Objectified or Empowered? Analyzing Stereotypic Image of Sports Femvertising in Male Viewers of Lahore

Shabana Asghar, PhD
Chairperson,
Department of Mass Communication
Lahore College for Women University,
Lahore
zainabibrahem2004@gmail.com
Rana Adnan Shahzad
Public Relation officer
Government College Women University,
Sialkot
ranaadnanshahzad@gmail.com
Seemab Far Bukhari, PhD
Department of Communication and Media Research,
University of the Punjab,
Lahore,
seemab.ics@pu.edu.pk

Abstract

Deeply rooted patriarchal norms in Pakistan's societal matrix demand immense involvement of socio-cultural and ethical dimensions when it comes to electronic media`s portrayal of women. A novel move in mass media, particularly in the paradigm of advertising, has been observed that features the portrayal of women in empowered roles as *femvertising*. The study aims at investigating the impact of advertisements that involves the portrayal of empowered sportswomen of Pakistan on the male cognition. To analyze the effects, 500 male viewers in Lahore are surveyed through a questionnaire developed on five-point Likert scale and selected through purposive sampling.
Keywords: Femvertising, Stereotypes, Electronic Media, Patriarchy

Introduction

As an important and distinct area, femvertising emerged gradually in the field of feminist research. Studies have recorded the reactions of both genders to the stereotypical portrayal of women (Levy, 2008; Sobande, 2019; Mamuric, 2019). Taking a start from the United States, a movement

surged up in support of female empowerment advertising known as "advertising" (Taylor et al. 2013; Dahlén & Rosengren, 2016). Many brands that target women as their audience support this, as they believe in fairness, diversity, and the strengthening of women. It is not simply to benefit women but to make society a better place for both genders. The culture should be open and accepting enough to include and inspire both the genders (Feng, Chen & He, 2019).

Advertising and Women Portrayal

Since women are part of society and share work and responsibility, it is unjustifiable if their status and role are not perceived properly. While understating the effectiveness of advertisements about different groups of females, there are modern and traditional ways in which women have been shown in advertisements (Varghese & Kumar, 2020). The difference in the approach lied as young and modern women preferred to be shown as the spokeswoman or representative of today's females whereas, the old age women wanted their representation to be more traditional (Dahlén & Rosengren, 2016).

Hsu (2018) took a survey about the opinion and views of women regarding how they are shown in advertisements. The results showed that majority perceived as instead of men, they were portrayed belonging to houses and their personalities were not associated with important things. Moreover, men, on the other hand, did not think that women were portrayed offensively. The survey highlighted that women were not shown in diversified roles (Taylor et al. 2013).

The quest to assess gender biases in marketing communication content can be dated back to the 1950s. Women and their link with stereotypical roles and the abundance of negative or irrelevant sexy pictures of women used to promote the products whose audience was often men were also taken under consideration (Dahlén & Rosengren, 2016).

Gender Biases and Advertising

Stereotypes are social beliefs regarding a particular social category (Drake, 2017), especially those that form a difference in gender (Sobande, 2019). Like other things, stereotypes tend to cause problems when they generate or build expectations about one social group against others or create

hindrances and restrictions in opportunities for one social category over another. Media consumers encounter several stereotypes in our everyday life, and they have been normalized to the extent that they occur as normal. Such stereotypes have made their place in people's minds, and these stereotypes sometimes dictate their actions, reactions, and behaviour as they are considered socially acceptable by society (Mamuric, 2019).

The Researchers also iterate that stereotypes and their acceptance occur at a very early stage in life. It is considered that by the age of three, children tend to accept the gender labels and associate the gendered labels with objects like clothing with the respective sexes (Deest & der Stelt, 2019). (Taylor et Al., 2013) asserted when people were asked to define the sex-role stereotypes that are socially acceptable and constructed about the gender it was found a set of character traits thought to be a part of women or men that the society accepted as characteristics of the respective gender's personality. These characteristics were termed as stereotypes. It is a very common notion that women should not be aggressive, whereas men need to have aggression as a part of their personality. This stereotype is celebrated by society (Jacobson et Al., 2018).

