The future is female: Femvertising and attitude formation towards beauty brands

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ABSTRACT

Many beauty brands make use ‘femvertising’ which has piqued the interest of South Africa Generation Y and Generation Z female consumers. Femvertising has been studied quantitatively; however, limited research has been conducted from a qualitative perspective, and within the South African context, on the influence of femvertising on attitudes to beauty brands. Therefore, the purpose of this study was to explore the influence of femvertising on attitude formation towards beauty brands among South African Generation Y and Generation Z female consumers. Understanding this influence proves essential to marketers as Generation Y and Generation Z female consumers are becoming the largest, most powerful consumers of beauty brands.

This study was conducted using a descriptive, qualitative approach. Three group interviews were conducted, during which questions were posed about femvertising and the ‘attitude towards the advertisement’ model. The findings were analysed using deductive content analysis, which indicated that femvertising does influence Generation Y and Generation Z women’s judgements about beauty advertisements, which in turn influence their beliefs, feelings and attitudes towards beauty advertisements and beauty brands. Advertisers can use femvertising to increase awareness, interest about beauty brands and stimulate positive emotions that will lead to positive attitudes towards femvertising advertisements and beauty brands.

Key phrases
Attitude, beliefs, feelings, Feminism, femvertising and judgements

1. INTRODUCTION & BACKGROUND

The 21st century has brought about a number of significant changes in the social acknowledgement and perception of feminism. Although the empowerment of women and gender equality has improved over time, gender biases and stereotypes are still implemented and portrayed in the media (Grau & Zotos 2016:762). Subsequently, female-empowered brands and organisations have taken a stand against the stereotypical portrayal of women in the media and in advertising; and this has given rise to feminist advertising, termed ‘femvertising’ (Drake 2017:593). Femvertising has grown due to social media which
is commonly used by Generation Y, those born between 1980 and 1995, and Generation Z women, those born between 1995 and 2015. In South Africa, Generation Y and Generation Z women in tend to be more open-minded and highly opinionated, and prefer beauty brands that reflect their strong feminist views (Gil 2018). Hence it is imperative that marketers consider Generation Y and Generation Z consumers’ attitudes towards femvertising and beauty brands, as they are becoming better educated, and are entering the workforce, potentially making them one of the largest and most powerful consumer groups, with high disposable income (Gil 2018; Potgieter & Doubell 2018:69). This study therefore aims to explore the influence of femvertising on South African Generation Y and Generation Z women’s attitude formation towards beauty brands.

This article contributes to the body of South African femvertising knowledge by providing a foundation for beauty brand marketers to improve their advertising appeal to the feminist consumer - a market currently presenting significant growth. The article starts with the specific research questions and objectives of the study, followed by a review of literature on feminism, femvertising and attitude. The research process is then outlined and the findings are presented. Subsequently the recommendations and managerial implications are discussed and the limitations of the study are highlighted.

2. PROBLEM STATEMENT

Despite the aforementioned, few previous studies aim to explore the influence of the specific antecedents of attitude. Moreover, most of the previous studies have been quantitative in nature, and their results do not provide sufficient in-depth information that would help researchers and marketers to understand the influence of femvertising on attitude. What is more, there is a lack of research on femvertising in South Africa. Due to the recent increasing number of women’s empowerment and feminist movements, and the push for gender equality in South Africa, it is deemed necessary to gain insights into feminism and its impact on advertising in South Africa. Therefore, the paucity of qualitative research on understanding the influence of the antecedents of consumer attitudes on femvertising reinforces the need for this study.

3. RESEARCH OBJECTIVES

The research objectives formulated to guide the research are provided below.

1. To explore the influence of femvertising on judgements about beauty advertisements.
2. To discover how judgements about femvertising influence beliefs about beauty advertisements.
3. To understand the influence of femvertising on feelings about beauty advertisements.
4. To discover how feelings about femvertising influence attitudes to beauty advertisements.

5. To explore how attitudes to beauty advertisements influence attitudes to beauty brands.

4. LITERATURE REVIEW

4.1. Feminism

The term ‘feminism’ refers to equality of the sexes (Angelique & Culley 2003:190; Johnson 2007:3). Since the 19th century, feminism has experienced significant changes. These have been used to classify the movement into four ‘waves’, which are presented in Table 1 below (Johnson 2007:3; Phillips & Cree 2014:9).

