, B. (2004). Gender sex-role portrayals in international television advertising over time: The Australian experience. *Journal of Current Issues and Research in Advertising*, 26(2), 81–95. <https://doi.org/10.1080/10641734.2004.10505166>
18. Pettersson, A. (2018). The period is political - Activist advertising of female sanitary products. <http://ls00012.mah.se/handle/2043/26499>
19. Pillay, S. (2020). The future is female: femvertising and attitude formation towards beauty brands. *Journal of Contemporary Management*, 17(2), 102–125. <https://doi.org/10.35683/jcm19069.66>
20. Prema, S., & Venmathi, A. (2011). Empowerment of Women As Consumers Versus Advertisement. *Social Science and Humanity*, Pt Two, 5(International Conference on Social Science and Humanity (ICSSH 2011)), 16–18.
21. Raikar, C. (2020). Women Empowerment and Advertising: Identifying liberated spaces created by “Ariel’s #Share the load campaign in India.” *Journal of Xi’an University of Architecture & Technology*, XII(IV), 2382–2391. <https://doi.org/10.37896/jxat12.04/969>
22. Sharma, S. (2016). Portrayal of Women in Indian Television Advertisements: An Exploratory Study Under the Supervision of.
23. Sharma, S., & Bumb, A. (2021). Role Portrayal of Women in Advertising: An Empirical Study. *Journal of International Women’s Studies*, 22(9), 236–255.
24. Shukla, S. (2018). Emotional Advertising-The Emergence of a New Marketing Paradigm. 10.
25. Siew Peng, C., Mei Lee, C., Hui Loo, C., & Gek Xian, S. (2014). Consumers’ attitude towards Online Advertising: The Study on Information Responses. *Internet Research*, 117(5), 1547–1563.
26. Sinduja, D. (2016). A Study of Impact of Advertising on Non-Durable Goods of Household Consumer in Sivagangai District. *IOSR Journal of Business and Management (IOSR-JBM)*, 18(12), 10–17. <https://doi.org/10.9790/487X-1812021017>
27. Sternadori, M., & Abitbol, A. (2019). Support for women’s rights and feminist self-identification as antecedents of attitude toward femvertising. *Journal of Consumer Marketing*, 36(6), 740–750. <https://doi.org/10.1108/JCM-05-2018-2661>
28. Varea, V., Riccetti, A., & Siracusa, M. (2021). The Powerpuff Girls: making it as early career academics in physical education. *Journal of Gender Studies*, 30(6), 687–698. <https://doi.org/10.1080/09589236.2021.1937081>

29. Vasickova, J. (2014). Attitude towards mobile advertising and purchase intention of Swedish customers A quantitative study on the impact of message content and flow experience. 21. <http://www.diva-portal.org/smash/record.jsf?pid=diva2:731522>
30. Whipple, T. W., & Courtney, A. E. (1985). Female role portrayals in advertising and communication effectiveness: A review. *Journal of Advertising*, 14(3), 14–17. <https://doi.org/10.1080/00913367.1985.10672951>.
31. Windels, K. (2016). Stereotypical or just typical: How do US practitioners view the role and function of gender stereotypes in advertisements? *International Journal of Advertising*, 35(5), 864–887. <https://doi.org/10.1080/02650487.2016.1160855>.