



# THE INFLUENCE OF EMPOWERING WOMEN THROUGH ADVERTISING: AN EXPLORATIVE RESEARCH OF 'FEMVERTISING' CAMPAIGNS

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## ABSTRACT

The concept of empowerment is often misused. Women have perpetually yearned for the chance to speak their minds and achieve parity with males. The media, be it film, theatre, or commercials, plays a crucial part in advancing women's rights. By its very nature, advertising generates a permanent impression on the mind of the target audience. Creative advertising has the power to alter people's perspectives because of this. Femvertising and Ad-her-tising are relatively new terminology for advertising campaigns aimed toward women that emphasize women's empowerment, feminism, female activism, or women's leadership and equality. In the last ten years, women have been depicted in the media in an empowered and liberalized way. The purpose of the study is to identify the most recent trends in women's media representation and to determine what influence advertising have on the empowerment of women in India. To better comprehend the results, the study's objectives are supported by both primary and secondary data. Data were painstakingly gathered and analyzed using a variety of tools (MS-Excel and SPSS), including mean, standard deviation, regression, t-test, and analysis of variance, to complete study's comparative analysis. According to the findings of the study, the analysis of women-centric advertising and Femvertising will allow the projection of women in the future. On the basis of Femvertising's findings, a framework for empowering women through advertising has been created. According to the results, advertisers would benefit greatly from taking a more proactive and thoughtful approach to the depictions of women in their advertisements.

**Keywords:** *Advertising; Women Empowerment; Femvertising; campaigns; influence*

## 1. INTRODUCTION

Advertisement is an integral part of any social interaction. Marketers use this powerful technique to steer customer behavior. Advertisers use a variety of tactics to persuade consumers to purchase the goods, and including attractive ladies in the advertisement is one of them. If a product genuinely requires a woman to promote it, the marketers may not even bother. Therefore, there has long been discussion over how to portray women in advertising. The way women are portrayed in advertising has undergone a significant revolution throughout time in response to the shifting roles and responsibilities of women in society. In earlier times, the only roles that were deemed significant for a woman were those of a mother and a wife, while males were seen as the primary breadwinners for their families. In the same manner, both were depicted in the media, with the former taking on

the role of the subservient partner in a romantic relationship and the latter being portrayed as the dominant breadwinner in the family who enjoys taking risks. In the past few decades, there has been a substantial shift in the duties and responsibilities that women are expected to perform in society as a direct consequence of the swift changes that have taken place in the market environment. The woman who was formerly entirely dependent on men has transformed into a free woman of the 21st century, either by obtaining her own source of money or by coming to have her own opinions. A woman who was formerly relegated to the domestic sphere now has a profession outside the home and is celebrated for her independence. Their job has evolved from that of household managers to that of primary buyers, in which they are responsible for making decisions about the bulk of the family's purchases. As a result, marketers now focus primarily on appealing to them, and they are shown in an expanding number of forms of advertising.

### 1. 1. Femvertising

Femvertising was developed by feminists to promote women's empowerment through advertising across the globe in opposition to traditional and cultural conventions. The definition of "pro-female talent, messaging, and images used in advertising to empower women and girls" (Gillespie, 2016) was formally launched by the American digital media business SHE Media (also known as SheKnows Media) in 2014, along with the establishment of their new global Femvertising award the following year. Both events took place in conjunction with the SheKnows Media Femvertising Awards (SHEmedia, 2022). The creation of an award was done with the intention of recognizing businesses that defy conventional gender roles and expectations. Because of this, throughout the course of the years, a worldwide movement has emerged among businesses across the world to dare to embrace gender equality and generate contrasts in their advertising. After seeing the impressive outcomes of Femvertising and realizing the necessity for it, many businesses decided to focus more on the usage of female empowerment, celebrations of femininity, and the womanhood theme in their marketing (Drake, 2017). With a growing population comes new possibilities for businesses across the world. (SHEmedia, 2022). The promotion of Femvertising triggered a domino effect, which led to an increase in the number of businesses that wanted to join the bandwagon. This offers excellent social as well as financial indicators for those who are successful in completing the task and maintaining it (Nudd, 2021).

