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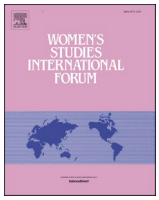

Effects of brand awareness and feminist message level in femvertising: An experimental study

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ABSTRACT

Femvertising is a general advertisement term that builds awareness of women's issues, rights, and gender equality. This particular type of advertisement is used by brands with the expectation that it will be effective on women, especially women with high levels of feminism. This study aims to determine the effects of brand awareness and the level of feminist messages on brand trust, word of mouth (WoM), attitude toward advertisements, and purchase intention. To achieve this aim, a 2 × 2 experimental design was used to manipulate the level of brand awareness and the level of feminist messages in the advertisement. A total of 405 women with high feminist attitudes participated in the experiment. Data analyses revealed that brand awareness exerts a positive effect on brand trust, but the level of feminist messages does not exert any significant effect on either brand trust or purchase intentions. Furthermore, data analyses showed that less familiar brands can achieve more positive results in attitude toward advertising and WoM if they use strong feminist messages in their advertisements, compared to well-known brands.

1. Introduction

Using women in advertisements to attract the target group's attention or giving messages to the target group through women is a widespread tactic (Abitbol & Sternadori, 2019). Women's gender roles have been reflected in advertisements throughout history. Depending on the period, women were depicted in advertisements in different ways, such as devoted housewives, attractive sexual objects, or fragile beauty icons. However, various criticisms have been made against the roles assigned to women in advertising, and recently, an approach called femvertising, based on gender equality, has emerged. Femvertising is a term derived from the combination of the words feminism and advertising. Femvertising refers to content in advertising campaigns that highlights and supports women's empowerment, gender equality, and women's rights. These advertisements aim to represent women not only within traditional gender roles but also as strong, independent, and diverse individuals (Drake, 2017). The first example of this type of advertising approach was used by Dove in 2004 (Dan, 2017). Nowadays, it is immediately apparent that brands such as Nike, Dove, Always, and Elidor frequently employ this type of advertising.

Gender equality is a persistent moral and social problem that societies must confront to make progress (Negm, 2023). The United Nations' sustainable development goals emphasize that it is necessary to promote gender equality in the media, as it allows women to be perceived as essential actors in developing a more robust and sustainable society (United Nations Development Programme, 2022). Accordingly, in recent times, marketing practitioners have used advertisements that use feminine abilities, messages, and images to empower women (Drake, 2017). However, the research and empirical evidence that can guide practitioners' efforts in femvertising is still in their infancy (Åkestam, Rosengren, Dahlén, Liljedal, & Berg, 2021; Lima & Casais, 2021). As stated by Negm (2023 and 2024), research on femvertising in different cultures will significantly contribute to the development of the literature. In this sense, Turkey is a unique market for studies on femvertising, both because it is the only secular country with a Muslim majority (Ilter et al., 2017) and because of its recent breakthrough in the gender inequality index (United Nations Development Programme, 2022). Therefore, this study focuses on revealing the attitudes of feminist

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female consumers toward femvertising in Turkey.

This study holds promise for the femvertising field, offering theoretical and practical insights. A notable aspect is its examination of femvertising from a feminist perspective, which could provide valuable guidance for marketing practitioners. There are several key reasons why we included women who identify as feminists in our study. First, considering that femvertising is often associated with feminism and addresses issues such as women's rights, problems, and gender equality, it is appropriate to work with participants who have strong feminist attitudes. Feminist women may be the target audience for femvertising, and identifying and understanding perceptions is crucial for marketing practitioners. Second, examining the responses of feminist women provides a more comprehensive perspective on understanding the impact of femvertising. While previous studies have often focused on the general female population or specific demographic groups, evaluating the unique responses of women under the umbrella of feminism contributes significantly to the literature. Finally, another reason for choosing women who identify as feminists for this study is to obtain results that will better illuminate the impact of femvertising on this group. Women who identify as feminists may be more sensitive to issues related to feminism and, therefore, may have a different perspective on femvertising. This helps us assess the impact of the advertisements more accurately and makes the results more meaningful.

Advertisements featured in the femvertising title are generally created and broadcast by larger companies and well-known brands. (Dove, Nike, etc.). Consumers tend to have generally positive attitudes toward well-known brands (Rossiter, 2014). Naturally, consumer attitudes toward femvertising by well-known brands are expected to be positive. The main question to ask here is: Is it the advertisement's content that determines the formation of positive attitudes toward femvertising, or does brand awareness affect the evaluations of these ads? Another important question related to this topic is how consumers would react if exposed to the femvertising of an unfamiliar brand. This study seeks answers to these questions. The answers to these questions will contribute to the literature and guide practitioners on more effective femvertising campaigns.

Another point addressed in this study is the intensity of the feminist message used in femvertising. Rhor et al. (2019) argued that if an advertisement contains an intense feminist message, it will be liked more by feminist women. In the current study, the intensity of the feminist message was considered an essential variable, and it was examined whether the participants' evaluations of femvertising differed according to the intensity of the feminist message. Additionally, this study examines whether an unknown brand can find a place in the market through femvertising. Understanding the potential effects of femvertising on novel or less familiar brands is critical, mainly if the target audience consists of female consumers. Another contribution of this study will be to provide evidence in this context. The difference between consumers' responses to femvertising campaigns of companies with high brand awareness and those with low brand awareness may open up a different path for companies. Therefore, this research aims to contribute to femvertising theory and practice by answering two fundamental questions.

RQ1. How do feminist women evaluate femvertising?

RQ2. Do brand awareness, and the level of feminist message in the ad make a difference in feminist women's evaluations?

The study will begin by defining key terms related to femvertising and reviewing previous research in this field. Next, we will introduce the research model, hypotheses, and supporting arguments. The methodology section will cover data collection and analysis. Finally, we will present the results, discussion, conclusion, and theoretical and practical contributions.

2. Background and literature

2.1. Femvertising

Femvertising, which emerged as a combination of feminism and advertising, is defined as advertising that uses messages and images to portray women as powerful (Varghese & Kumar, 2022). Femvertising aims to represent women as capable and robust by using pro-female messages and images to create a strong female image (Sternadori & Abitbol, 2019). Therefore, feminist advertising positively creates awareness of gender equality and women's rights (Drake, 2017). Varghese and Kumar (2022) linked the growing social acceptance of this type of advertising to increasing activism, conscious capitalism, criticism of feminism, gender, and brand awareness.

From a social perspective, femvertising fills an essential gap in creating awareness of women's rights, solidarity, and gender equality and contributes to women's empowerment (Kapoor & Munjal, 2019). Moreover, for female consumers, femvertising elicits strong attitudes toward the ad and the brand and creates higher purchase intentions (Drake, 2017).

The extent to which consumers understand the sincerity of feminist rhetoric used in advertisements and the possibility of thinking that brands use feminism only for profit is a significant risk for using femvertising (Taylor et al., 2016). The most crucial criticism of the use of feminist messages in advertisements is that femvertising is essentially used to make a profit, and this harms feminist thought. Some also argue that femvertising depoliticizes feminism and undermines the goals of the feminist movement (Varghese & Kumar, 2020).

