

# A Study on the Influence of New Feminist Brand Advertising on Chinese Consumer Behavior

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**Abstract.** With the development of feminism in China, there are more and more "new feminism" phenomena in commodity advertisements. Brand advertising conveys brand concept, emotion and attitude to society and consumers by supporting for women, opposing discrimination against women and breaking the stereotype of women. Based on the five key words of deconstructing new feminism, this paper investigates 590 Chinese consumers to understand the impact of new feminism advertising on Chinese consumers' consumption behavior. The research results show that there are some differences between the age, education background, cognition of new feminism, and the interpretation of key words in new feminism cultural advertising and Chinese consumers' attitudes towards new feminism advertising, which in turn affect Chinese consumers' consumption behavior towards the brand. At the same time, although male consumers recognize new feminist advertising and are willing to buy new feminist advertising products, some male consumers still have certain inherent stereotypes of women.

**Keywords:** Feminism; New feminism; New Feminist Advertising; Consumption behavior; Stereotype.

## 1. Introduction

Feminism has become a mature research field in western academic circles, and it extends to all levels of society and economy. For example, there are a large number of independent and powerful heroines in western films and TV plays; In the commercial field, there are a large number of marketing advertising themes of women's equality and empowerment in marketing strategies and advertising. With the pace of economic development, the economic situation and social status of Chinese women have been greatly improved, and feminism has also been developed in China, which also has certain performance in social and economic aspects. From the slogan of "women can hold up half the sky" to the rise of "her economy", "her strength" and "sisters who ride the wind and waves" in the commercial field and the film and television field, all of them highlight the development of feminism in China.

All sectors of Chinese society actively use feminism to challenge gender stereotypes and other gender equality issues, including marketing and advertising. New feminism advertising is the combination of feminism and advertising. It tries to break the long-standing stereotype of women in advertising by emphasizing the independent and confident new female image. Through a questionnaire survey, this paper analyzes many factors that affect Chinese consumers' perception of neo feminism advertising, such as their perception of neo feminism, their perception of neo feminism advertising, their psychological needs to obtain, their interpretation of neo feminism advertising themes, etc., in order to determine how these factors affect advertising attitudes and consumer behavior, and the extent to which these factors affect them.

## **2. Literature review References**

### **2.1 Feminism, Gender stereotype of women and New Feminism**

#### **2.1.1 Feminism**

Feminism was born in western capitalist countries. Its background stems from the awakening of women's consciousness of rights. It was developed with the women's struggle for political, economic, educational, personality and other rights. Its fundamental purpose is to change the unequal social order between men and women and improve women's status.

The connotation of feminism includes two aspects: theory and practice. From a theoretical perspective, feminism reinterprets the real world from the perspective of women, even beyond gender, in order to change women's subordinate status in the field of social sciences (Qiu Jiqing, 2015), which is a critical interpretation of women's submissive status (Li Yinhe, 2018); From a practical perspective, feminism, based on the fact that women should have the opportunity to develop their potential, participate in the mainstream of society, and enjoy equality and rights, has raised the issue of women's struggle for rights to the social and political level, challenged the boundary between the public sphere and the private sphere, and stressed the importance of the body in gender politics (Yang Fan, 2020) to enhance the political struggle of women's status, A social movement used to fight for women's liberation and improve their influence.

In the process of constant enrichment and development, feminist theories have differentiated into many schools, but their goal is to eliminate the unequal relationship between the sexes (Li Yinhe, 2018). When feminist theory entered the framework of postmodernism, the deconstructive mode of thinking eased the theoretical dilemma of the dual gender opposition model (Yang Fan, 2020). According to the dual gender theory, to liberate women and achieve equality between men and women, we must fundamentally eliminate the social culture that causes gender differences and eliminate gender opposition (Qiu Renzong et al., 1998).