In recent years, there has been a profusion of advertising campaigns that feature themes of female empowerment and are known as "Femvertising." One such endeavour is the "Real Beauty" campaign that Dove has been doing. Even though these advertisements are discussed rather often in the media, very little research has been conducted to examine the effectiveness of Femvertising from a marketing point of view. This is even though these advertisements are common. An online study was carried out utilising a between-subjects experimental design. In this study, female participants were randomly shown either a conventional television advertisement for the same brand or a Femvertising advertisement for the same brand. After viewing either type of advertisement, the participants were given a questionnaire to fill out regarding their experiences. According to the facts in the study, feminizing advertising has a beneficial effect on consumers' perceptions of ads and brands, as well as their intentions to make purchases and emotional connections to various companies.

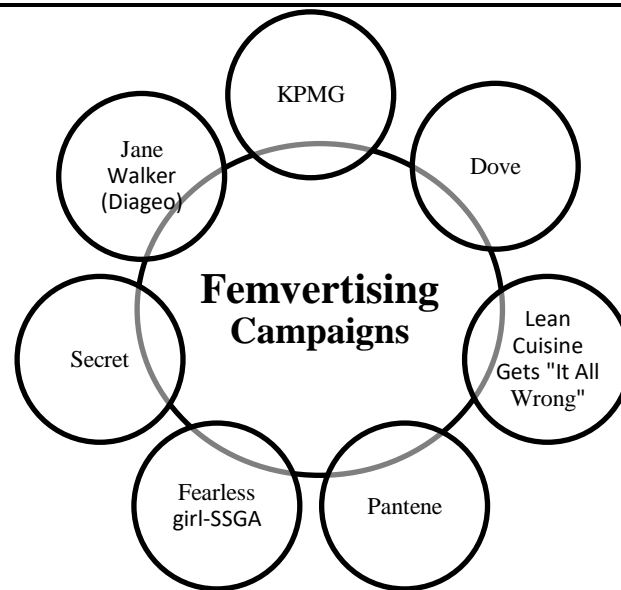


Figure 1: Femvertising Campaigns

Source: <https://www.fauxfeminism.com/femvertising-campaigns>

## 1. 2. Female representation in advertisement

When commercials first started, including women, they were often for more adult-oriented items, such as adult entertainment or alcoholic beverages. After then, the fashion spreads across the industry like wildfire and is consistently and extensively used while it is being inflated. It has become an essential component of every advertisement to include a stunning female model, which may give the impression that this need is unnecessary at times. They seem to be advertising everything and everything, from bicycles to shaving gel.

Some activists for women's rights have claimed that commercials like these reduce women to the status of mere property. Notwithstanding the harsh fact, advertisers have realized that commercials featuring women are more persuasive to consumers of all ages. The commercial kicks off with a stunning female model strutting around in various poses while being pursued by the advertised product or service. Because the buyer is already attracted to the model's attractiveness, the ad does not make any additional attempts to inspire the consumer.

Advertisements are powerful tools for persuasion and inspiration; they have the potential to make a significant impression on the thoughts of the target audience, which in turn has a significant influence on the way people think and the values they uphold. The extensive and expensive depiction of women in this fashion just reduced their image to that of a source of excitement. The physical attributes of a woman, such as her figure contours and facial look, are the only ones that are considered appealing. When the commercial has been filmed, graphics of exercise equipment and a variety of physical imperfections are shown in a way that provides the idea that the product is intended for usage by just a select group of customers. This is done so as to discourage potential customers. This strategy creates the appearance that the product is geared for being used by a limited population of customers alone.

In today's culture, those in the advertising industry have a moral obligation. These advertisements have a detrimental effect on society and focus attention on the challenges that everyday women must overcome. The obsession that many young women have with attaining bodies that are so close to being ideal is the primary cause of this sickening phenomenon. They are under such intense pressure to achieve their desired body composition that they are willing to resort to potentially damaging practices to accomplish so. They artificially induce abnormalities in their bodily circumstances, which may sometimes lead to grave harm, and they do this by making the diseases themselves. In addition, those who never make it to that destination will be ridiculed and made to feel ashamed by everyone else in their surroundings. Its effect is the development of psychological illnesses. It is

not inherently wrong to include women in advertising, but it is damaging to do so in a manner that portrays them in a derogatory light and spreads an inaccurate message across society.