The intensity of feminist messages in advertisements can vary based on the emphasis and importance of feminist themes. This variability reflects the complex interplay of cultural and social influences and may be perceived differently by audiences (Utami & Putri, 2023). However, the intensity of feminist messages has been researched in the literature from different perspectives, in limited numbers and with a narrow scope. These studies encompass topics such as the representation of feminist themes in advertisements, consumer responses, and content analyses. The representation of feminist messages investigates how frequently and in what manner advertisements address themes of women's rights, equality, and empowerment. It has been observed that advertisements tend to depict women as strong and independent individuals (Varghese & Kumar, 2022). Consumer responses indicate that the intensity of feminist messages is generally positively received by female consumers, and such advertisements are found to enhance brand loyalty. However, it is also noted that excessive feminist messaging can provoke backlash and negatively affect brand perception (Lima & Casais, 2021). Content analyses involve examining the texts, visuals, and overall themes of advertisements to explore the extent to which feminist messages are emphasized (Windels et al., 2020). The scope and findings of studies in this field can vary due to cultural and temporal differences. Therefore, a more extensive and experimental examination of the intensity of feminist messages in advertisements within this study will contribute to a better understanding of the subject.

2.2. Brand trust

Brand trust is consumers' willingness to rely on a brand to fulfill its promises (Chaudhuri & Holbrook, 2001). Accordingly, trusting a brand implicitly means that there is a high probability or expectation that the brand will produce positive outcomes for the consumer. (Delgado-Ballester & Luis Munuera-Alemán, 2005). Advertisements help distinguish the brand from its competitors and build trust in the brand (Pancić et al., 2023). Advertisement type and content are highly decisive in the target audience's perception of quality and trust. Therefore, there is a multidirectional relationship between ad types and brand trust (Kim et al., 2019; Monahan & Romero, 2020; Pintado et al., 2017; Sung & Kim, 2010). Selecting the proper advertisement is crucial. A powerful

advertising impact can directly boost the brand's reputation (Pancić et al., 2023).

2.3. WoM

Word of mouth (WoM) is a natural form of promotion that occurs when consumers share their personal experiences about a product or service with others (Buttle, 1998). This method spreads products and services organically, increasing consumer trust and brand loyalty (Berger, 2014). WoM refers to consumers sharing their information and opinions about products or services with others (Harshavardhini et al., 2022). The theme of the advertisement and the way it is presented determine the speed and impact of WoM (Park & Kim, 2008). In addition, the power of WoM differs according to the type of advertisement. The success of WoM is directly related to creativity, the quality of the advertisement, and how well it connects with its target groups (Villanueva et al., 2008). Kapoor and Munjal (2019) suggest that a person's emotional need influences their attitude toward femvertising. Therefore, an emotional femvertising campaign can affect people more profoundly, increasing the likelihood of sharing the advertisement with family members, close friends, and colleagues (Vibhute et al., 2023).

2.4. Attitude toward the ad

Attitude toward the ad represents consumers' reactions to advertising (Muehling & McCann, 1993). Attitudes have cognitive, emotional, and behavioral dimensions, affecting reactions to advertisements and brands. Therefore, femvertising positively affects consumers' attitudes toward advertisements and can even change brand perceptions toward a more feminine image (Elhajjar, 2022). Ads sensitive to gender equality and women's rights are generally perceived more positively (Pérez & Gutiérrez, 2017). Moreover, femvertising campaigns are perceived more positively if the brand has a strong history of gender equality and women's rights (Jacobson et al., 2018). Abitbol and Sternadori (2020) determined that ads described as "funny," "with a message," and "emotional" were liked more and were associated with a more positive attitude toward femvertising.

2.5. Purchase intention

Purchase intention refers to a person's decision to buy a brand they have chosen for themselves following a thorough evaluation. Consumers' emotional reactions to an advertisement can directly impact their intention to purchase (Kapoor & Munjal, 2019). In femvertising campaigns, purchase intentions can be encouraged with advertising models that develop positive emotions (Elhajjar, 2022) and emphasize the power of women (Negm, 2024). Positive attitudes toward the ad and the brand generally lead to higher purchase intentions. Therefore, strengthening attitudes toward advertising and the brand using femvertising will likely positively impact female consumers' purchase intentions (Åkestam et al., 2017).

3. Hypothesis development

This section discusses the relationships between femvertising and brand trust, WOM, attitude toward the ad, and purchase intention.

3.1. Femvertising and brand trust

An original and authentic message in advertisements can change consumers' perspectives (Pérez et al., 2020). Numerous studies have shown that female empowerment in advertisements positively affects consumers' attitudes toward the brand and supports brand trust. (Negm, 2024; Park et al., 2023). However, there may also be different interactions between consumers' feminism level and their reactions to femvertising (Martínez-Aguirre et al., 2024).

Companies are expected to sell products and show goodwill and ethical behavior in their daily practices. Many companies adopt strategies such as corporate social responsibility (CSR), cause-related marketing (CRM), and environmentally friendly marketing to respond to society's expectations in this direction (McWilliams & Siegel, 2001). Brands widely use such strategies to build trust among all stakeholders, especially consumers (Bachnik & Nowacki, 2018; Dai & Reich, 2023; Lim et al., 2021; Xue, 2015). Femvertising is a type of cause marketing focused on empowering women and improving the image of women. Similar to CSR and CRM campaigns, femvertising can help companies to build brand trust among consumers. Empirical evidence shows that female consumers, in particular, develop positive attitudes toward brands by establishing emotional bonds with brands through femvertising (Drake, 2017).

When women see an ad advocating for them, it can increase their trust in the brand in the ad.Trust in a brand is influenced by the perceived authenticity and relatedness of femvertising messages. Consumers are more likely to trust the brand when the ad is perceived as authentic and relatable (Buckley et al., 2024).

On the other hand, Nike has been running campaigns for years to highlight female athletes and their achievements. These campaigns are not only about product promotion but also convey social messages. For instance, advertisements featuring Serena Williams and other famous female athletes focus on women's challenges in sports and their stories of overcoming these difficulties (Hsu, 2018). Femvertising strategies help the brand build a strong emotional connection with female consumers (Sharma & Bumb, 2022). Therefore, female consumers tend to trust brands that support them and amplify their voices more. Nike's adoption of femvertising strategies provides significant advantages in terms of the brand trust (Jung et al., 2014). This is because such campaigns strengthen Nike's brand image and position it as a more reliable entity in the eyes of consumers. Therefore, being known for femvertising is critical to Nike's long-term success and trustworthiness (Sternadori & Abitbol, 2019). In our study, Nike, considered a well-known brand, can increase consumer trust in the brand through its femvertising campaigns.

As a result, more intensive use of feminist messages in advertisement scans increases the trust of women with strong feminist ideology in the brand. Accordingly, the following hypothesis is proposed:

H1. Brand trust differs for women with high levels of feminism according to advertisement type.

3.2. Femvertising and WoM

Femvertising can generate more discussion and interaction as it addresses social or cultural issues. The impact of this type of advertisement on WoM depends on the content and target audience (Kapoor & Munjal, 2019). Additionally, WoM, in the context of femvertising, is also effective in disseminating campaigns with positive messages through social media (Kazaz et al., 2022). On the other hand, a femvertising campaign shared on social media platforms can help spread the word faster. WoM plays a critical role in the success of femvertising campaigns by amplifying messages and reach. This process increases brand visibility (Van Deest & Van Der Stelt, 2019). Karpinska-Krakowiak (2021) found that female participants showed higher purchase intentions when exposed to ads of unknown brands. In this case, advertisements with feminist messages from unknown brands may generate WoM quicker than those from known brands. Consumers with positive attitudes toward femvertising are likelier to engage in WoM activities by discussing and sharing femvertising content on social media platforms with their friends and relatives (Gabrina & Gayatri, 2023). While brands specifically target feminist consumers, femvertising may influence WoM intention (Caruelle, 2024). Therefore, using femvertising can increase ads' WoM, increasing brand recall and positive opinions.