However, the reformation of the labor force and family gave enough space to empower women outside the domestic domain. Modern feminist women stood against the objectification of women and the stereotypical notions attached to them. They vocalized against the advertising whose objective was to treat females as sexually exploitable and male dependent. The efforts of these leading ladies opened different platforms and opportunities for women in which they were accepted in being represented in positive roles. This created a wave of change in the advertising for the years to come (Deest & der Stelt, 2019).

Female Empowerment and Femvertising
With the changing times, it is evident that female empowerment has gained momentum in companies' advertisements, challenging traditional and conventional advertising methods. With this shift comes the surge of advertisements that aim to change the outlook of advertisement by incorporating female-empowering messages which aim to change the gender difference, and such advertisements are given the name of "femvertising" (Sobande, 2019).

Several research types show that the image of women in media is distorted and manipulated into a stereotypical sex object through advertisement. It has also been highlighted that women are dressed in revealing clothes with much of their body showing while men are fully dressed. The latter indicates that women are constantly objectified and portrayed as sex objects than men. Brands and advertisements tend to cash on the sexuality and allures of women to grab people's attention towards their brands. Over the past centuries, women have been the main targets of consumers (Jacobson et al, 2018).

It is noticeable that women are spending hand in households and are purchasers of most of the products. Advertisers approach and reach women in various ways but most conspicuously through advertisements in magazines. Women being most of the users of products do not get the right or true representation. The companies do not portray them as a powerful and independent gender rather than dependent on male counterparts or purchasing low-cost daily items such as detergents and cosmetics. On the other hand, men are shown as powerful gender purchasing or selling non-domestic items such as watches, cameras, cars (Hsu, 2018).

There are conspicuous differences and sexism against women in the sports industry that follows femvertising themes to market the products. Feminism or the encouragement of women's rights and equality of sexes (Drake, 2017) is inculcated as a strategy to approach the female target. Gender discrimination is fought in advertising as women have been advertised in a sexist and stereotypical way. One such attempt is made by U.S. market leaders in sports fashion Nike and Under Armour that have shown strong women athletes who are breaking barriers in the sports fields and have gained high acceptance by the public. Their campaigns Dream Crazier (Grau and Zotos, 2016) and Unlike Any (Gerbner et Al., 1980), the women and their success as professional gymnasts and sports 2 have been enhanced and shown through famous personalities like (Deest & der Stelt, 2019). In Pakistan HBL and Uber Pakistan have also resorted to the same by showing Pakistani sportswomen. There have been several studies by scholars since the beginning of the 21st century on female representation and female athletes affecting the marketing of a product.

Women in Pakistan relate to a multitude of social backgrounds and various degrees of participation in the family, economic life, and institution. It is a

fact that in the patriarchal society of Pakistan most segments do not realize the importance of women in the socio-cultural-economic fabric. Since women are part of society and share work and responsibility, it is unjustifiable if their status and role are not perceived properly. Therefore, it is necessary to upgrade the portrayal of women and reinforce the informational role of the media. The media is doing an effort in promoting the empowered role of women through different techniques. Hence, the researcher tries to judge the reception of male viewers regarding women's empowerment in sports advertising.

Objectives

- To study how the exposure to femvertising affected the stereotypic image of women in male viewers.
- To analyze the effect of exposure to female players on the sensational desires of males

Research Questions

To take this study further, the following questions are taken into consideration and answered:

- How to exposure to Femvertising effects the perceptions of male viewers in Lahore?
- Does the exposure to femvertising arise sensational thought and desires in viewers?

Hypotheses

H_1: In the opinion of male TV viewers of Lahore, presenting sports women in empowered roles is a part of western agenda.

H_2: In the opinion of male TV viewers of Lahore, presenting sports women daily sports activities in advertisements arise sexual sensation in viewers.