### 1.3. Women's Empowerment through Advertising

Women are no longer seen to be beneath men, which is one reason why they are portrayed in the media in the same manner as men. Either she is seen working in the house, or she is just shown tending to her husband, children, and other relatives. She was the only member of the family who would be required to make a sacrifice for the sake of the group. Throughout the 1970s and 1980s, women were shown in commercials as being very subservient to their male counterparts. It is a commonly held belief that advertising reflects society. Marketers get information from the social structure that exists at the time an advertising campaign is being developed and utilise this knowledge to guide their portrayal of that structure. Women were often represented as sex symbols or as things to be objectified in these depictions of the past. Because of this, women were shown items that did not need them. To enhance TRP, J.K. Cements ran a commercial with female endorsements.

The sexual objectification of women in the marketing of cement and automobiles has a detrimental effect on women's psyche. The girls' desire for zero-figure bodies eventually leads to anorexia. They often have inferiority complexes if they are unable to lose weight for a slender physique. Towards the end of the 1990s, when women's organizations began to speak out against advertisements that portrayed women negatively, there were significant shifts in the way that women were portrayed. The Fair and Lovely campaign, which implied that only fair women are capable, came under close criticism. The U.S. National Organization for Women raised the concern and requested that gender-based stereotypes in the media be eliminated. The depiction began gradually turning from negative to favorable. Women had previously been the focus of most advertisements, but as their portrayal changed to become more favorable and acceptable, so did their eagerness to buy. Femvertising became a crucial idea in the field of advertising because of this favorable portrayal. Femvertising is the term for marketing that affirms and empowers women.

It's true that commercials reflect the world as it really is. More and more women are going to college and becoming self-sufficient, strong decision-makers. There is no need to worry about being passed over for promotions or jobs because of your skin color or the way you look. As an example, this is clearly displayed in the airline business, where previously only attractive, fair-skinned women were sought out for employment. One knows that is not the case now. Ad firms now make greater attempts to portray women in a positive light because they understand the importance of projecting women as they are rather than as they should be (Sharma and Das, 2019).

Empowerment, according to both feminists and non-feminists, is a crucial element of feminist philosophy that aims to achieve gender equality (SheKnows Media, 2016). Feminist empowerment is the idea of empowering women to make confident choices about their identities and lives (Alcoff, 1988). It has been determined that "advertising that leverages pro-female talent, themes, and images to empower women and girls" is what is referred to as "Femvertising". According to the "Think Insights" marketing research department at Google, advertisements are seen to be inspiring when they promote themes of love, body acceptance, and gender equality (Wojcicki, 2016). In addition, they asserted that in the past year, the number of uplifting commercials that have been featured on the YouTube Advertising Leaderboard has more than doubled, and that millennial women are more than twice as likely to be able to recall a company that has produced an uplifting commercial. Another study found that more than half of the women who were questioned had actually purchased a product because they liked how the advertisement depicted other women using the goods. The percentage was 52%. The great majority of the women who took part in the research (92%) were able to think of at least one commercial that portrayed women in a good light (SheKnows Media, 2016). The vast majority of respondents agreed with the statements that every company had the capacity to create policies that are supportive of women and that businesses should be held responsible for how they use marketing to portray women.



Not only is it becoming increasingly popular in marketing, but the concept about female empowerment seems to be well received by women. The "Real Women" campaign that Dove ran, which went viral, is a good example of how women may be portrayed accurately in advertising (Byrne, 2004). Dove has been effective in developing connections with "genuine" women who lead "actual" lives, despite the fact that the majority of commercials aimed at women continue to employ stereotypical pictures of women. While commonplace clichés like "super parents" and "alpha females" try to portray women in a more favourable manner, they have been criticised for their lack of relatability to the majority of women, especially college women who feel that they are incorrectly depicted in advertising (Zimmerman & Dahlberg, 2008). These results show that in order to effectively connect with their customers and strengthen consumer perceptions of their businesses, marketers must accurately characterise their target audiences.