The WoM level of advertisements with high feminist messages may

differ from those with low feminist messages. In addition, authenticity is critical in femvertising. If people find the brand's message honest, such ads can create a positive WoM (Hainneville et al., 2022). Femvertising frequently addresses social issues. This can make people talk more about such advertisements. In particular, ads that deal with issues such as gender equality and women's rights can establish an emotional bond with the female or feminist consumer and thus increase WoM (Lima & Casais, 2021).

In addition, Nike, the subject of our experimental study, is presented as a recognized brand with an authentic and consistent approach to femvertising. As seen with Nike, positive word-of-mouth (WoM) can increase as consumers share their positive experiences about the campaigns (Liao et al., 2015; Liu, 2023; Menéndez, 2020).

Based on these discussions, the following hypothesis is proposed:

H2. WoM differs for women with high levels of feminism according to advertisement type.

3.3. Femvertising and attitude toward the ad

The advertisements can positively affect consumers' attitudes toward femvertising and transform brand perceptions into a more feminine and positive image (Elhajjar, 2022). The attitude toward femvertising significantly impacts the effectiveness of these advertisements, brand attitudes, and purchase intentions. Research indicates that femvertising, compared to traditional advertisements, positively influences consumers' attitudes toward ads and purchase intentions (Gabrina & Gayatri, 2023). The attitude toward femvertising reflects individuals' openness to advertisements that empower women and challenge stereotypes, and this attitude can affect the success of the advertisement and brand awareness (Åkestam et al., 2017).

Further, femvertising positively affects female consumers' perceived authenticity and attitudes toward female role portrayals (Negm, 2023). The actual impact on attitudes toward the brand may vary with femvertising. A recent study revealed that some people appreciated pro-women messaging, which did not necessarily change their purchasing behavior (Azmi & Rahman, 2022). In a study examining the relationship between demographic characteristics and reactions to femvertising, Elhajjar (2022) found that gender affects attitudes toward femvertising, whereas education level and age do not. Perceived congruence and perceived authenticity are influential antecedents in forming an attitude toward femvertising (Jinah, 2022). Femvertising campaigns that promote feminist ideals, such as successful campaigns by Dove and Gillette Venus, have been particularly effective in shaping attitudes toward advertisements by evoking emotional connections and empowerment among consumers (Martínez-Aguirre et al., 2024).

When all these are taken into consideration and considered as a well-known brand in our study, Nike's 'Dream Crazier' campaign, which highlights the determination and perseverance of female athletes, has received widespread acclaim. This campaign, featuring strong female figures like Serena Williams, has created strong emotional connections among female consumers and emphasized the need for women to be bolder in sports and other areas of life (Chen, 2023). Consequently, Nike campaigns can foster positive attitudes toward advertisements because consumers believe these messages are sincere and genuine (Rodrigues, Lopes, Borges, Oliveira, & Oliveira, 2021).

In line with this information, the following hypothesis is proposed.

H3. Attitude toward the ad differs for women with high levels of feminism according to advertisement type.

3.4. Femvertising and purchase intention

Femvertising can create positive emotional connections between consumers and the brand, resulting in higher purchase intentions (Drake, 2017; Sharma & Bumb, 2022). Femvertising, as a corporate social responsibility communication, positively affects purchase intentions by informing consumers about the support given to women's empowerment (Abitbol & Sternadori, 2019). For example, exposure to women-empowering advertisements increased purchase intentions for products like shampoo and smartphones (Teng et al., 2021). However, some studies indicated no significant effect of femvertising on purchase intentions (Negm, 2024). Simple and "lean" femvertising messages that are not supported by a social responsibility project cannot create the desired effect on consumers. Similarly, according to Kapoor and Munjal (2019), a positive attitude toward femvertising creates WoM but does not lead to purchase intention.

On the other hand, Nike, a brand that stands out with many femvertising campaigns, utilizes themes of authenticity in its advertisements to portray women as strong and elicit strong emotional responses from them (İnceoğlu & Onaylı-Şengül, 2018; Mamangkey et al., 2018; Teng, 2020; Török, Gomez-Borquez, Centeno-Velázquez, & Malota, 2023). Thus, consumers who form a deeper connection with the brand have their purchase intentions positively influenced (Buckley et al., 2024).

Considering these arguments, the following hypothesis is proposed:

H4. Purchase intention differs for women with high levels of feminism according to advertisement type.

4. Methodology

This study aims to determine the effects of brand awareness (known brand and unknown brand) and the level of feminist messages used in advertisements (low and high) on consumers. Therefore, a 2×2 experimental design was used in this study. In the research, a questionnaire was prepared using the experimental design method. Nike was used as a known brand, and an imaginary brand named HZL was used as an unknown brand. The fact that the Nike brand frequently uses feminist messages in its advertisements was decisive in its selection. The reason for choosing sports shoes is that they are a likable product that everyone buys at least once in their lives, that sports brands and sports shoes today focus on femvertising, and that feminist messages are compatible with the sports field.

The following image of the famous tennis player Serena Williams was selected as the outline (see Fig. 1). The reason for choosing this image is that (1) the product is pink, which is mainly associated with femininity, (2) it is evident that the person is on a sports field, and (3) she displays an active and moving image because she is in the air. The upper part of the photograph was removed only to show the product, and the information that the person was Serena Williams was not given to the survey participants to avoid prejudice.

To determine the slogan to be used in the advertisements, feminism discourses and examples of femvertising were analyzed, and the researchers produced seven slogans. The slogans were determined as "Like a woman, strong and durable," "It is about time, isn't it, girls?", "Women's world," "Women never give up," "I am a woman, I can do it," "Do it like a girl," and "Women's power, for women." To select the most appropriate slogan among these, a pre-test was conducted with the participation of 13 women suitable for the population. In this pre-test, we attempted to determine the advertisement sample with the highest feminist message. All slogans were shown to the researchers participating in the pretest, and they were asked to choose the slogan with the highest feminist message. 53.4 % of the participants chose "Like a woman, strong and durable" as the slogan with the highest feminist message.

Four advertisement posters were designed using the selected visual and slogan. Two of the advertisements (Figs. 2, 3) belong to Nike (known brand, high and low feminist message level), and two of them (Figs. 4, 5) belong to HZL (unknown brand, high and low feminist message level). In one of the Nike and HZL advertisements, the slogan "Like a woman, strong and durable" was used to represent the advertisement with a strong feminist message. In contrast, in the other advertisements, only the Nike and HZL logos were used, accompanied by a

Fig. 1. Outline Image.
Source: https://footwearnews.com/2016/focus/athletic-outdoor/serena-williams wimbledon-finals-grand-slam-nike-shoe-style-238,130/.

tagline such as 'Just do it' or 'The power in you'. These taglines, while not full slogans, still convey a subtle empowering theme. Thus, these ads were designed as femvertising with a lower intensity of feminist message compared to the high intensity ads. In this advertisement, there is a sports shoe consisting of pink and white. In addition, the brand logo and slogan are included.

As a result, we designed four advertisements in this study. These are HBA-HFM, HBA-LFM, LBA-HFM, and LBA-LFM. The advertisements designed for this research are shown below. Participants were randomly assigned to only one of the four advertisements, and as many people as possible were ensured to participate in each advertisement.