| Feminism wave | Main characteristics of feminism wave | References |
|---------------|---------------------------------------|------------|
| First wave    | • Took place in the late 18th and early 19th centuries.  
                 • Emphasised the right of women to have the vote. | Phillips and Cree (2014:10); Johnson (2007:6) |
| Second wave   | • Took place between 1960 and 1980.  
                 • Addressed social issues such as discrimination, workplace equality, gender norms, and sexual and reproductive rights.  
                 • The media and advertising portrayed women only as mothers and housewives. | Phillips and Cree (2014:11); Rampton (2015) |
| Third wave    | • Took place between the 1980s and the early 2000s  
                 • Emphasised on equal rights and opportunities to women of colour as well as women in the lesbian, gay, bisexual, transgender, and queer communities.  
                 • Beauty standards, gender roles, and gender norms were challenged by women.  
                 • Beauty industry incorporated the new beauty standards and norms put forward by feminist movements. | Johnson (2007:9); Sheber (2017); Brown and Gilespie (2016:4) |
| Fourth wave   | • From 2008 up until now (2019).  
                 • Emphasises on female racial and transgenderism issues, rape, domestic violence, and the abuse of women.  
                 • Social media is used where women express their views and opinions, for example, the #MeToo movement. | Rampton (2015); Edwards-Levy (2018) |

Great strides were made towards accepting feminism in nations such as the United States of America and Europe, where feminism is far more advanced than in emerging nations. Feminism has only quite recently become openly accepted in emerging nations such as South Africa and is discussed in detail in section 4.2 below.
4.2 Feminism in South Africa

South Africa has been known to be a patriarchal nation due to the norms, customs, and cultures of its Western (Afrikaner and European) and African inhabitants (Coetzee 2001:300; Gibbs, Sikweyiya & Jewkes 2014:3). Furthermore, Apartheid imposed additional oppression on women and especially Black women, however it was during this period that many women fought for their rights, which transpired into three of the most significant feminist campaigns in South Africa:

1) Women’s demonstrations that took place in 1913 against purchasing costly passes every month (Filippi 2016:438; Salo 2007:187).
2) Women’s protests that took place in Potchefstroom in 1930 against the bullying by their male counterparts over labour needs in the town (Filippi 2016:438; Salo 2007:188).
3) Women’s marches take place in 1958 outside the Union Buildings in Pretoria, calling for the abolition of passes by burning their pass books (Arnold 2017:24).

Jaga, Arabandi, Bagraim and Mdlongwa (2018:430) argue that, despite the feminist movements such as ANC Women’s League, the Black Women’s Federation and campaigns that took place among South African women in the 1900s, apartheid was still rife and although apartheid formally ended in 1994, previously disadvantaged women struggled to access the same opportunities as their white counterparts (Frenkel 2008:4). Since then, South Africa has taken great strides to improve access to opportunities that were previously denied to disadvantaged women, through regulations and laws such as Broad Based Black Economic Empowerment (BBBEE), the Women Empowerment and Gender Equity Bill, and the Employment Equity Act (Coetzer & Singh 2017; Mataboge 2010). Through these regulations and laws, society is slowly adapting its mind-set and accepting women as equal to men.

South Africa has made great progress in empowering women to break the traditional gender stereotypes and to see themselves as confident, strong, independent individuals (Spiers 2018). Through this new wave of South African feminists, especially among women in Generation Y and Generation Z, women take on more responsibility in the purchase and consumption of products and brands to meet their needs. Thus it is imperative for marketers to explore ways to influence the feminist consumer about their purchases of a range of products and brands (Kapoor & Munjal 2019:140). A popular form of marketing and advertising to feminists is ‘femvertising’, which is discussed in section 4.3.

4.3 Femvertising
‘Femvertising’ is defined as advertising that portrays the empowerment of women through the use of pro-female messages, talents, and personalities (Drake 2017:593). Kapoor and Munjal (2019:137) argue that feminists in the 21st century wish to feel strong, independent, liberated, and confident, and constantly challenge conventional gender roles. More and more marketers and advertisers are recognising the importance of resonating with the 21st century feminist’s desires, as they are more receptive to advertisements that represent their beliefs (Drake 2017:593).

Åkestam, Rosengren and Dahlen (2017:796) state that femvertising has grown in popularity due to the increasing need to abolish gender roles in advertising. More brands are recognising the importance of portraying women as empowered individuals; but some have faced severe backlash (Åkestam et al. 2017:797). Critics argue that femvertising commercialises the deeper meaning of feminism, and exploits women’s rights movements (Fineman 2014; Martell 2018). Moreover, certain brands and companies focus on promoting the empowerment of women in their campaigns, but do not have a company culture to support their public message (Martell 2018).

Despite this, femvertising has still been found to be successful. A study conducted by SheKnows Media (Skey 2016) proved that most Generation Y women are more likely to recall a brand with an empowering advertisement, and close to 50 per cent of women switched between brands when advertisements depicted women as strong and empowered. Moreover, femvertising is 80 per cent more likely to be shared, liked, and commented on in social media, especially among Generation Y and Generation Z women (Sylvendhal 2017).

Previous studies have aimed to examine the influence of femvertising on consumer behaviour and are presented in Table 2.