It has been recognised as an effective strategy for combating gender roles perpetuated in the public sphere when advertising campaigns emphasise the emancipation of women. These advertisements have also received recognition for their capacity to educate viewers about issues that are prevalent among women of all ages while also serving to motivate adult women and younger girls (Wallace, 2014). From a business perspective, the introduction of feminist advertising branding initiatives by Dove, such as the "Real Beauty" campaign, resulted in the company recording revenues in the multi-billion-dollar range (Wallace, 2015). That is congruent with the findings of a poll, which showed that the majority of women surveyed claimed they purchased a product because an advertising featured a good picture of women (SheKnows, 2016). The current investigation was required since it is difficult to deduce firm business benefits from this data without a first-hand evaluation of the efficacy of various types of marketing. Without such an assessment, the results of the present study could not be trusted.

Research found that because of the achievements women have made in society and their occupations, as women have progressed in society and the workplace, they are more receptive to advertising that speaks to their aspirations (Sivulka, 2009). There has been an increase in the number of positive messages aimed towards women, but there is still a lot of media that presents women in a way that adheres to stereotypes. Women in the modern era have more economic and political influence than in previous generations, and as a result, advertising has changed its vocabulary to better connect with this demographic shift. Ad campaigns have evolved to feature strong, independent women who are no longer objectified or portrayed as helpless. While the idea of empowering women may seem overwhelming, even tiny actions like choosing to buy a product because of its pro-female marketing can have a positive impact. In fact, the concept has become so popular that it has been lampooned in media outlets like The Onion (Gill, 2008).

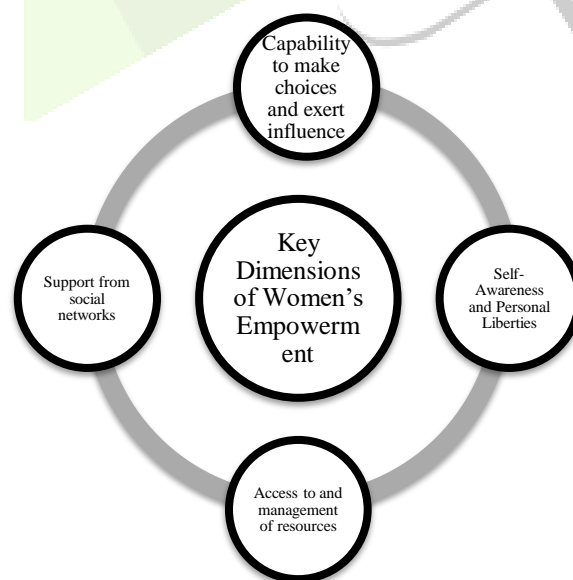


Figure 2: Key Dimensions of Women's Empowerment

Source: <https://www.insightsonindia.com/2020/03/10/insights-into-editorial-stree-shakti-is-an-integral-part-of-our-rashtra-shakti/>

## 2. Theoretical Framework

The media industry has, over the course of several years, been making use of the cultivation theory to promote a specific degree of norms and expectations of women in society. This has taken place using the cultivation theory. The advertising industry has recently seen a shift in trends depicting idealised portrayals of reality in the minds of viewers, and it has begun promoting positive, empowering messages for women. This shift in trends comes as a response to the #MeToo movement, which has been gaining momentum in recent years. This is since customers' views are strongly influenced by television ads, which subtly cultivate idealistic dogmas and portrayals to attract their attention (Manstead and McCulloch, 1981).

The effects of feminine advertising on elements including attitudes towards commercials and purchasing intentions the study's findings indicate that Femvertising has a positive impact on consumers' intentions to buy, attitudes towards ads, emotional connections, and perceptions of women. In contrast to non-Femvertising advertisements. Yet the findings did not support the claim that Femvertising advertising have a positive impact on how women are portrayed in gender roles (Drake, 2017).

Other people said that despite the ads making them think about the prejudices women face, their opinions towards women and the business or product as a whole did not alter as a consequence of their exposure to Femvertising messaging. Although some participants applauded the notion of women's empowerment, they may not have agreed with the brand or product itself. Participants in a survey had contrasting views on a brand's pro-female messages, the study found 2016 (Abitbol and Sternadori).

A company should give a lot of attention to what they are putting out there in these types of Femvertising campaigns and how the general public will take it in order to avoid any potential backlash. It was discovered that some of these new age campaigns with the intention of dismantling the sex stereotype instead end up reinforcing it. Although the depiction of women as multifaceted individuals is applauded in many parts of the globe, the missions should also consider the organization in general as an important factor (Aruna and Gunasudari, 2021).