4.1. Participants

The study's target group was feminists. All women over 18 years of age who define themselves as feminists are included in the population. Because the research was conducted during the COVID-19 pandemic, data were collected using the online survey method. The researchers disseminated the survey link containing the online survey form on social media. The research was conducted in November 2021 and March 2022. Participants were reached using the convenience sampling method, and 572 people returned. The data used in the research were gathered from Turkey. The level of feminism of the participants in the research was measured using the "Self-Identification as a Feminist" scale, which consists of four items ("I consider myself a feminist," "I identify myself as a feminist to other people," "Feminist values and principles are important to me," "I support the goals of the feminist movement") and whose validity and reliability were confirmed by Szymanski (2004). This scale was used only to determine the prevalence of feminism among the research participants. These items were measured using a 7-point scale, and those whose mean of these questions exceeded four were accepted as feminists. The study did not include people whose mean of these items was below 4. Because 59 women who participated in the research had low levels of feminism, they were excluded from the research. In addition, 29 men were eliminated from the first stage without responding to the questionnaires. Because the survey was conducted online, we placed three control questions on the questionnaire form to determine whether the respondents carefully evaluated the questions. The results of 79

Fig. 2. High Brand Awareness-Low Feminist Message (HBA-LFM).

Fig. 3. High Brand Awareness-High Feminist Message (HBA-HFM).

Fig. 4. Low Brand Awareness-Low Feminist Message (LBA-LFM).

Fig. 5. Low Brand Awareness-High Feminist Message (LBA-HFM).

respondents were eliminated because of incorrect answers to the control questions. As a result, the analyses were conducted using 405 questionnaires.

4.2. Survey instrument

The information required to test the study's hypotheses was collected through an online questionnaire. The first part of the questionnaire includes questions that measure demographic characteristics. Following the advertisement visual, the participants were presented with a three-item attitude toward advertisement scale (MacKenzie & Lutz, 1989), a three-item brand trust scale (Chaudhuri & Holbrook, 2001), a four-item WoM scale (Kim & Park, 2013), and a three-item purchase intention scale (Putrevu & Lord, 1994). A 7-point Likert scale was used for the questions.

5. Results

5.1. Demographics

A total of 405 women who stated that they had a high level of feminism participated in the study. Of the participants, 56 % were between 18 and 25. 31.4 % were in the 26–35 age group. The rate of the 36–45 age group was 6.7 %. The rate of participants over 46 years of age is 6 %. When the educational status of the respondents was analyzed, 32.1 % had a high school education, 54.8 % had a university education, and 13.1 % had a postgraduate education. In addition, 60.5 % of the respondents had an income between 1350 USD and 2000 USD. The rate of those with an income between 2001 USD and 2750 USD is 15.3. The rate of those with an income between USD 2751 and USD 3500 is 16 %. Finally, the rate of those with an income above USD 3501 is 8.1 %.

5.2. Reliability and validity

This study used scales whose validity and reliability have been tested in other studies. Therefore, the factor structures of the scales were determined using confirmatory factor analysis. In addition, the scales' reliability, discriminant validity, and convergent validity were calculated. These analyses were performed using Smart PLS4 software.

In this study, four different and single-dimension scales were used. The Brand Trust Scale consists of three questions, the Attitude Toward Advertising Scale consists of three questions, the WoM Scale consists of four questions and the Purchase Intention Scale consists of three questions. As a result of the CFA, the factor structures of the scales were determined as predicted (see Table 1).

Cronbach's alpha coefficient and CR values were calculated to determine the reliability of the scales (Hair et al., 2017). The alpha coefficients of the scales vary between 0.895 and 0.952. Hair et al. (2017) stated that alpha coefficient exceeding 0.70 are sufficient for internal consistency. In addition, the CR values should also exceed 0.70. When all variables are analyzed, the CR values are between 0.895 and 0.972 and at the desired level. AVE values are calculated for convergent validity, which must exceed 0.50 (Hair et al., 2017). It can be seen that all variables fulfill this condition (see Table 2).

The Fornell–Larcker criterion and HTMT ratio are considered for discriminant validity. HTMT is the mean of all correlations of indicators across constructs measuring different constructs relative to the average correlations of indicators measuring the same construct. HTMT exceeding 0.90 indicates a lack of discriminant validity, and above 0.85 indicates a problem (Hair et al., 2017). When the table is analyzed, all values are below 0.85 (see Table 3).

In the Fornell–Larcker Criterion Table, bold numbers on the diagonal are square roots of AVEs, and these numbers should be larger than correlation coefficients (Hair et al., 2017). When the table is examined, the square roots of AVEs are larger than the correlation coefficients for all factors (see Table 4).

As a result of all these analyses conducted for validity and reliability purposes, the scales meet the desired level of validity and reliability conditions.

5.3. Testing hypotheses

5.3.1. Controlling manipulations

In this study, a 2 × 2 experimental design was used. To check whether the manipulations worked or not, some questions were placed in the questionnaire form. The answers to these questions are presented in the table below.

In this study, manipulation was performed on two concepts. The first one was the level of feminist message used in the advertisements. Since the level of the feminist message was determined as high and low in the experimental study, a question such as "Please evaluate the intensity of

Table 1
Factor loadings.

Items	Trust to Brand (TB)	Word of Mouth (WoM)	Attitude Toward the Ad (Aad)	Purchase Intention (PI)
TB1	0.932			
TB2	0.966			
TB3	0.965			
WoM1		0.842		
WoM2		0.934		
WoM3		0.923		
WoM4		0.956		
Aad1			0.940	
Aad2			0.938	
Aad3			0.962	
PI1				0.927
PI2				0.927
PI3				0.872

Table 2
Reliability and Convergent Validity.

Variables	Cronbach's alpha (α)	Composite reliability (CR)	Average variance extracted (AVE)
TB	0.952	0.972	0.911
WoM	0.934	0.936	0.837
Aad	0.942	0.943	0.896
PI	0.895	0.895	0.827

Table 3
HTMT Ratio.

Variables	TB	WoM	Aad	PI
TB				
WoM	0.421			
Aad	0.469	0.827		
PI	0.386	0.772	0.693	

Table 4
Fornell–Larcker criterion.

Variables	TB	WoM	Aad	PI
TB	**0.955**			
WoM	0.404	**0.915**		
Aad	0.450	0.777	**0.947**	
PI	0.362	0.707	0.638	**0.909**

Bold values indicate the square roots of the AVE (Average Variance Extracted).

the message in this advertisement about feminism" was asked of the participants to determine whether the participants perceived the message in the advertisement in the same way. This question was prepared on a 7-point semantic scale, and the answer options consist of two opposite polarities: "There is no feminist message in this advertisement" and "There is much feminist message in this advertisement." When the answers of the participants regarding this question are analyzed, it is seen that the advertisements with high feminist messages are also perceived as high (5.79 and 5.94) by the participants. The means of advertisements with low feminist message levels are 3.86 and 3.35 (see Table 5).

Another concept manipulated in the experiment is brand awareness. Two different brands were used in the experiment. The first brand is Nike, which is believed to be well-known by consumers. The other is HZL, which was created by the researchers and should be more accurate. We attempted to determine whether the women participating in the study recognized these two brands with a question prepared as "I know this brand." This question was prepared on a 7-point Likert scale. When the participants' answers to this question were analyzed, it was found that the means of the answers given for Nike were high (6.88 and 6.92), and the means of the awareness of the HZL brand prepared by the researchers were low (1.41 and 1.24).

Table 5
Manipulation check.

Advertisement type (N)	Mean	
	Brand awareness	Feminist message level
High Brand Awareness-High Feminist Message (120)	6.88	5.79
High Brand Awareness-Low Feminist Message (116)	6.92	3.86
Low Brand Awareness-High Feminist Message (81)	1.41	5.94
Low Brand Awareness-Low Feminist Message (88)	1.24	3.35

Based on these results, it can be seen that the manipulations created in the experiment were perceived in the same direction by the participants.