Literature Review

A review of the relevant studies presents the debate over the status of women in advertising, its effects on viewers, and the counter approaches opposing this tradition. According to the understanding of commercial television content, women were mainly shown and depicted as housebound or homemakers. They would be considered responsible and good if they remain within the walls of their home and remain happy while handling their

family or homes (Gerbner et al. 1980; Levy, 2008; Sobande, 2019; Mamuric, 2019; Taylor et al. 2013; Dahlén & Rosengren, 2016).

(Feng, Chen & He, 2019) explored the portrayal of women in television commercials and noted conspicuous differences in men's and women's portrayal in advertisements. Women are usually part of advertisements that endorse either domestic products or beauty products. They would not be generally made part of commercials that are for cars, watches, or luxurious commodities. Through these, they reinforce the idea that domestic products come under the domain of women, and belong in their houses. Men are usually made part of business settings and products that are not related to households. (Akestam, Rosengren & Dahlen, 2017), highlighted that women appeared as a piece of decoration and showpieces rather than being treated as a gender having equal importance. Another thing worth noticing is that men's voice-over artists covered 87% of advertisements whereas females only 6%. (Varghese & Kumar, 2020).

Deest & der Stelt (2019) stated that women are not seen as individuals. They are not seen under the light of the talent that they carry or the occupation that they serve. Rather, they are always defined by the relations that they are a part of. They are seen as girlfriends, mothers, wives, daughters, etc. another notable factor was that women's depiction, 86% of it, was of product users and only 14% as product authorities, whereas men were majorly portrayed as authorities. Women's ideas of western standard beauty, male desires, and mothers are stereotypes that have been a major part of advertising spreading the subordinate status of women in society.

This wave of awareness and critique gave birth to "femvertising", a term coined by SheKnows Media. The abbreviation suggests "female empowerment advertising" that refers to and promotes advertisements that are in contradiction with the stereotypical depictions of women in advertisements (Becker-Herby, 2016). A brand took up a charge and became the leading voice of femvertising. Brands like Dove with their slogan "Like a Girl" and Under Armour's "I Will What I Want" come under the listing of such brands (D'Enbeau, 2011). Brands are now creating content that supports and promotes feminist political ideas, body positivity, complexion neutrality, and reclamation of female sexuality (Taylor et al. 2013). The backing of individuality and intelligence gained attention and favorability with younger audiences (Mamuric, 2019).

Some companies argue that the social outburst, trends, and stances confine them in a pigeonhole; however, the research stands in contradiction to it. It was highlighted in surveys regarding women and femvertising that women were more inclined and favored the brands/products that pursued and represented women according to their idea of women (Jacobson et al. 2018). Brands are now shifting their focus on creating and building relationships with female consumers. Femvertising brands have a larger platform to understand and build relationships with the directed audience.

It is thought that stereotypes do not let thinking remain flexible (Sternadori & Abitbol, 2019). Numerous studies investigate the effects of having counter-stereotypes. According to a definition, a counter-stereotypes shows its effect by reversing the stereotypes with their presence (Gerbner et al. 1980, a counter stereotype has a positive impact on the perceiver and the negatively stereotyped individual or a group. This positive association helps in reducing the association between negative stereotypes and prejudicial attitudes (Sobande, 2019)
.
Most of the media studies have aimed to target the negative effects that stereotypes have on the media (Mamuric, 2019). There are several times when the media is criticized for emphasizing the stereotypical image of socially disadvantaged groups, like women and blacks. However, there are messages that the media convey and have a positive impact on society (Levy, 2008).

One such area of research is that counter-stereotypical messages reduce the stereotypical attitudes toward the targeted people (Kotler & Sarkar, 2017). With the availability of counter-stereotypical messages, people gain awareness with a different approach and point of view on gender that can automatically change their judgment in a positive way. The goal of this study is to make advancements in our understanding of the topic that whether the presence of counter-stereotypical content reduces or eliminates the implicit stereotypes about women.