#### **2.1.2 Gender stereotype of women**

The stereotype of women is a social manifestation of the deep-rooted "gender" and "dual gender" theories under the patriarchal rule for a long time. The concept of "gender" came into being in the 1970s. It refers to the formation of social culture, the understanding and construction of gender differences and behavioral characteristics between men and women, and is a link in the social power system (Peterson, 1992). Gender "is the systematic social construction of the binary division of male and female identities, behaviors and expectations. It is not only an individual feature, but also an institutional feature of social life" (V. Spike Peterson, 1992). Gender is the gender norm of social construction. The emphasis on the differences between men and women is not based on physiology but on the identification of human gender identity based on social, cultural and institutional factors. That is to say, a man or woman in a physiological sense can be recognized as a normal member of the society only if he or she has the male characteristics (such as courage, tenacity, rationality, independence, etc.) and female characteristics (such as tenderness, kindness, virtue, beauty, etc.) recognized by the society, "What men and women are actually doing is not important. What is important is that the social system 'prescribes' men and women into different categories, generates different expectations and evaluations of gender behavior, and makes these two categories mutually exclusive" (Tong Xin, 2005). The so-called "men taking charge of the outside and women taking charge of the inside" refers to the stereotypical positioning of gender roles that has formed gender stereotypes for a long time (Qiu Jiqing, 2015). The gender stereotype has a clear distinction between the high and low status of the two sexes (Shen Yifei 22005), showing the values of male superiority and female inferiority and the discrimination against women in a patriarchal society.

Feminism recognizes that gender and sex are a pair of concepts with significant differences: physiological gender is defined by biology and determined by heredity, while social gender is constructed by society and is the product of social culture and social system. The concept of gender

subverts the concept of "gender" from the physiological, psychological and cultural levels (Qiu Jiqing, 2015). An important purpose of gender theory is to find and reflect on gender stereotypes, and on this basis, try to change and eliminate the social and cultural roots of stereotyped images of women.

### 2.1.3 New feminism

In the 21st century, Feminism has more cultural connotations of the word Feminism (Li Yingtao & Hu Chuanrong, 2002). It has gone beyond the scope of the previous social movement for gender equality and evolved into a social and cultural trend of thought. In general, it is not only about women, but also about cultural structure.

In the post-modern feminism since the 1980s and 1990s, the development of the concept of equality between men and women has experienced the development and transformation from "equality of rights" to "equality of power" and then to "equality of differences" (Pan Ping, 2016). It is accompanied by the third wave of the international women's movement, which is a comprehensive review and challenge to the gender equality perspective in the field of culture and ideology (Zhou Shaoxue, 2010). In the women's movement, there are "feminists with equal rights" who continue to fight for women's political rights, but there has been a shift from equality to difference in the women's movement, and "new feminism" has emerged at the historic moment.

"New Feminism" advocates "feminism of real equality for women" (Eleanor Rathbone, 1925), accepts the view that there are essential differences between the sexes, pays attention to the special experience of women as wives and mothers, and realizes real equality between women and men. The connotation core of "New Feminism" is, first, to pursue equal rights with men, not to oppose men (Bell Hooks, 2000), and to respect women's multiple identities (Eleanor Rathbone, 1925). Second, to realize the transformation from the appendage of others to an independent person, women are required to tap their own potential and make efforts to pursue the life that women themselves adapt to (Eleanor Rathbone, 1925). Third, they recognized their own values and strengths, had their own careers, and their marriage concepts were also very different from the past, pursuing economic independence, career development, and the perfect combination of marriage and family (Li Miao, 2012). The fourth is to focus on women themselves (Dai Jinhua, 1999), express their own wishes (Tan Jingchang, 1993), and be loyal to women's own feelings. The fifth, we should try to change and eliminate the social and cultural roots of gender inequality on the basis of re understanding this gender stereotype (Qiu Jiqing, 2015), that is, the evaluation of women should not be constructed by society.

The core of new feminism is to break the stereotype of women in society on the basis of realizing equal rights between men and women, so as to promote the process of women's realization of self-worth and respect for women's strength and feelings. In the process of realizing the development of feminist theory, it presents the evolution path of "discourse construction - social construction - cultural construction", and always adheres to its critical and important academic characteristics. What follows is that the global women's movement and women's studies are no longer just regarded as the struggle for equal rights between men and women to safeguard women's rights and interests. Changing the cultural structure that produces gender inequality has become a new direction of struggle (Qiu Jiqing, 2015).

## 2.2 New Feminism in China , Brand Advertising and Consumer Behavior

### 2.2.1 New Feminism in China

With the founding of New China and the development of reform and opening up, Feminism reappeared in the discourse of Chinese women's studies. The development of new feminism in China started from the founding of New China in 1949, which can be roughly divided into two stages, 1950s and 1980s. In the first stage, promote women's liberation and gender equality from the national level, the legal and institutional level, and the political movement. In the second stage, the reform and opening up promoted the openness and competitiveness of the market economy, giving

women more opportunities to compete in society. The development of Chinese new feminism has experienced the full liberation of Chinese women, the awakening of "female consciousness" and "subject consciousness", and the "modernization" and "internationalization" period of Chinese women's development (Yang Fan, 2020).