5.3.2. ANOVA results

One-way ANOVA was used to determine the differences in brand trust, attitude toward the advertisement, WoM, and purchase intention according to the types of advertisements manipulated in the experiment. First, according to advertisement type (groups), the means and ANOVA results of the variables are presented. Then, a post-hoc test was performed to determine the differences between the groups.

As a result of the ANOVA analysis, it was determined that there was a significant difference in brand trust ($F = 91.130$; $p = 0.001$), WoM ($F = 4.330$; $p = 0.005$), and attitude toward advertisement ($F = 9.707$; $p = 0.001$) according to the type of advertisement. No significant difference was found between the groups in the purchase intention variable. According to these results, while the H1, H2, and H3 hypotheses are accepted, the H4 hypothesis is rejected (see Table 6).

After determining a difference between the groups for trust, WoM, and Attitude toward ad, LSD post hoc test was conducted to determine which groups were different. Therefore, only these variables were compared by ad type. According to the results of the LSD post hoc test for brand trust, HBA-HFM (Mean = 4.90) advertisement differs significantly from LBA-HFM (Mean = 2.765; $p = 0.001$) and LBA-LFM (Mean = 2.099; $p = 0.001$). However, there was no significant difference between HBA-HFM (Mean = 4.90) and HBA-LFM (Mean 4.736; $p = 0.390$). Similarly, HBA-LFM (Mean = 4.736) significantly differed from LBA-HFM (Mean = 2.765; p = 0,000) and LBA-LFM (Mean = 2.099; $p = 0.001$). In addition, regarding brand trust, LBA-HFM (Mean = 2.765) and LBA-LFM (Mean = 2.099; $p = 0.003$) significantly differ (see Figs. 6 and 7).

When the post hoc test results are analyzed in terms of WoM, the HBA-HFM (Mean = 4042) advertisement is statistically significantly different from the HBA-LFM (Mean = 3.414; $p = 0.017$) and LBA-LFM (Mean = 3.265; $p = 0.006$) advertisements. However, HBA-HFM (Mean = 4.042) does not differ from LBA-HFM (Mean = 4.095; $p = 0.855$). While there is no significant difference between HBA-LFM (Mean = 3.414) and LBA-LFM (Mean = 3.265; $p = 0.602$), there is a significant difference between HBA-HFM (Mean = 4.042) and LBA-HFM (4.095) with a high feminist message. In addition, regarding WoM, LBA-HFM (Mean = 4.095) and LBA-LFM (Mean = 3.265; $p = 0.005$) significantly differ (see Figs. 8 and 9).

Table 6
Advertisement types and mean scores.

Variables	Advertisement Type -Brand awareness level and Feminist message level-	N	Mean	F	P
TB	HBA-HFM	120	4.900	**91.130**	**0.001**
	HBA-LFM	116	4.736		
	LBA-HFM	81	2.765		
	LBA-LFM	88	2.099		
WoM	HBA-HFM	120	4.042	**4.330**	**0.005**
	HBA-LFM	116	3.414		
	LBA-HFM	81	4.095		
	LBA-LFM	88	3.265		
Aad	HBA-HFM	120	4.528	**9.707**	**0.001**
	HBA-LFM	116	3.790		
	LBA-HFM	81	4.589		
	LBA-LFM	88	3.364		
PI	HBA-HFM	120	2.917	2.328	0.074
	HBA-LFM	116	2.417		
	LBA-HFM	81	2.716		
	LBA-LFM	88	2.504		

HBA-HFM: High Brand Awareness - High Feminist Message; HBA-LFM: High Brand Awareness - Low Feminist Message; LBA-HFM: Low Brand Awareness - High Feminist Message; LBA-LFM: Low Brand Awareness - Low Feminist Message.
Bold values indicate "Significant Effects".

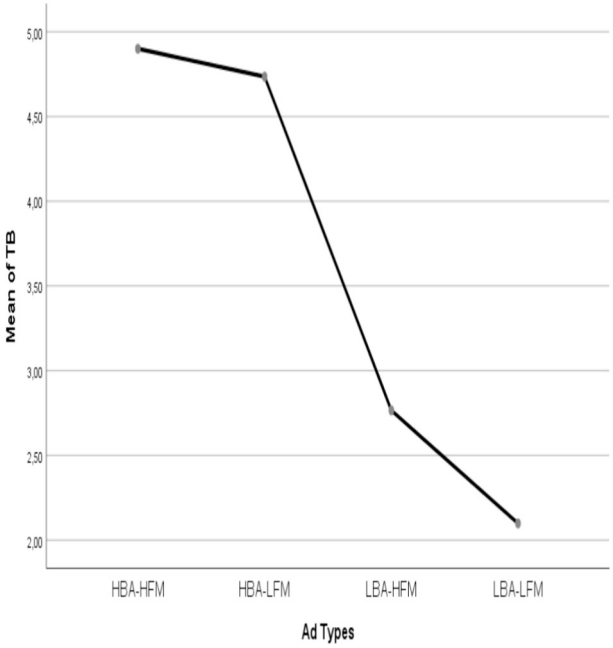

Fig. 6. TB-Ad Types (all together).

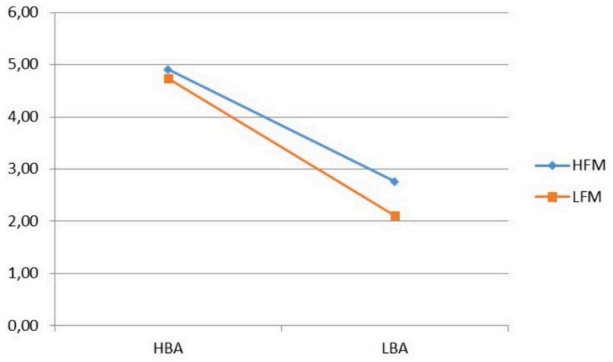

Fig. 7. TB-Ad Types (one by one).

When the effects of the manipulations used in the experiment on the attitude toward the advertisement were examined, it was found that the HBA-HFM (Mean = 4.528) advertisement differed from the HBA-LFM (Mean = 3.790; $p = 0.002$) and LBA-LFM (Mean = 3.364; $p = 0.001$) advertisements, but not with the LBA-HFM (Mean = 4.589; $p = 0.820$) advertisement. The HBA-LFM (Mean = 3.790) advertisement differed from the HBA-HFM (Mean = 4.528; p = 0.001) and LBA-HFM (Mean = 4.589; $p = 0.003$), but not with the LBA-LFM (Mean = 3.364; $p = 0.104$). In addition, regarding Aad, LBA-HFM (Mean = 4.589) and LBA-LFM (Mean = 3.364; p = 0.005) significantly differ (see Figs. 10 and 11).

When the purchase intention were examined, the HBA-HFM (Mean = 3.790) advertisement significantly differed from the HBA-LFM (Mean = 4.528; $p = 0.007$). Participants' responses to the experimental manipulations are shown in the figures below (see Figs. 12 and 13).