In "Femvertising: Like a Young Woman," they say: In the pursuit of a deeper understanding of "Femvertising" and the characteristics it entails. The impacts of feminist advertising are those that match to mental responses, such as the optimistic notion of having alternatives. Such mental reactions are the effects. Data taken from two separate quantitative investigations are used in this investigation so that the promotion reactance can be computed for the Swedish setting. The core research consisted of a campaign with message that was developed expressly for the evaluation and aimed at empowering women (Akestam et al. 2017).

Femvertising could be seen as an impression of a cultural design where everything may be a women's activist as long as someone claims it is rather than a marker of a comparable society where women's freedom has a practical job and meaning. This is due to the fact that the phrase "woman's rights" in modern culture may signify several different things at once (Zeisler, 2016).

## 3. Methods and Material

For the purpose of analyzing "The Influence of Empowering Women Through Advertising: An Explorative Research of 'Femvertising' Campaigns," "Random sample techniques" is used to collect primary data. The study is being carried out in India at the moment. The primary data is collected from a sample of 320 Indian women from a variety of diverse sections of the country. After receiving their assent and agreement, a questionnaire with close-ended questions was provided to them. To finish the comparative analysis for the research, the data needed to be meticulously gathered and analysed using a variety of tools (MS-Excel and SPSS) and methods, such as the mean, standard deviation, regression, t-test, and analysis of variance. Only then could the comparative analysis be finished. The objectives of the research are backed up by both primary and secondary data, which, when combined, provide a clearer picture of how the results should be interpreted. The questionnaire comprised close-ended questions, questions based on a Likert scale, and multiple-choice questions. Over the course of the research

project, participants are questioned on many aspects of the lives of women. These questions included topics such as Femvertising experience, educational history, current professional status, and a woman's duties and obligations.

**3.1. Population and Sample:** There is a vast population in India, and the researcher assumed that the population is unknown, the confidence level is 95%, the margin of error is 4.48%, population Proportion is 60%. So, in the study, a sample of 320 Indian women from a different section of India provided the data.

**3.2. Data and sources of Data:** The purpose of the study is supported by both primary and secondary data, which provide a more accurate interpretation of the findings. To better comprehend the results, the study's objectives are supported by both primary and secondary data.

The study will achieve the following objectives based on the aforementioned issue that was covered in the literature review:

#### 4. Objective

- i. To access the women's conditions in India.
- ii. To know the importance of women empowerment in women's life.
- iii. To ascertain the impact of Femvertising on women's empowerment.
- iv. To compare the depiction of women between classical and contemporary advertisements.
- v. To analyze the impact of Femvertising on the standard of living of women in India.

#### 5. Hypothesis:

H1: There is a significant impact of Femvertising on women's empowerment.

H2: There is a significant difference between the image of women in classical and contemporary advertisements.

H3: There is a significant impact of Femvertising on the standard of living of women in India.

#### 6. Results and Discussions

**H1: There is a significant impact of Femvertising on women's empowerment.**

**Table 1: Model Summary**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. An error in the Estimate
1	.209 <sup>a</sup>	.044	.041	3.93164
a. Predictors: (Constant), Femvertising				

Table 1 defines the model summary, indicating a significant degree of connection. “The R-value for the simple correlation is 0.209,” which reflects how much of the overall variance in the dependent variable, the influence of Femvertising on women’s empowerment. The independent variable can be used to explain the results.

**Table 2: ANOVA**

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	223.809	1	223.809	14.479	.000 <sup>b</sup>
	Residual	4915.578	318	15.458		
	Total	5139.387	319			
a. Dependent variable: women empowerment						
b. Predictors: (Constant), Femvertising						

Table 2 is an ANOVA table that shows how well the data is fit by the regression equation (“i.e., predicts the dependent variable”). The dependant variable is correctly predicted by the regression model, as this table demonstrates. The above table 2 shows that there is a significant impact of Femvertising on women’s empowerment, as the significance value is 0.000, which is smaller than 0.05.