Compared with the Western feminist movement, the equal rights of Chinese women are characterized by a distinctive "legislative advance" (Li Xiaojiao, 1995). China's "New Feminism" has returned to the focus on "people" and "themselves", with more emphasis on details and their own experience. It is a way of life for women in the new era to please themselves, show themselves, and have a strong soul and inner. New feminism pursues a higher degree of freedom, completely equal to men, and reflects its own value and personal charm at all levels of society depending on its own ability. Marriage is completely independent and women yearn for more free marriage. The pattern of family is not of male leading outside and female leading inside. Women will become more independent economically and fully unleash our natural instincts.

With the rapid development of social economy and information technology, Chinese consumer marketing and mass media are in the ascendant (Yan, 2009). This trend has also contributed to Chinese new femininity (Liu, F. 2014). Some of the new female images appeared as "independent women", some as "professional women", and some as "fighting women" who supported the suffrage movement (Sarah Grand, 1894). In the field of advertising, it has been practiced, explored and studied that using women's empowerment discourse to sell products to women. Brand advertisers use the image of "new women" to promote women's independence and autonomy (Li Miao, 2012).

#### 2.2.2 New feminist advertising

New feminist advertising is a term that combines new feminism and advertising. It refers to a type of advertising. In this advertising practice, brands strategically use information about women's empowerment (Abitbol&Sternadori, 2016) and use feminist values to challenge traditional female stereotypes (Akestam et al., 2017) to promote products and improve brand awareness (Lazar, 2006; Rodrigues, 2016) and purchase intentions. The new feminist advertisement tries to build a new woman of "independent modernity" and depicts the new feminist trend of thought (Duan, X, 2020). It encourages women to proudly challenge the traditional stereotype of women and boldly pursue the ambition and decisive quality traditionally regarded as masculinity (Abitbol & Sternadori, 2016). In the context of advertising, women are no longer just decorations or auxiliary roles, but have a modern, powerful and attractive quality (Ferguson, J. et al., 1990). The description of female roles in neo feminist advertisements can become more professional and show higher professional status. Multiple ideal female identities, such as "busy professionals", "strong women" and "nurturers", have appeared in the advertisements (Hung et al., 2007), and can show greater authority when representing the reputation of their matching products (Gilly, M. C., 1988). New feminist advertising is considered to have a positive impact on gender equality and women's empowerment, while people are increasingly concerned about the commercialization of feminism, believing that new feminist advertising may affect consumers' attitudes towards advertising and brands (Nam Hyun et al., 2020).

New feminist advertising spreads products, brand information, feminist lifestyle and values by associating characters, stories, plots, language and text symbols with the meaning of products, brands and feminism, as well as the organic combination of these symbol categories, and creates additional symbolic values and a good sense of social responsibility for the brand (Zhong, Ruo Chen and In Sik, Shin, 2021). It depicts women's living situation from the perspective of brand, expresses respect for women's multiple identities, affirms women's value and strength, and hopes to strive for a more open and inclusive cultural environment for women. At the same time, the value proposition of the brand has been further interpreted in the focus, discussion and voice of women's issues (Lin, CL et al., 2009). However, most women in the advertising industry are users of products, and they rarely provide information or show authority for products (McArthur, L.& B. Resco, 1975).

It is a common phenomenon that the new feminist advertisements involving women's issues focus on portraying the awakening of women's consciousness. The awakening of female consciousness lies in breaking the dilemma of women, which originates from the prison of language and norms, the difficulty of self-identification, and the siege and confusion of numerous images (Dai Jinhua, 2015). The language used in brand advertising can create a new female image. Many women try to imitate this image (Swinth, K., 2002) and absorb the new female image in brand advertising. The process of women gradually accepting the new visual expression of femininity described by various media is called Cinderella factor (McCracken, G., 1986). The new feminist advertisement can help women break through the siege and mirror image, and awaken the awakening of different dimensions of women's subjective consciousness.