6. Discussion

The present study aimed to investigate the impact of hypothetical femvertising with varying degrees of brand awareness and feminist message levels on brand trust, attitude toward the ad, WoM, and purchase intention. In this study, feminist message levels were manipulated using hypothetical advertisements to conduct the research. High brand awareness leads to high brand trust regardless of the level of feminist

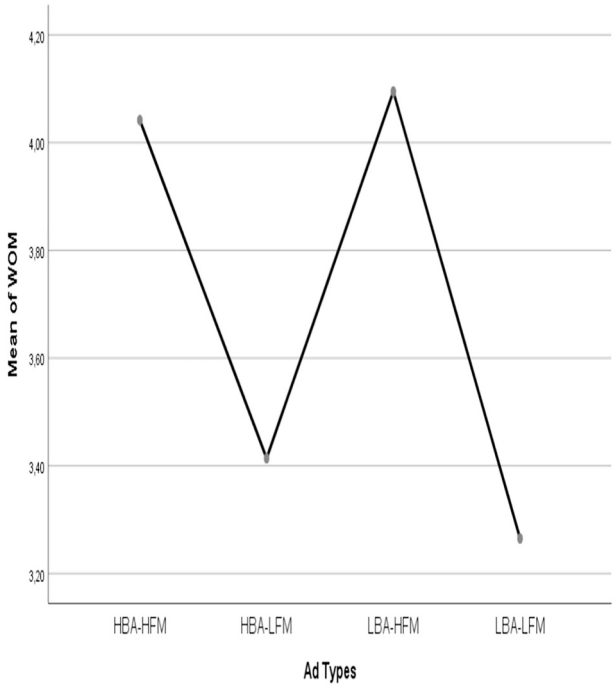

Fig. 8. WoM -Ad Types (all together).

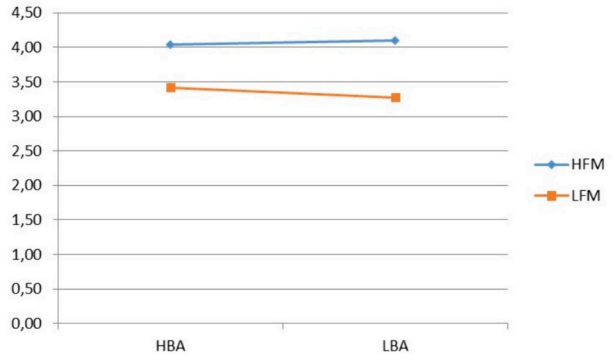

Fig. 9. WoM -Ad Types (one by one).

messaging. For unknown brands, high feminist messaging increases trust significantly more than low feminist messaging. High feminist messaging increases WoM behaviors irrespective of brand awareness. Attitudes toward advertisements improve with high feminist messaging but are not influenced by brand awareness. Purchase intention remains unchanged and consistently low, even when brand awareness or feminist message levels are altered. The evaluations of feminists, which are considered a particular market segment, toward femvertising will express meaningful results for practitioners and the literature, highlighting the significant difference in responses to high and low intensity feminist messages for unknown brands.

According to the results of our first hypothesis, when brand awareness is high, brand trust is lower if the level of the feminist message is low. However, there is still a significant difference between high and low feminist messages for unknown brands. In addition, when the feminist message is high but brand awareness is low, brand trust is significantly higher than when the feminist message is low, and brand awareness is low. These results show that while feminist messages do not significantly affect trust when brand awareness is high, there was a significant difference in trust levels for unknown brands between high and low feminist messages. Moreover, while high brand awareness does not

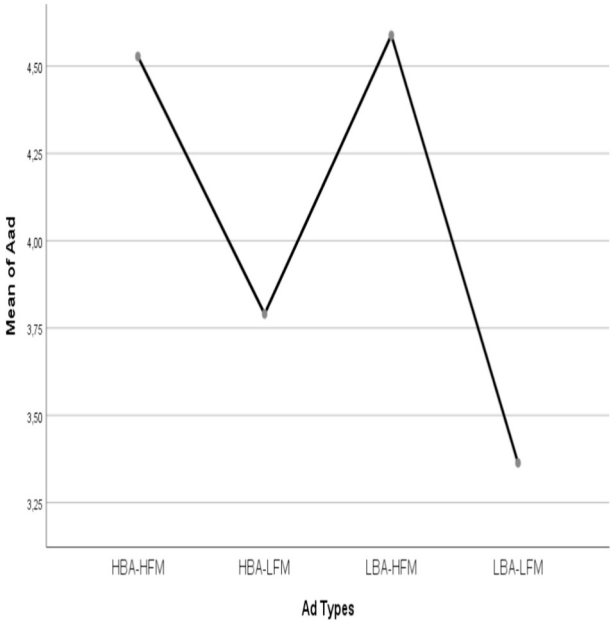

Fig. 10. Aad -Ad Types (all together).

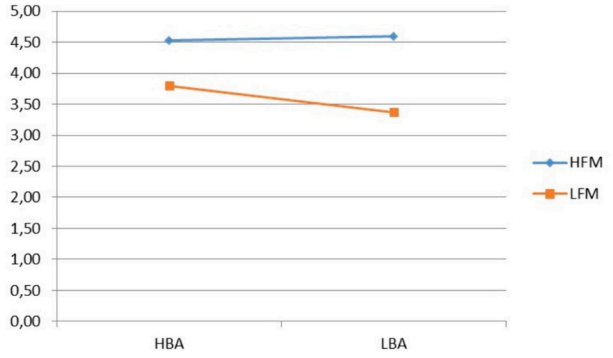

Fig. 11. Aad -Ad Types (one by one).

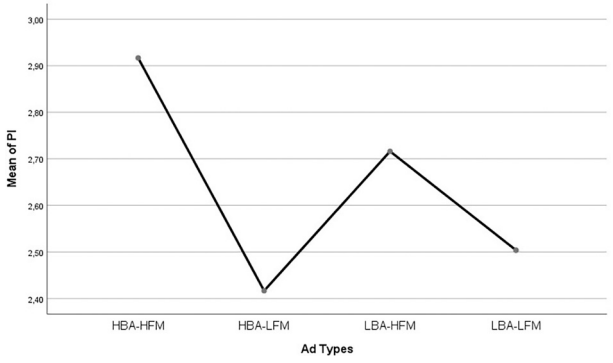

Fig. 12. PI - Ad Types (all together).

significantly influence the impact of feminist messages on brand trust, the intensity of feminist messages significantly impacts trust levels for unknown brands. Besides that, when brand awareness is low, the level of the feminist message (high or low) affects the brand trust level. This observation is consistent with recent research by Negm (2024) and Park et al. (2023), suggesting that well-known brands already possess a baseline level of trust, and the additional benefit of feminist messaging is

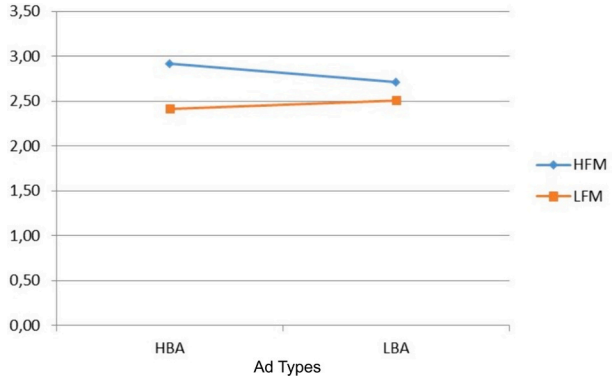

Fig. 13. PI - Ad Types (one by one).