**Table 2: Previous studies on femvertising**

| Author/s          | Title                                                                 | Type of study | Constructs/themes                  | Main findings                                                                 |
|-------------------|----------------------------------------------------------------------|---------------|-----------------------------------|------------------------------------------------------------------------------|
| Kapoor and Munjal (2019) | Self-consciousness and emotions driving femvertising: A path analysis of women’s | Quantitative  | Self-consciousness Need for emotions Attitudes to the | Feelings do indeed influence attitudes to femvertising, but did not influence intention to purchase the brands. It was discovered that |
| Study                                      | Methodology | Constructs                        | Findings                                                                                                                                 |
|-------------------------------------------|-------------|-----------------------------------|------------------------------------------------------------------------------------------------------------------------------------------|
| Akestam, Rosengren and Dahlen (2017)      | Quantitative| Ad reactance, Attitudes, Stereotypes | It was found among the female respondents that femvertising can generate thoughts that are not related to the brand but to advertising stereotypes and beliefs. Challenging traditional stereotypes lowers consumers' reactance to the ads, thus increasing their overall attitudes to them. |
| Abitbol and Sternadori (2016)             | Qualitative | Femvertising, Attitudes, Company-cause fit | Respondents consisted of both males and females. Femvertising was discovered to be most effective if it honestly reflects a company's internal values and culture. Moreover, femvertising messages must go beyond popular culture and also elicit tangible intent for specific products. |
| Drake (2017)                              | Quantitative| Attitudes, Purchase intention, Emotional connection | The female respondents who were exposed to femvertising had higher ad opinions, enhanced purchase intentions, emotional connections, and brand favourability. However, there was little to no influence on their perceptions of gender stereotypes. Respondents felt indifferent to gender portrayal in ads, as they are accustomed to the contemporary view of women's roles in society, and are thus not offended. |
| Rodrigues (2016)                          | Qualitative | Perception, Self-identification, Attitude | It was found that women who were exposed to femvertising messages had a positive attitude to the campaigns, and were most likely to praise the brand for its initiative, positively identify with the brand, and share the campaign. |

The previous studies presented in Table 1 have explored numerous impacts of femvertising on multiple constructs, including attitude in general; however, few of them aim to explore the influence of the specific antecedents of attitude. Moreover, most of these studies have been
quantitative in nature and there is a lack of research on femvertising and attitudes in emerging markets and specifically in South Africa. The ‘attitude’ construct is explored in detail below.

4.4 Attitude

‘Attitude’ is defined as a learned predisposition to behave in consistently favourable or unfavourable ways towards a given object and is a driver of behavioural intention (Bashir & Madhavaiah 2015:70; Schiffman and Wisenblit, 2015:245; Chih, Liou & Hsu 2015:497). Attitudes are formed in multiple ways, however, for the purpose of the current study, the ‘tricomponent attitude’ model and the ‘attitude towards the advertisement’ model will be discussed.

4.4.1 Tricomponent attitude model

The tricomponent attitude model consists of three key components that are suggested to influence the formation of attitudes: cognitive, affective, and conative (Schiffman & Wisenblit 2015:245).

Cognition

Schiffman (2019:146) states that the cognitive component of attitude consists of an individual’s perceptions and knowledge, based on direct experience with an attitude object and learning. Marketers aim to enhance consumer learning through their advertising in the hopes of improving recall of the brand (repetition) and understanding and comprehension of the brand message (elaboration) (Batkoska & Koseska 2012:71; Schmidt & Eisend 2015:418). Through cognition, individuals form judgements about and evaluations of the attitude object; and these, in turn, influence their beliefs and feelings about the object (Schiffman 2019:147).

Affective

The affective component of attitude comprises of an individual’s feelings about a particular attitude object (Chih et al. 2015:497). Feelings amplify an individual’s experience with an attitude object (Makanyeza, 2014:876). Often positive feelings amplify positive experiences, while negative feelings amplify negative experiences (Chih et al. 2015:497; Makanyeza 2014:876). In their marketing messages, marketers aim to amplify and enhance positive experiences through stimulating positive feelings (Clow 2016:79).

Conative

The conative component of attitude refers to the likelihood that an individual will behave in a particular way towards a given attitude object (Schiffman 2019:147). In relation to consumer
behaviour, the conative component is often regarded as a consumer's intention to purchase (Pande & Soodan 2015:285). Rizvi and Oney (2018:160) argue that conation often takes place once consumers have established beliefs and evaluations about a brand, as well as associated emotions and feelings about a brand. Positive beliefs and feelings about a brand increase the intention to purchase it, whereas negative beliefs and feelings decrease the intention to purchase it (Rizvi & Oney 2018:160; Makanyeza 2014:877).