Media videos and clips are good sources to spread such messages. Women have been portrayed for decades in a negative stereotypical light. Counter-

P a g e | **63**

stereotypical messages aired on TV have the ability to create awareness about those who do not fit into the set of generalized categories and should be accepted. The different narration regarding women than the stereotypical one can play a positive role for the whole society.

The mass media has received criticism for often showing a stereotypical image of women that is usually in a negative context. Content analysis has shown that the stereotypical representation of gender is common on TV. Women are shown as submissive, dependent, and preoccupied with physical attractiveness along with being shown as sex objects and showpieces that allure the hearts of men (Becker-Herby, 2016). They are not accepted or portrayed beyond housewives, mothers, respecting daughters, and women who are always stuck in family affairs and marriage issues, while men are shown as macho, independent, unmarried, and professionals doing well in their careers (Castillo, 2014). Women are considered and portrayed as emotional beings, weak, sympathetic, and always under men's protection and dominance (Dahlén & Rosengren, 2016).
Content analysis by Taylor et al. (2013) explored using Goffman's gender display framework to explore the different approaches in sexual portrayals between both the gender athletes in the swimsuit issues from 1997 to 2011. It was noted that the nudity and sensuality of facial expressions remained almost the same and both athletes and models were sexualized to the same level (Deest & der Stelt, 2019).

Both feminists and anti-feminists define empowerment as a major feature of feminism that aims to achieve gender equality (Drake, 2017). Advertisements that highlight the challenges of gender stereotypes in the media and create awareness of women's issues are highly praised by women. Such advertisements play a role in inspiring women and young girls (Gerbner et al. 1980).

Societies, especially patriarchal in nature, have certain notion and behavior that is different from each other and society pressurizes them to maintain these. The stereotypical behavior which is linked to women and men is to perform respectively are to be performed and maintained by the genders (Gill & Elias, 2014). This also stands true for Pakistani men and women by late 2000.

Advertisements that showed women's empowerment faced criticism rather than being praised. The criticism they faced was that they didn't enact to challenge the beauty standards, but for capitalizing on the products. For example, Grau and Zotos, (2016) studied the femvertising Dove Campaign for Real Beauty and found out that although it sought to break down the set norms of beauty however it strengthened the other aspects of those stereotypes in advertising videos. The semiotic choices of the marketers in the representation of female athletes are, as is in this research, combined quantitative and qualitative analysis of how female sports players are shown in sports nutrition advertising (drinks, protein powders, bars, etc) (Dahlén & Rosengren, 2016).

The analysis took into consideration the packaging, websites, and commercials for nutrition products. It was concluded that female athletes rarely made on the packaging as much as they did in advertisements. In addition, their sexuality was taken under consideration more than their athletic ability. Moreover, through semiotic devices, it was shown that masculine hegemony in the advertisements prevailed. For example, female was not made a frequent part of sports clothes, or competitive sports setting, moreover, male voice-overs were preferred and used, which made scholars conclude that the male authority was dominant in sports (Gill & Elias, 2014).

The debate over the objectification of women in advertising and femvertising as an opposite approach open new venues for inquiry. Many studies are found depicting femvertising as an emerging approach both positively and negatively (Levy, 2008; Sobande, 2019; Mamuric, 2019; Taylor et al. 2013; Dahlén & Rosengren, 2016). Despite the available literature, a vacuum is observed regarding the interplay of femvertising with the patriarchal norms and values. The most studies discuss femvertising in comparison with the traditionally assigned roles of women in advertising but the role of patriarchal approach is not discussed rigorously.

Theoretical Framework
The stereotype content model (SCM), in social psychology, put forward in 2002 that stereotypes, and interpersonal impressions form along two lengths: (1) warmth and (2) competence. The model has the underlying base that people are by nature inclined to first judge a stranger's intention that

either they are harmful and helpful (warmth dimension) and second to assess a stranger's ability to act on the perceived notion (competence dimension). There are social groups or persons that compete for resources within the in-groups or self are treated with hostility and contempt. These groups and people lie on the low end of the domain of warmth. Thus, the lack of preconceived threats results in warmth assessment and the main status symbol envisages imprints of competence.