**Table 3: Coefficients**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	21.416	.961		22.283	.000
	Femvertising	-.361	.095	-.209	-3.805	.000

a. Dependent variable: women empowerment

The above table is the coefficient table. Table 3 of the Coefficients in the model demonstrates how effectively Femvertising created an impact on women's empowerment. The table shows that the regression model shows a significant value (the significance value is less than 0.05).

**H2: There is a significant difference between the image of women in classical and contemporary advertisements.**

**Table 4: Paired Samples Statistics**

Paired Samples Statistics					
		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	image of women	3.6250	320	1.38397	.07737
	classical advertisement	2.6250	320	1.47391	.08239
Pair 2	image of women	3.6250	320	1.38397	.07737
	contemporary advertisement	2.9875	320	1.57164	.08786

Table 4 displays the descriptive statistics. From pair one, it can be seen that the mean of the image of women and classical advertisement (mean= 3.6250 and 2.6250) is smaller than that of the image of women and contemporary advertisement (mean = 3.6250 and 2.9875). As per the mean of both pairs, so it can be seen that the image of women through contemporary advertisements is shown better as compared to the image of women through classical advertisements.

**Table 5: Paired Samples Correlations**

Paired Samples Correlations		N	Correlation	Sig.
Pair 1	image of women & classical advertisement	320	.066	.238
Pair 2	image of women & contemporary advertisement	320	.324	.000

Table 5 is the paired samples correlation table, which talks about the relation between 2 variables. The above table 4 show that, as per pair one, there is a positive correlation between the image of women & classical advertisement, but there is insignificant relation between the image of women & classical advertisement. as per pair two, there is a positive correlation between image of women & contemporary advertisement, but there is a significant relation between the image of women & contemporary advertisement.

**Table 6: Paired Samples Test**

Paired Samples Test									
		Paired Differences					t	df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	image of women (social status) - classical advertisement	1.0000	1.95402	.10923	.78509	1.21491	9.155	319	.000
Pair 2	image of women (social status) - contemporary advertisement	.6375	1.72566	.09647	.44771	.82729	6.608	319	.000

Table 6 is the paired sample test table, as it contains the inferential t-test statistics and shows whether there is a statistically significant difference between the conditions. As per table 6, there is a statistically significant relationship between the image of women & classical advertisements, and there is also a statistically significant relationship between the image of women & contemporary advertisements, as the significance value is smaller than 0.05.

**H3: There is a significant impact of Femvertising on the standard of living of women in India.**

**Table 7: Model Summary**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. The error in the Estimate
1	.116 <sup>a</sup>	.013	.010	1.46973
a. Predictors: (Constant), Femvertising				

Table 7 defines the model summary, indicating a significant degree of connection. “The R-value for the simple correlation is 0.116,” which reflects how much of the overall variance in the dependent variable, the influence of Femvertising on the standard of living of women. The independent variable can be used to explain the results.

**Table 8: ANOVA**

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	9.311	1	9.311	4.311	.039 <sup>b</sup>
	Residual	686.911	318	2.160		
	Total	696.222	319			
a. Dependent Variable: standard of living of women						
b. Predictors: (Constant), Femvertising						

Table 8 is an ANOVA table that shows how well the data is fit by the regression equation (“i.e., predicts the dependent variable”). The dependent variable is correctly predicted by the regression model, as this table demonstrates. The above table 8 shows that there is a significant impact of Femvertising on the standard of living of women, as the significance value is 0.039, which is smaller than 0.05.

**Table 9: Coefficients**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.892	.359		10.832	.000
	Femvertising	-.074	.035	-.116	-2.076	.039
a. Dependent Variable: standard of living of women						

The above table is the coefficient table. Table 9 of the Coefficients in the model demonstrates how effectively Femvertising created a standard of living for women. The table reveals that the regression model shows a significant value (“the significance value is less than 0.05”).