### 4.4.2 Attitude to the advertisement model

‘Attitude towards the advertisement’ is defined as a predisposition to respond in a consistently favourable or unfavourable way to a given advertising stimulus during certain exposure (Schiffman 2019:146). The attitude towards the advertisement (AAd) model was developed by Edell and Burke (1987) in order to understand the role of feelings about advertisements. The AAd model comprises of six elements as depicted in figure 1 (Edell & Burke 1987).

**Figure 1: Attitude to the advertisement model**

![Attitude to the advertisement model diagram](source)

Consumers are exposed to numerous advertisements on a daily basis. However, what distinguishes advertisements from one another is their ability to influence consumer attitudes (Sanchez & Alley 2016:1098). Advertisements aim to provide consumers with information (to stimulate their cognitive process) and create various feelings and emotions (to stimulate their affective process) to assist them in forming attitudes to advertisements and brands (Sanchez & Alley 2016:1098; Schiffman 2019:146). Attitudes, moreover, are formed through constant and repetitive exposure to an advertisement, and are used to increase brand awareness and
brand recognition (Batkoska & Koseska 2012:71). Once consumers are exposed to an advertisement, they form judgements and feelings about the advertisement (Makanyeza 2014:877). As mentioned in section 3.4.1, cognition enables consumers to form which in turn influences their attitude to the brand (Schiffman 2019:147).

He and Qu (2018:18) posit that many advertisements incorporate emotional appeals in order to stimulate affective and emotional responses among consumers who view the advertisement. It has been proven that consumers are more likely to remember the advertisement if it arouses a particular emotion or feeling (He & Qu 2018:18). Advertisements that evoke positive emotions and feelings are more likely to generate positive attitudes and subsequently increase the purchase intention (MacKenzie & Lutz 1989:49). A study conducted by Zha, Li and Yan (2015:527) proved that consumers who have positive feelings about an advertisement with increased cognitive content tend to perceive it as having a higher credibility, and therefore have positively influenced attitudes to the brand.

To explore the above-mentioned influence in more detail in South Africa, the research process presented in section 4 outlines the way in which the study was conducted.

5. RESEARCH PROCESS
The six steps proposed by Berndt and Petzer (2011) were used to guide the research process for the current study.

5.1 Step 1: Defining the research problem and research objectives
The research problems, research objectives have been proposed in sections 2 and 3.

5.2 Step 2: Selecting the research design
A descriptive, quantitative research design was followed due to the exploratory nature of the topic. Using an interpretivist approach, the researcher aimed to gather an in-depth understanding of femvertising in South Africa by exploring varying opinions presented by participants. To gauge participants’ opinions, group interviews were conducted. Group interviews are similar to focus groups, however comprise a smaller number of participants, usually between two and four participants (Frey & Fontana 1991:177). Having fewer participants allows the researcher to gain in-depth, rich data yet still obtaining shared views from the group on the research topic (Krueger & Casey, 2014:56).

Despite the advantages associated with group interviews, there are some ethical issues which include providing consent, good conduct as well as maintaining confidentiality and
anonymity (Sim & Waterfield, 2019:3036). To obtain consent, the researcher provided participants with an explanatory statement, highlighting what is required from the participants as well as a consent form to read and sign. The researcher then briefed the group about the conduct of the group interviews which related to being willing to share their own opinions as well as respecting other’s opinions. To maintain confidentiality and anonymity all participants were referred to as participant 1, participant 2 and so on. Despite the email addresses that were obtained by the researcher in order to communicate with potential participants, no identifiable data was used in the group interview.

5.3 Step 3: Planning the sample
A two-stage sampling process was followed, using non-probability sampling techniques. In the first stage, the participants were purposefully selected from the target population to ensure the participants represent the target population of the study. Purposive sampling was selected due to the nature of study, which required a specific group of participants who met certain inclusion criteria (Sharma, 2017:751). The inclusion criteria applied to the sample participants of this study was a) the participant had to be between the ages of 18 and 40 (the age range for Generation Y and Z consumers) as this is the focus of the study, and b) considered herself as a feminist.

The second stage in the sampling process consisted of snowball sampling. Snowball sampling was used as it was difficult to obtain participants who met the inclusion criteria (Etikan, Alkassim & Abubakar, 2016:1). The researcher relied on recommendations from participants, who already participated in the interviews, for other potential participants in their network who share similar interests (being feminists). The additional participants’ email addresses were obtained from the initially selected sample and contacted by the researcher to request their participation in the group interviews. A total of three group interviews were conducted, consisting of three to six members per group interview with an overall total of 14 participants. The decision on the sample size was based on the average number of group interviews to be conducted before saturation is reached (Frey & Fontana 1991:177).