The model was proposed by Taylor et al. (2013), the experiments conducted by them on various national and international samples concluded that SCM has the potential to predict stereotypical content in distinct cultures and the reactions attached to the groups. The model is also celebrated in the interpersonal perception domain. The stereotype model is taken from the works of (Sobande, 2019): four categories of stereotypes are a result of bits and pieces of preconceived warmth and competence. Evaluations of warmth show that it has a better impact on interpersonal and within-group relations than those of competence. Therefore, warmth covers the main area within the SCM. The placement of a person in the high/low spectrum of warmth depends upon the valuation of the prediction out-group or individual's potential threat level. Considering the evolutionary aspect warmth holds the primary position as knowing a person's competency is not essential if you are aware that they are not harmful. It was concluded in previous evolutionary times that intergroup and interpersonal competition caused the ratings of warmth to go down (low competition → high warmth; high competition → low warmth).

The present study investigates stereotypic image of women sports players in male viewers. It assumes that perceptions of the male viewers are filtered through the socially assigned role of women in Pakistani patriarchal society and they don't credit women acceptable in empowered roles on watching femvertising.

Research Methodology

Modern mass media research is much more advanced, and it includes different psychological and sociological studies. Here, a survey is done for the purpose of understanding the effects of sports femvertising on male TV viewers

Population

All the males of Lahore between the ages of 18 years to 40 years from the population for this study.

Sampling

For this research, Sampling i.e. purposive sampling is designated because of this specific area of study and because the specific subgroup (those who watch TV advertisements) wanted to be sampled. The inclusion criterion was taken as "exposure to femvertising advertisements". By following the rules of purposive sampling, a sample of 500 respondents was formed from the taken population within the age bracket of (18-40) years and belonging to Lahore city. The data was analyzed through descriptive statistical analysis with profound explanations using Mini Tab Statistical software version 18 after data collection.

Results

Hypothesis No. 1:

H₁: In the opinion of male TV viewers of Lahore, presenting sports women in empowered roles is a part of western agenda.

One – proportional test was applied in Mini Tab Statistical Software

Confidence level of 95%

Level of significance: $\alpha = 0.05$

Critical region: p-value $< \alpha$

Descriptive Statistics

N	Event	Sample p	95% CI for p
500	360	0.720000	(0.678421, 0.758955)

Test

Null hypothesis	$H_0: p = 0.05$
Alternative hypothesis	$H_1: p \neq 0.05$

P-Value
0.000

It was tested by applying one proportion test in Mini Tab Software on the taken sample that out of total 500 respondents 73 respondents were strongly agreed and 225 respondents were agreed with the question being asked that presenting sports women in empowered roles is a part of western agenda. Thus, it has been proven the results are highly significant as the output shows that P-value = 0.000 < α = 0.05, therefore Null hypothesis is rejected and alternative hypothesis is accepted. It concludes that mostly males of

Lahore's were agreed that presenting sports women in empowered roles is a part of western agenda.

Hypothesis No. 2:

H2: In the opinion of male TV viewers of Lahore, presenting sports women daily sports activities in advertisements arose sexual sensation in viewers.

One – proportional test was applied in Mini Tab Statistical Software

Confidence level of 95%

Level of significance: $\alpha = 0.05$

Critical region: p-value $< \alpha$

Descriptive Statistics

N	Event	Sample p	95% CI for p
500	313	0.626000	(0.581943, 0.668557)

Test

Null hypothesis	H0: p = 0.05
Alternative hypothesis	H1: p ≠ 0.05

P-Value
0.000

It was tested by applying one proportion test in Mini Tab Software on the taken sample that out of total 500 respondents 112 respondents were strongly agreed and 201 respondents were agreed with the question being asked presenting sports women practicing in their sports in advertisements arose sexual sensation in viewers. Thus, it has been proven the results are highly significant as the output shows that P-value $= 0.000 < \alpha = 0.05$, therefore Null hypothesis is rejected and alternative hypothesis is accepted. It concludes that majority of males TV viewers of Lahore were agreed that presenting sports women practicing their sports activities in advertisements was sexual and arose sexual sensation in viewers.