limited for well-known brands but remains significant for unknown brands. This aligns with earlier findings by Keller (2012) and Mudzakkir and Nurfarida (2015), indicating that established brands already enjoy robust consumer trust, thus diminishing the relative importance of further messaging. On the other hand, the study reveals that high levels of feminist messaging can lower brand trust when brand awareness is low, indicating a cautious approach by consumers toward lesser-known brands. These dynamics mirror those observed in studies by Hou and Wonglorsaichon (2011) and Susanti et al. (2020), highlighting that the lack of established brand credibility makes it challenging for strong feminist messaging to build trust effectively. This underscores the significant impact of feminist messages on trust levels, especially among lesser-known brands, showing that high feminist messages increase brand trust significantly more than low feminist messages in lesser-known brands. Furthermore, this study addresses significant gaps in the literature regarding the effectiveness of femvertising. While Pillay (2020) provides initial insights into the emotional and belief changes toward brands among women of Generations Y and Z, recent studies like Buckley et al. (2024) emphasize how critical authenticity and relevance in feminist advertisements are for enhancing trust. This perspective is supported by findings from Martínez-Aguirre et al. (2024), which indicate nuanced responses to femvertising based on the brand's existing reputation and the feminist inclinations of the target audience. These studies reflect a shift toward examining the nuanced effects of femvertising based on brand characteristics and consumer demographics. The findings contribute significantly to understanding the complex interplay between brand awareness and femvertising, highlighting the need for brands, especially lesser-known ones, to carefully consider the design and messaging of their advertisements to leverage feminist messages effectively. In our study, a similar result was found for feminists, and the reason for brand trust was not the use of feminist messages but the high level of brand awareness.

According to the results of our second hypothesis, regardless of whether brand awareness is high or low when the level of feminist messages increases, the WoM levels of the participants increase. However, when the level of feminist messages in advertisements higher, WoM averages are also lower. These results show that high feminist messages in advertisements increase women's WoM behavior. In addition, the results show that brand awareness does not affect feminist women's WoM behavior. In addition, it is also significant that the use of femvertising for unknown brands increases the WoM. This study provides a deeper understanding of the influence of feminist messages in advertisements and their effect on WoM behavior among feminists. Our findings corroborate the existing literature, suggesting that high feminist messages significantly enhance WoM, irrespective of brand awareness (Kapoor & Munjal, 2019; Vibhute et al., 2023). These results are pivotal as they underline the potent role of content in femvertising, aligning with recent insights into consumer behavior and marketing

strategies. It is noteworthy that while brand awareness traditionally plays a crucial role in marketing dynamics, it does not significantly affect WoM behavior in the context of feminist messaging (Karpinska-Krakowiak, 2021). This findings aligns with Hainneville et al. (2022), who emphasized that authenticity and relevance of message content are more critical to the effectiveness of femvertising than the pre-existing popularity or recognition of a brand. Such insights are precious for lesser-known brands that aim to establish a market presence through socially resonant messages. Furthermore, our research supports the notion that femvertising not only increases the likelihood of advertisement sharing among family and friends but also fosters broader online and offline community discussions (Kazaz et al., 2022; Majumdar et al., 2022). This dual engagement highlights the transformative potential of femvertising in creating paradigms of engagement that extend beyond traditional consumer interaction, fostering a community-based discussion anchored in shared values and social issues. Moreover, the effectiveness of femvertising in generating WoM is significantly enhanced when advertisements are tailored to address pertinent social issues, such as gender equality and women's rights (Lima & Casais, 2021). In summary, our findings imply that both marketers and consumers are twofold. First, they suggest that marketers should focus on their messages' authenticity and emotional resonance to engage and mobilize feminist audiences effectively. Second, consumers want to share the ad to signal their feminism. These insights advocate for the strategic use of femvertising not just as a marketing tool but as a means to foster meaningful conversations and community engagement around critical social issues, recognizing that consumers may share ads to signal their feminism or because brands aim for free exposure and increased liking through intense feminist messages.

According to the results of our third hypothesis, high or low brand awareness does not create a difference in the attitude toward the advertisement. On the contrary, it is seen that the attitude toward advertisements increases in advertisements with high feminist messages. The findings provide significant insights into the dynamics of femvertising and its impact on consumer attitudes, particularly among feminist women. Our research reveals that high feminist messages in ads notably enhance the attitudes of feminist women toward these ads, independent of brand awareness. This observation is consistent with recent literature, emphasizing the growing influence of content alignment with feminist values in advertising (Gabrina & Gayatri, 2023; Kapoor & Munjal, 2019). Our results indicate that while brand awareness is commonly perceived as a pivotal factor in advertising effectiveness, its influence is overshadowed when the ads strongly advocate feminist messages. These findings resonate with Abitbol and Sternadori (2020), who argued that ads' emotional and resonant content could substantially sway consumer attitudes. Moreover, our analysis aligns with Negm's (2023) and Jinah's (2022) analysis, highlighting the importance of perceived authenticity and congruence in femvertising. Our findings that attitudes toward femvertising are more favorable when feminist messages are pronounced suggest a strategic advantage for brands authentically engaging with gender equality themes. However, it is essential to consider the variability in the impact of femvertising across different cultural contexts. Studies like those conducted by Azmi and Rahman (2022) and Um (2021) indicate that cultural factors might moderate the effectiveness of femvertising strategies. In conclusion, the increased preference for advertisements with strong feminist messages, regardless of brand awareness, indicates a shift in consumer expectations. Today's consumers, especially those identifying with feminist ideologies, demand more than just product information; they seek empowerment and representation in advertising content. Brands that recognize and act upon this shift resonate more deeply with their audience and set the stage for more profound engagement and loyalty. This evolving landscape presents both a challenge and an opportunity for marketers to rethink traditional advertising paradigms and embrace a more inclusive and socially aware approach to brand communication.

According to the results of our fourth hypothesis, when the evaluations of the participants regarding the purchase intention of the advertisements developed within the scope of the research were examined, it was observed that no difference emerged according to the types of advertisements. However, old marketing models reveals the existence of many factors such as interest, desire, and action that affect consumers' purchasing intentions. In our study, the existence of this effect may not have emerged because we exposed the participants to only one advertisement. Moreover, this lack of change in purchase intention might be due to the single exposure needing to be more sufficient to influence purchase behavior or because the known brand Nike is already strongly associated with femvertising, and thus, participants' purchase intentions are less likely to change significantly. The findings from our study offer a nuanced insight into the complexities of femvertising and its impact on consumer behavior, particularly regarding purchase intentions. This finding aligns with studies that question the efficacy of femvertising in directly boosting sales. For instance, Negm (2024) observed no significant influence of femvertising on purchase intentions in Egypt, suggesting a cultural or regional variance in how such advertisements are received. Similarly, Kapoor and Munjal (2019) found that while femvertising may enhance the perception of a brand's support for women's issues, it does not necessarily translate into immediate purchase decisions. This can be juxtaposed with earlier findings where femvertising was seen as a driver of purchase intentions (Åkestam et al., 2017; Drake, 2017; Hernández-Willoughby & Lázaro Pernias, 2023). The consistency in low purchase intentions across different advertisement types, as observed in our study, suggests that consumers are becoming increasingly skeptical or indifferent to marketing strategies that attempt to leverage socio-political movements without substantive backing. This is further supported by recent literature, indicating that consumers seek more genuine, action-based commitments to social issues rather than mere promotional claims (Elhajjar, 2022; Sharma & Bumb, 2022).

Drake (2017), Hernández-Willoughby and Lázaro Pernias (2023), and Åkestam et al. (2017) suggest that femvertising will increase purchase intention. However, Abitbol and Sternadori (2019) and Kapoor and Munjal (2019) stated that femvertising does not affect purchase intention, even if they produce positive results. From this point of view, the results obtained in our study coincide with the results obtained by Abitbol and Sternadori (2019) and Kapoor and Munjal (2019).