5.4 Step 4: Collecting the data
To commence data collection, the researcher approached potential participants at the University of Johannesburg and asked them whether they were between the ages of 18 and 40 and whether they considered themselves as feminists. Those who met the inclusion criteria were then provided with the explanatory statement to read. Participants’ email addresses were obtained and were emailed about the meeting place and time of group
interviews which took place at a central, public location convenient to the researcher and the participants. Once in the venue, participants were then provided with a consent form to read and sign and the researcher discussed the conduct or ‘ground rules’ for the group interview. Participants were then shown two examples of femvertising campaigns to facilitate the discussion including the Dove Real Beauty campaign (Bahadur, 2014) and the Always Ultra #LikeAGirl campaign (Keffler, 2017). The group interviews were guided by five broad ideas deduced from the literature on femvertising and attitude formation. These included Femvertising’s effect on participants’ 1) opinions; 2) beliefs; 3) feelings and 4) attitudes towards beauty advertisements; and 5) attitudes towards beauty brands. The group interviews were audio and video-recorded to gather rich data. In order to maintain trustworthiness the researcher used Lincoln and Guba’s criteria which was applied to the study as follows:

| Criteria     | Techniques                                      | Application to study                                                                 |
|--------------|-------------------------------------------------|--------------------------------------------------------------------------------------|
| Credibility  | Iterative questioning (Shenton, 2004:67)         | Probed participants and rephrased questions due to the controversial topic.           |
|              | Reflective commentary (Anney, 2014:279)         | Field notes were made which assisted in the identification of emerging patterns of the data collected. |
| Transferability | Thick description (Anney, 2014:278)            | A thick description of the phenomena investigated was provided in the literature review to ensure that replication of the study can be easily transferred in different contexts. |
|              | Research methods (Frey & Fontana, 1991:175)     | Group interviews are a common qualitative research method that can be used in various studies conducted in similar contexts. |
| Confirmability | Data collection process (Shenton, 2004:70)    | An in-depth description of the data collection process was provided to ensure integrity of the study. |
|              | Audit trail (Hadi & Closs, 2016:642).           | An audit trail was also created to analyse narratives provided by the participants, to prove the anticipated themes. |
|              | Limitations highlighted (Shenton, 2004:69)      | Shortcomings of the study were recognised in section 6; limitations of the study.     |
| Dependability | Data collection process (Shenton, 2004:70)     | A comprehensive description of the research design was provided, detailing the data collection process. |
|              | Reflective journal (Shenton, 2004:72)           | A reflective journal was compiled after the data collection process to evaluate the success of the overall process. |

5.5 Step 5: Analysing the data
To analyse the data collected from the group interviews, deductive content analysis was used. Hashemnezhad (2015:60) posits that deductive content analysis is commonly used when the purpose of the study is to test a particular theory which is grounded in previous knowledge. Furthermore, deductive content analysis is used to explore existing phenomena in new contexts (Elo & Kyngäs, 2008:111). In relation to this study, the Aad theory, an existing theory, was used to determine attitudes in a new context; femvertising. To conduct deductive content analysis Naupess (2019:2061) suggests starting with specific observations and objectives, which are then analysed and interpreted into a more general observation to draw conclusions. As with the current study, the ideas presented in the Aad model guided the research objectives which were analysed to provide an overall view of feminists’ attitudes towards femvertising.

The steps proposed by Erlingsson and Brysiewicz (2017:95) were used to deductively analyse the data. Step one included familiarisation with the data and using the hermeneutic spiral, in which the researcher read and re-read the transcribed interviews and made notes of their initial impressions. The researcher checked and compared participants’ perspectives on the overall research topic. Once the researcher became familiar with the data, step two was to divide the text into meaning units and then condense the meaning units. To do this, the researcher identified meaningful statements in line with the research questions, which were used as meaning units. This assisted the researcher in completing step three, formulating codes. The researcher created codes that best described the meaning units, using one label to assist in identifying connections between them. Once the codes were created, the researcher developed categories and themes pertaining to the research objectives (step four).

5.6 Step 6: Presenting the research report
The research report includes presenting the findings of the data analysis. The findings of this study are presented in section 6 below. Each research objective is addressed with its relevant finding and a brief discussion.

6. KEY FINDINGS AND MANAGERIAL IMPLICATIONS
To commence the group interviews, the researcher posed a number of general questions about feminism to gauge how female Generation Y and Generation Z consumers felt about the topic. In general, it was discovered that the women from these generational cohorts believed that feminism is about equality between men and women, women’s empowerment, and eliminating gender stereotypes. The definitions of feminism obtained from participants prove the definitions of feminism as provided by Angelique and Culley (2003:190) and...
Johnson (2007:3). The majority of the participants, however, did feel that they started regarding themselves as feminists only recently, which they attributed to the growing social acceptance of feminism and its visibility on social media. Most participants suggested that social media made it easier to be vocal and open about their views on feminism, as they discovered communities among other feminists who shared the same values and beliefs. This finding is line with the studies conducted by Jackson (2018:45) and Turley and Fisher (2018:130) who discovered that feminism has indeed become more accepted due to the increasing number of mentions and feminist movements on social media.