Conclusion

The study highlighted stereotypical approach that male media consumers living in Pakistan have towards empowered roles of women. The results of this study contribute to the literature on the impact of the media on society, patriarchal approach and accepting women in empowered roles. Stereotypes regarding females are an eminent part of daily life of a patriarchal society. Media consumers encounter several stereotypes in everyday life, and they

have been normalized to the extent that they occur as normal so women also receive the same attitude. The study investigated effect of advertisements having empowered roles of women on males. It was found that majority of male viewers disliked women in empowered roles in advertisements. They interpreted women presence as reason to arouse in sexual desires and declared women empowered advertisements as western agenda. The study concludes that Pakistani male consumers do not afford to watch women in empowered roles in advertisements resulting femvertising as an unaccepted form or type. Moreover, such stereotypes dictate actions, reactions, and behaviors of viewers and reflect the deeply rooted patriarchal approach in male consumers.

References

Åkestam, N., Rosengren, S., & Dahlen, M. (2017). Advertising "like a girl": Toward a better understanding of "femvertising" and its effects. *Psychology & Marketing*, *34*(8), 795–806. https://doi.org/10.1002/mar.21023

Albarran, A. B. (2008). Defining Media Management. *International Journal on Media Management*, *10*(4), 184–186. https://doi.org/10.1080/14241270802426766

Ashmore, R. D., & Del Boca, F. K. (1979). Sex stereotypes and implicit personality theory: Toward a cognitive—Social psychological conceptualization. **Sex Roles**, **5**(2), 219-248. https://doi.org/10.1007/bf00287932

Asif, A. (2009). Analysis of Pakistani Media Consumers with regard to their participation to create an active society. (Unpublished dissertation of Master's Thesis). Institute of Communication Studies, University of the Punjab, Lahore.

Becker-Herby, E. (2016). The Rise of Femvertising: Authentically Reaching Female Consumers. *Conservancy.umn.edu*. https://conservancy.umn.edu/handle/11299/181494

Castillo, M. (2014). *These Stats Prove Femvertising Works*. (n.d.). https://www.adweek.com/performance-marketing/these-stats-prove-femvertising-works-160704/

Choe, S. (2008). Counter-stereotypical media messages and the reduction of implicit stereotypes about women. https://ecommons.cornell.edu/bitstream/handle/1813/11160/Choe_Thesis.pdf

D'Enbeau, S. (2011). Sex, feminism, and advertising: The politics of advertising feminism in a competitive marketplace. Journal of Communication Inquiry, 35, 53-69.

Dahlbeck, L. (n.d.). *Exploring the meeting between feminism and advertising through the audience lens The ambivalence of #femvertising.* https://lup.lub.lu.se/luur/download?func=downloadFile&recordOId=8872529&fileOId=8881266

Dahlén, M., & Rosengren, S. (2016). If Advertising Won't Die, What Will It Be? Toward a Working Definition of Advertising. Journal of Advertising, Vol. 45, no. 3, pp. 334–345

Davidson, L. (2015). Femvertising: Advertisers cash in on# feminism. *The Telegraph*, *12*.

Drake, V. E. (2017). The Impact of Female Empowerment in Advertising (Femvertising).

Feng, Y., Chen, H., & He, L. (2019). Consumer Responses to Femvertising: A Data-Mining Case of Dove's "Campaign for Real Beauty" on YouTube. *Journal of Advertising*, *48*(3), 292-301.