The findings of the model summary indicate a significant degree of connection. The R-value for the simple correlation is 0.209, which indicates how much of the total variation in the dependent variable, which is the effect of Femvertising on women's empowerment, is accounted for by the correlation. It is possible to explain the findings by using the independent variable. An analysis of variance using Femvertising demonstrates that the regression model makes an appropriate prediction of the dependent variable. The findings indicate that there is a considerable influence of Femvertising on the empowerment of women. The significance value is 0.000, which is less than 0.05, therefore this indicates that there is a major impact. The effectiveness with which Femvertising was able to have an influence on women's empowerment is shown by the outcomes of the model's coefficients. The findings showcase that the regression model shows a significant value (the significance value is less than 0.05). Further findings show the mean values of both pairs, the image of women through contemporary advertisements is shown better as compared to the image of women through classical advertisements. The findings of paired sample correlation show that, as per pair one, there is a positive correlation between the image of women & classical advertisements, but there is insignificant relation between the image of women & classical advertisements. as per their two, there is a positive correlation between image of women & contemporary advertisement, but there is a significant relation between the image of women & contemporary advertisement. As per the findings of Paired sample test, there is a statistically significant relationship between the image of women & classical advertisements, and there is also a statistically significant relationship between the image of women & contemporary advertisements, as the significance value is smaller than 0.05. The results define the model summary, indicating a significant degree of connection. The R-value for the simple correlation is 0.116, which reflects how much of the overall variance in the dependent variable, the influence of Femvertising on the standard of living of women. The independent variable can be used to explain the results. A statistical analysis of variance on Femvertising demonstrates that the regression model correctly predicts the dependent variable. The above table 8 shows that there is a significant impact of Femvertising on the standard of living of women, as the significance value is 0.039, which is smaller than 0.05. From this analysis, it was found that there is a significant influence of women empowerment through advertising, Femvertising, and the standard of living of women.

## 7. Conclusion

The role of advertising in accelerating women's empowerment, which will result in economic empowerment for women, is crucial. The advertising, on the other hand, is an excellent and efficient technique to increase knowledge of the social acceptability of women by giving young women with positive economic empowerment concepts and role models. This is achieved by presenting young women with good economic empowerment role models. This is something that applies to every campaign. The role of advertising accomplishes this goal through sharing good concepts about what it is to be a healthy woman, what the role of women is in current society, the positive models that women offer us with on a daily basis, and the accomplishments that women have reached. Advertising may also play a crucial role in the dissemination of the concept of gender equality, particularly with the advent of campaigns known as Femvertising. It will be easier for individuals to reintegrate themselves into society if they perceive, as a result of the commercial, that the differences between men and women have been eliminated. Advertising has always had a subtle but lasting influence on the manner in which people think and behave in society. In spite of the inaccurate representation of women in the media, ads should promote the accomplishments of well-known and successful women. Its procedures for checks and balances with regard to gender need to be reinforced since it is a key factor in how gender roles are socialized. The commercial should allow for the respectable and dignified projection of women, encourage respect for women, and prevent the negative representation of women.



The ideology that is most widely accepted in a society is reflected accurately in its advertising. Advertising companies are aware of this fact, and as a result, they never pass up a chance to portray women in a good manner. When the media portray women in a good light, society is more likely to treat women with a high level of respect. People are exposed to an uncountable number of advertisements during the day, and therefore even if the change may be gradual, it is highly crucial to have this change in the media. It is to the advantage of society, including both men and women, to have a favorable image of women since this may lead to the creation of a healthy society and make it possible for developers to be made. The challenges that women encounter daily are bound to become less severe with time, and eventually, they will be able to move about freely in any area of the nation at any time. The new sub-genre of advertising is helping women who struggle with low levels of self-confidence. Femvertising is a fantastic effort to create change, even if its primary goal is to increase sales; nonetheless, this will also empower women and get rid of insulting material that has been sitting on the shelf for a long time. It does a major experiment of the Femvertising advertisements to provide a gauge of the positive shift occurring in the advertising industry, which improves women's self-image and self-esteem.

For decades, commercials have shown women in the dominant role of housewife and mother. If one looks back far enough, one will find a number of advertisements from the 1980s that promoted the sexist notion that a woman's sole purpose in life is to care for her family and that she only feels fulfilled in her role when her husband and/or in-laws recognize and appreciate her efforts. While many advertisements do a good job of showing strong, independent women, they frequently also promote the stereotype that women should be at home taking care of children and housework. Researchers claim that the portrayal of women in Indian advertising has changed significantly, yet the industry continues to reinforce the traditional ideal of femininity. While commercials in India may be showing more female empowerment, this has not prevented women from being objectified. While there has been improvement in this area, it pales in comparison to the other areas of our society of which people may be justifiably proud.

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