An interesting point that came up in all three group interviews was the influence of cultural backgrounds on the participants’ view of feminism. In their homes, it was their responsibility to cook, clean, and serve the men. This patriarchal mind-set is still evident in South Africa and Africa as a whole and has been documented through African feminist literature as reviewed by Eze (2015:315). It was further discovered that although participants’ maternal influencers expected them to carry out those responsibilities, their mothers actually played a role in participants identifying themselves as feminists. These participants suggested that their mothers encouraged them to study, qualify, get a job, and be independent. In general, all participants agreed that feminism is impacting society and advertising positively because more advertisements are trying to appeal to the feminist consumer, breaking down gender stereotypes, thus allowing brands to become social advocates. This was proven by Akestam et al. (2017:800) however Drake (2017:569) found that femvertising had little to no influence on females’ perceptions of gender stereotypes.

The second part of the focus group related to femvertising and attitude specifically. To present this section, a discussion of the overall findings is provided with respect to each objective.

**RO1: To explore the influence of femvertising on judgements about beauty advertisements.**

It was discovered that femvertising did indeed influence participants’ judgements about beauty advertisements. However, there were mixed findings about how femvertising influences participants’ judgements. A few participants felt that, although advertisers are trying to incorporate more feminists in their advertisements, they tend to include either the ‘extreme activist’, or a beautiful person, both extremes being non-inclusive of a ‘regular girl’. These participants felt that few or no advertisements included the ‘average woman’ to whom they could relate. This finding is line with results presented by Wang (2018:59) who conducted a content analysis on femvertising campaigns and found that many of these
advertisements included women in their advertisements who had an unattainable self-image for the ‘everyday feminist’. From the current study it was also discovered that women in these advertisements tend to be portrayed as angry and aggressive, and that some advertisements are facilitated by men who do not fully understand feminism, which suggests that femvertising had a negative impact on their judgements about the beauty advertisements. Some excerpts from the interviews are presented below:

‘…my judgement is that these ads are not inclusive […] enough, and that they don’t do enough research into the ordinary girl because the girl either looks extremely activist or extremely touched up like Rihanna. There’s no regular girl represented…’

‘…feminists are also portrayed as angry and aggressive…some ads are facilitated by men, which can completely miss the point…’

Conversely, the majority of the participants felt that their judgements and opinions about the advertisements were positively influenced. When probed about their responses, these participants felt that beauty advertisements are incorporating women of all shapes, colours, and sizes. This all-inclusiveness means that participants are able to resonate with the women in the advertisements, and thus have a positive image of the brand. These participants further mentioned that being able to resonate with the feminist women in advertisements meant that their perception of the advertisement and the brand was enhanced, along with their interest in the advertisement. Jacobson, Katalin Abdallah, Liasse and Lund (2018:13) supports this finding and mention that femvertising campaigns indeed changed their perceptions of the brands. Emphasis was also placed on who was chosen to be in the advertisements, as this positively impacted participants’ judgement about the beauty brand advertisement. It was also discovered that having positive judgements and opinions about the brand would encourage participants to share the advertisement on social media, discuss it with their friends, and potentially even purchase the brand. This was previously proven Jackson (2018:45) and Turley and Fisher (2018:130). Some excerpts from the interviews are presented below.

‘…I grab every opportunity to share about the brand if the ad really resonated with me… also if I see a feminist women in the ad, I want to continue watching the ad, and I might even buy the brand in the ad…so who is in the ad also influences my judgement and interest…’

‘…the definition of beauty from back then has expanded now because now they are using all types of women…now everyone can be beautiful…my judgement towards these ads [is]
positive because now it resonates with everyone, and they feel like they are beautiful and included in the brand…'

Overall it was discovered that there were mixed findings in relation to the type of influence of femvertising on judgements. In order to have a positive judgement towards an advertisement, average women and feminists need to be part of the advertisement in order to resonate with the feminist consumer.

**RO2: To discover how judgements about femvertising influence beliefs about beauty advertisements.**

The majority of participants mentioned that the way they judge the advertisement does influence their beliefs. It was again reaffirmed that having women in an advertisement to which participants could relate and with whom they resonate positively influences their beliefs about the advertisement. Some participants mentioned that they can relate to celebrities who are feminists, and others mentioned that having ‘normal, everyday women’ would increase the believability of the advertisement because participants can relate to them. Results from a content analysis conducted by Wang (2018:59) support this finding as many femvertising campaigns either use celebrities or ‘average women’ as they are more appealing to feminists. Moreover, findings from the current study show that participants’ beliefs about these advertisements would include its sincerity, and therefore be more positive. Femvertising was also said to motivate participants to want to purchase the brands in the advertisements, especially when feminists are part of the advertisement and women aspire to be like them, which is in line with findings by Drake (2017:597) yet contradict findings by Kapoor and Munjal (2019:150). One participant also mentioned that femvertising is breaking down the gender stereotypes associated with women’s roles in society and giving rise to what the ‘new feminist’ is all about which confirms findings by Akestam et al. (2017:800). Another participant mentioned that femvertising changed her beliefs about what she could and could not wear. Some excerpts from the interviews are presented below.