Gerbner, G., Gross, L., Morgan, M., & Signorielli, N. (1980). Some Additional Comments on Cultivation Analysis. *Public Opinion Quarterly*, *44*(3), 408. https://doi.org/10.1086/268608

Gill, R., & Elias, A. S. (2014) 'Awaken your incredible': Love your body discourses and postfeminist contradictions. International Journal of Media & Cultural Politics, 10(2), 179-188.

Gocłowska, M. A., Crisp, R. J., & Labuschagne, K. (2013). Can counter-stereotypes boost flexible thinking? Group Processes & Intergroup Relations, 16(2), 217-231.

Grau, S. L. and Zotos, Y. C. (2016). Gender stereotypes in advertising: a review of current research. International Journal of Advertising, 35(5), 761-770.

Greska, A. (2019). Feminism in the name of sports - A Multimodal Critical Discourse Analysis of Nike's and Under Armour's 'femvertising' campaigns 'Dream Crazier' and 'Unlike Any' (Dissertation, Malmö universitet/Kultur och samhälle). Retrieved from http://urn.kb.se/resolve?urn=urn:nbn:se:mau:diva-22893Hsu, C. K. J. (2018). Femvertising: State of the art. *Journal of Brand Strategy*, *7*(1), 28-47.

Jacobson, C., Katalin Abdallah, L., Liasse, D., & Lund, E. (2018). Femvertising and its effects on brand image: A study of men's attitude towards brands pursuing brand activism in their advertising. *LBMG*

Strategic Brand Management-Masters Paper Series. Journal of Research in Marketing, Vol. 7, no. 3, pp. 593-599

Kerlinger, Fredn N. (1964), Foundations of Behavioral Research, New York: Holt Rinehart Winston Inc., 741 pp.

Manfredi-Sánchez, J. L. (2019). Brand activism. Communication & Society, 32(4), 343-359.

Society, 32(4), 343-359

Lazar, M. M. (2007). Discover the power of femininity! Feminist Media Studies, 6(4), 505-517.

Levy, J. C. (2008). Advertising to women: Who are we in print, and how do we reclaim our image? Journal of Creativity in Mental Health, 2(4), 75-86.

Mamuric, N. (2019). Femvertising: Advertising taking social responsibility to sell brands. *Journal of Brand Strategy*, *7*(4), 318-325.

Morin-Messabel, C., Ferrière, S., Martinez, F., Devif, J., & Reeb, L. (2017). Counter-stereotypes and images: an exploratory research and some questions. Social Psychology of Education, 20(1), 1-13.

W Lawrence Neuman. (2011). *Social Research Methods : Qualitative and Quantitative Approaches*. Allyn & Bacon.

Sobande, F. (2019). Woke-washing: "intersectional" femvertising and branding "woke" bravery. *European Journal of Marketing*, *54*(11), 2723–2745. https://doi.org/10.1108/ejm-02-2019-0134

Sternadori, M., & Abitbol, A. (2019). Support for women's rights and feminist self-identification as antecedents of attitude toward femvertising. *Journal of Consumer Marketing*.

Taylor, K. A., Miyazaki, A. D. and Mogensen, K. B. (2013). Sex, beauty, and youth: An analysis of advertising appeals targeting U.S. women of different age groups. Journal of Current Issues & Research in Advertising, 34(2), 212-228.

Van Deest, I., & van der Stelt, B. (2019). Empowered Women-Empowered Sales? The Effect of Femvertising on Consumers' Attitudes towards the Ad, Brand Gender Perception, and Purchase Intention.

Varghese, N., & Kumar, N. (2020). Femvertising is a media strategy to increase the self-esteem of adolescents: An experiment in India. *Children and Youth Services Review*, 104965.

Vinacke, W. E. (1957). Stereotypes as Social Concepts. *The Journal of Social Psychology*, *46*(2), 229–243. https://doi.org/10.1080/00224545.1957.9714322

Wimmer, R. D., & Dominick, J. R. (2014). *Mass media research : an introduction*. Cengage-Wadsworth.