7. Conclusion

This study's purpose was to determine the effects of brand awareness and feminist message level on brand trust, WoM, purchase intention, and attitude toward an ad. Only feminists were included in the study, which was conducted by manipulating feminist message levels with hypothetical advertisements.

According to the results, when the level of brand awareness and feminist message is high, brand trust is at the highest level, with an average of 4.90. When brand awareness is high, but the feminist message level is low, brand trust is still high, with an average of 4.736. These results show that when brand awareness is high (known brand), the level of feminist messaging (high or low) does not affect brand trust. Based on this, brand awareness is the most important indicator of trust in a brand. In cases where brand awareness is low, whether the level of feminist message is high or low does not significantly affect brand trust.

Regarding an unknown brand and a strong feminist message, brand trust is low, with an average of 2.765. However, it is essential to highlight that there is a significant difference between high and low feminist messages for unknown brands, with high feminist messages leading to a significantly higher trust level compared to low feminist messages. In the same situation, when the level of feminist messages decreases, trust in the brand is even lower (Avg. 2.099). These results show that, for unknown brands, high feminist messages significantly increase trust levels compared to low feminist messages.

When evaluated in terms of WoM, if feminist messages are high, participants' WoM levels increase, regardless of whether brand

awareness is high or low. When the feminist message is high, the WoM averages (4.042–4.095) are very close when brand awareness is high and low. In addition, when feminist messages are low, WoM averages are lower, regardless of whether brand awareness is high (Avg. 3.414) or low (Avg. 3.265). These results show that feminist messages increase women's WoM behaviors, whereas brand awareness does not affect these behaviors. In summary, using feminist messages increases the WoM average, whereas not using them reduces the WoM average. Using femvertising for feminist women is effective even if the brand is unknown.

When the participants were evaluated in terms of their attitudes toward the advertisement, it was seen that while high or low brand awareness did not affect the attitude toward the advertisement, the average attitude toward the advertisement increased in advertisements with a high feminist message. When brand awareness and feminist messages are high, the attitude average is 4.528. Similarly, when brand awareness is low, and feminist messaging is high, the attitude average is 4.589. When the feminist message is low, and brand awareness is high, the attitude average is 3.790, and when brand awareness is low, the attitude average is 3.364.

Finally, when participants were evaluated according to their purchasing intentions, they did not show any differences regarding the advertisements developed within the scope of the research. Purchase intention is not changed when brand awareness and feminist message levels are manipulated. The average purchase intention of the participants varied between 2.417 and 2.917. In other words, purchase intentions are low in all cases. These results show that whether feminist messages are used in advertisements or whether the brand is known does not affect purchase intention.

7.1. Managerial implications

One of the results obtained in this study is that brand awareness effectively builds trust toward the brand. Moreover, using intense feminist messages for unknown brands (or low brand awareness) creates more trust than low feminist messages. Consequently, high-intensity feminist messages significantly increase trust compared to low-intensity messages. This significant difference emphasizes the importance of message intensity in building trust for unknown brands. A similar situation also reveals itself in brands with low awareness, and a difference in trust in the brand emerges in terms of the intensity of the message.

Using feminist messages in advertisements leads to positive results in variables such as attitude toward the advertisement and WoM. These two variables may not be expected to translate into purchase intention initially, but they may have an indirect effect in the following stages. In addition, feminist messages can be used by brands within the scope of public relations activities, such as public opinion formation, due to the communication effect of WoM. If an unrecognized brand that is new to the market uses femvertising, it may benefit from the WoM effect and increase brand awareness.

Based on the results of this study, several suggestions can be made for brands that are unknown or new to the market. Using femvertising can greatly improve attitudes toward the advertisement and WoM for these brands. Unknown brands targeting feminist women or women, in general, can benefit from using femvertising.

In addition to these points, some brands may view the femvertising trend merely as a commercial opportunity. This perspective can create a discrepancy between the brand's values and the messages conveyed in their campaigns. Brands must be aware of this to avoid potentially undermining the authenticity of their efforts (Kapoor & Munjal, 2019). Furthermore, serious issues like women's empowerment should not be used merely as a tool for selling products. This approach can diminish the sincerity and impact of such advertisements (Abitbol & Sternadori, 2019).

7.2. Theoretical contributions

This study explores the effects of brand awareness and feminist messaging on consumer behaviors, explicitly focusing on brand trust, WoM, purchase intentions, and attitudes toward advertisements. The findings fill gaps in previous research that have either overlooked or only partially addressed these aspects.

The research demonstrates that brand awareness renders the level of feminist messaging (high or low) consequential in influencing brand trust. In particular, whether brand awareness is high or low plays an essential role in trust in the brand. When brand awareness is high, brand trust is also high. On the other hand, brand awareness does not reveal a significant difference in trust regarding message intensity. However, in low-awareness brands, the intensity of the message causes a significant difference in consumers' trust in the brand.

High feminist messages enhance WoM behaviors irrespective of brand awareness. This highlights an underexplored area where feminist messages significantly impact WoM activities, demonstrating their effectiveness in promoting consumer communication independent of brand awareness.

Advertisements containing high feminist messages positively influence attitudes toward the ads, regardless of brand awareness. This finding underscores the significant role of feminist messages in shaping positive attitudes toward advertisements, showing that their impact transcends the level of brand awareness.

Overall, this study enriches the understanding of the interplay between femvertising and consumer behaviors, offering marketers and advertisers critical insights to refine their strategies. It also opens new avenues for research into the detailed interactions between brand awareness and feminist messages, encouraging further exploration of this complex relationship.

7.3. Limitations and future research directions

In this study, only brand awareness and the level of feminist messages in the advertisement were manipulated. Differentiating the manipulation elements allows the experimental design to be further expanded, and different results can be obtained. For example, different products, such as non-feminist women or men, can be included in the experiment.

Additionally, in our study, feminists' reactions to femvertising were measured using the variables of brand trust, WoM, attitude toward the advertisement, and purchase intention. However, variables other than these could have been included in the study. This study is related to the advertisements brands use to influence the target group. Because advertising is a communication tool, variables such as relationship quality can be added to the study. Even the effect of the advertisement on communication can be measured.

On the other hand, we did not measure the effect of the variables on purchase intention. The direct or indirect effects of attitude toward the advertisement or WoM on purchase intention, which has positive results, especially for feminist women, can be measured with the help of a model. Multigroup analyses can be conducted for four different advertisement groups, and the models can be compared. Future research could further explore the impact of consumer skepticism toward femvertising and the role of authenticity in advertising.

Besides these, we designed our study for one exposure. In the future, researchers can design impacts that happen and strengthen them over many exposures. In our research, we could explain the attitude toward the advertisement with a single ad we manipulated. For example, variables such as attitude toward the brand or purchase intention can provide a different perspective to the literature in future studies.

This research was conducted in Turkey. Samples from different geographies and cultures should be analyzed to compare whether or not the results found in this study are obtained. This study used a non-random sampling method, and due to the pandemic, data were

collected using the online survey method. More comprehensive results can be obtained in future studies using a random sampling method and a face-to-face survey.

CRediT authorship contribution statement

Fatih Koç: Writing – original draft, Project administration, Methodology. **İbrahim Halil Efendioğlu:** Writing – review & editing, Resources, Project administration, Investigation, Conceptualization. **Bekir Özkan:** Writing – review & editing, Writing – original draft, Investigation, Formal analysis. **Hazal Uğurtan:** Investigation, Formal analysis. **Tamer Baran:** Visualization, Validation, Software.

Declaration of competing interest

There was no financial support for this research.
The authors report that there are no competing interests to declare.

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