‘…the ad should be genuine and sincere, it should not be done because now feminism is a ‘thing’…also the people that they use should be normal girls who are feminists, as this influences my beliefs about the ad where I can believe what they are advertising…’

‘…Some beauty ads are breaking down beliefs where they show women that are married [are] still looking sexy and wanting to do things for themselves…ads are giving rise to accepting the new feminist culture…’
‘…they do influence my beliefs because they use influential women who I resonate with and who I like to see myself become…a part of me wants to look like them…’

In general it was discovered that femvertising influences judgements and, in turn, influences beliefs about beauty advertisements. It was reaffirmed that having women in the advertisements to whom participants could relate positively influenced their beliefs about the advertisements. Moreover, femvertising was said to eliminate past beliefs about feminism, and is giving rise to the ‘new feminist’.

**RO3: To understand the influence of femvertising on feelings about beauty advertisements.**

All participants mentioned that femvertising did indeed influence their feelings about beauty advertisements which is supported by Kapoor and Munjal (2019:151) For some, femvertising invoked positive feelings; for others, doubts about their self-image were aroused. A few participants mentioned that, even though femvertising tries to be all-inclusive, every individual is different and has their own, unique self-image. These participants suggested that part of them still feels left out when they see advertisements to which they cannot completely relate. Those who have positive feelings felt empowered women as femvertising is breaking down the gender stereotypes and social norms, which in turn make some participants feel proud. This contradicts the findings by Bue and Harrison (2019:12) who found that exposure to femvertising campaigns does not necessarily lead to positive feelings including pride and empowerment. Some excerpts from the interviews are presented below.

‘…it can be extreme happiness and elation or sadness, because I want to look like the girls in these ads, but that might not be possible, as some beauty brands are not all inclusive… This leads to esteem issues because sometimes you feel that you are not good enough to look like her, and you don’t have the means to purchase…’

‘…at last women are being recognised and are considered, and finally we have a say… I feel proud…’

Other participants suggested that femvertising invokes feelings of trust because having women in advertisements to whom they could relate, increased the believability and sincerity of the advertisement. These findings can be corroborated with findings presented by Abitbol and Sternadori (2016:130) and who found that trust positively influences attitudes and beliefs. Moreover, feelings of confidence were evoked through these advertisements, so that participants felt that they were beautiful and could be comfortable in their own skin, based on the all-inclusiveness of femvertising. This was supported by a textual qualitative analysis by
Feng, Chen and He (2019:8). Some participants also affirmed that femvertising aroused feelings of excitement because society now accepts all women for themselves. Furthermore, having the right people in the advertisements also influences participants’ feelings about femvertising campaigns. Some excerpts from the interviews are presented below.

‘…I feel like I trust the brand because they are using our skin types… it makes it seem more credible… it also makes me feel excited that the feminist thing and society are now catching up…’

‘…I feel included and more accepted as well as confident in my own skin…’

‘…For me, it’s not like they are excluding me from this entire campaign… I feel included…’

Overall it was discovered that femvertising does have a significant influence on feelings about beauty advertisements. In general, positive feelings such as pride, trust, confidence, inclusivity, and excitement were aroused when being exposed to femvertising.

**RO4: To discover how feelings about femvertising influence attitudes to beauty advertisements.**

All participants mentioned that the type of feelings they have about the advertisement would influence their overall attitude to the advertisement. For participants who have experienced positive feelings when being exposed to the advertisements, it was affirmed that their attitude to the advertisement would also be positive which is supported by Kapoor and Munjal (2019:151). Having a positive attitude to the advertisement meant that participants would be willing to watch the advertisement repeatedly due to being emotionally attached as proved by Drake (2017:597). Some excerpts from the interviews are presented below.

‘…because of the amazement and excitement that I feel when watching these ads, I actually do not mind watching it 10 times over… I have a positive attitude towards the ad…’

‘…when it’s a positive ad you often get emotionally attached to it, and you always want to see it, share it, and even Tweet about it…’

Participants who could relate to the women in beauty advertisements also felt highly involved with the advertisement and the brand, and therefore had a positive attitude to the advertisement as was supported by Abitbol. and Sternadori’s (2019:35) findings. One participant also mentioned that having advertisements that show women doing what men can do is empowering, and will positively influence her attitude to the advertisement. Moreover, including ‘average, everyday’ women in feminist advertisements tends to
empower participants and make them feel that, if the women in the advertisements can do it, so can they. It was further discovered that positive attitudes to the advertisements would lead some participants to sharing about the advertisement on social media. Some excerpts from the interviews are presented below.

‘…seeing these ads with all types of women makes me feel involved with the ad and the brand, even though I am not actually in the ad, because it’s something that I can relate to, and that makes me feel positive towards the ad…’

‘…I like it when the ads show women that they can do what men can do, for example, seeing ads that say ‘Boss Lady’ and seeing a woman DJing. This positively influences my attitude, and I want to be part of whatever they are offering…’

In general, feelings about femvertising, whether positive or negative, were discovered to influence the attitude to beauty brands significantly.

**RO5: To explore how attitudes to beauty advertisements influence attitudes to beauty brands.**

Some participants mentioned that having a positive feeling about an advertisement creates a positive attitude to the advertisement and, in turn, leads them to having a positive attitude to the brand. This finding was supported by Rodrigues (2016) and De Meulenaer Dens, De Pelsmacker and Eisend (2018:907). These participants felt that the way the message is portrayed in the beauty advertisement would determine whether they have a positive attitude to the brand. It was discovered, furthermore, that consistency between the beauty advertisement, the message conveyed, and the beauty brand was key in influencing the overall attitude to the brand which was proven by Abitbol and Sternadori (2016:131). One participant reaffirmed that if she perceived the woman in the advertisement to be a feminist to whom she could relate, she would have a positive attitude to the brand. The participants also affirmed that, if they have a positive attitude to the brand, they would be more likely to trial and purchase the brand; some would recommend the brand and others would be willing to stand by the brand. Participants mentioned that they would be willing to share reviews of the advertisement or the brand through social media. Moreover, having a positive attitude to the advertisement leads to potential brand loyalty and helps brands remain top-of-mind. These findings were supported by authors including Abitbol and Sternadori (2019:34), Kapoor and Munjal (2019:132) and Drake (2017:597). Some excerpts from the interviews are presented below.
“...the way you send out the message and the feelings that are evoked make me want to look at beauty brands and see if they actually mean what they say in the ads... stick to what you say in the ads, and then my attitude towards the brand won't change negatively... there needs to be consistency”

“...I am going to purchase the brands if I have a good attitude towards the ad and if I believe that the brand is resonating with me... I would even recommend the brand... and also seeing the ad and having a positive attitude towards the ad means that the brand stays on top of my mind.’

“...if I like what I am seeing then I might recommend the brand…”

“...I would be more loyal to the brand…”

“...I would use social media to recommend the brand and the ad if my attitude is positive…”

7. LIMITATIONS OF THE STUDY
Although this study contributes to understanding the influence of femvertising on attitudes to beauty brands, as with all research, it is not without its limitations. The methodology for this study followed a deductive, qualitative approach and, as such, the findings cannot be generalised to the greater population. Future research can, however, use the findings from this study to inform quantitative studies that can investigate further the relationships between each construct and then be replicated in the greater South African population. This study, moreover, was limited to female Generation Y and Generation Z consumers. Future studies can explore the influence of femvertising using older generational cohorts to provide valuable insights into generational targeting and ways to advertise to them. Future research can also be conducted into various other industries to get the male feminist’s opinion about femvertising. In addition, due to the numerous segments in the beauty and personal care industry, future studies could be replicated in particular segments to discover whether the influence of femvertising differs between segments.

8. RECOMMENDATIONS FROM THE STUDY
The findings of this study can be used to assist marketers and advertisers in understanding how female Generation Y and Generation Z consumers identify themselves as feminists in order to improve their targeting. Advertisers can use femvertising to increase awareness of and interest in their advertisements and beauty brands, as it was discovered that having a positive attitude leads feminist consumers to share content on social media and share recommendations with their friends.
Currently many femvertising campaigns use aspirational women in their advertisements; advertisers should also include more ‘average, everyday women’ in their femvertising campaigns. Through these advertisements, advertisers should also focus on evoking positive feelings in feminists, such as pride, confidence, inclusivity, trust, and excitement, as it was suggested that having an emotional attachment to an advertisement impacts positively on the brand.

Advertisers should also ensure that the advertisements they create for beauty brands are centred on creating positive attitudes through the messages conveyed, the women used in the advertisements, and the feelings they evoke. If all of those aspects are positive and consistent, then feminists from the Generation Y and Z cohorts will most likely have a positive attitude to beauty advertisements and brands.

9. CONCLUSION
This aim of this study was to explore the influence of femvertising on attitudes to beauty advertisements and beauty brands. The findings from the study show that, overall, femvertising positively influences Generation Y and Generation Z women’s judgements, beliefs and feelings which, in turn, positively influence their attitudes to beauty advertisements and beauty brands. Advertisers can therefore use the findings from this study as a foundation for creating femvertising campaigns to stimulate trial, increase purchases, generate recommendations, and enhance brand loyalty.

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