### 2.2.3 Consumer Behavior

The new feminist information has successfully attracted consumers' attention, and consumers' general views on feminism have influenced their views on brand advertising product enterprises (Abitbol & Sternadori, 2016). Compared with traditional advertising, new feminist information advertising has a positive impact on brand attitude and purchase intention (Drake, 2017). In addition, many feminized contents describe the pressure women face, as well as their struggle against women's age and marriage stereotypes, which makes women consumers more likely to have emotional resonance with them (Drake, 2017), which may increase participation, brand attitude and purchase intention (Bülbül & Menon, 2010; Fennis & Stroebe, 2010). A clear understanding of consumers' psychological expectations for new feminist advertising can help marketers evaluate and plan product characteristics in different markets (Lin, CL et al., 2009) and brand advertising strategies.

The ideal image of Chinese women as "independent" and "modern" individuals depicted by Chinese new feminism has attracted many women who are eager to express themselves (Liu F., 2014; Peng, A. Y., 2019; Rofel L., 2007). As a part of the self-construction of the middle class in China, the social, political, economic and cultural forces of modern society shape their consumption behavior (Dholakia & Firat, 2003). Consumers' active participation in brand building can transform consumption into a more satisfying experience (West et al., 2004). Narrative treatment of new feminist brand advertising can affect consumers' brand attitudes and behavioral intentions, and strengthen consumers' self-brand connection (Escalas J. E., 2004), narrative new feminist advertising is usually more effective than non-narrative advertising (Kim et al., 2017).

The consumption of new feminist advertising is a way to achieve "empowerment, self-realization and personalization" (Duan X, 2020), which is an agenda constructed by media and brand advertising. They implicitly call on followers to "invest in their appearance" and "realize self-value" as a way to achieve self-empowerment (Abidin & Gwynne, 2017). These methods are consistent with the feminist method of "sex and city" (Arthur, 2003), which refers to the marketing method that legalizes commodity consumption and equates consumption with individual empowerment. Brand advertising should be more active in portraying women's images, especially in shaping a new image of mature, attractive, humorous and modern women (Sharits & Lammers, 1983), which can help women understand their internal strength (Rayburn & Richmond, 1998) and effectively control the market and the overall economy (Pollay & Gallagher, 1990).

The new feminist brand advertising depicts educated women who use products and further portrays them as willing and able to provide intelligent information about products and services. They are no longer passive, they have their own unique ideas (Lin, CL, 2009). The new feminist brand advertising provides a space for women to "openly participate in thinking aloud, raising their voice, self-naming, community building and shareholding" (Banet Weiser&Juhasz, 2011). Achieve the best correlation between the new female image spokesperson and product features, improve the influence of advertising, and improve consumers' product memory (Kamins, M., 1990). As pointed out by the World Federation of Advertisers (WFA, 2018), the practice of obtaining women's resonance through accurate positioning of modern women's struggle and "atypical" gender

description has not only become an effective marketing tool, but also serves the social and policy purposes of promoting the development of the marketing industry.

Based on the above, this paper discusses the following three questions: Q1.Can Chinese consumers accept the new feminist theme in brand advertising? Q2. How does the new feminist advertising affect the consumption behavior of Chinese consumers, and it by which ways to affect? Q3.Do Chinese male consumers really recognize new feminism?

### 3. Methodology

#### 3.1 Samples and procedure

This article mainly starts from the Chinese consumers' cognition of the new feminist perspective, discusses their interpretation of the new feminist advertising and their attitude towards the new feminist advertising, and studies the impact of the Chinese consumers' attitude towards the new feminist advertising on their consumption behavior. In order to understand the attitude and consumption behavior of Chinese consumers towards new feminist advertising, this paper selects five new feminist ads that are highly discussed on Chinese social networks and wide spread in Chinese media in 2021. These five ads are highly known and searched by the public. At the same time, these five ads are regarded as models of Chinese new feminist advertising in China, shaping new images of Chinese women, such as independent female images, pleasing their own female images, honoring Chinese women's values, not ashamed of their female psychological identity and brave to show themselves. These five new feminist advertisements are respectively: BLANK ME base makeup brand -- the world looks at my face, SANSEN FLOWER -- she is the best, MASK FAMILY -- salute Chinese girls, LIBRESSE SANITARY NAPKIN -- menstruation is not hidden, NIKE -- show yourself (see Figure 1).

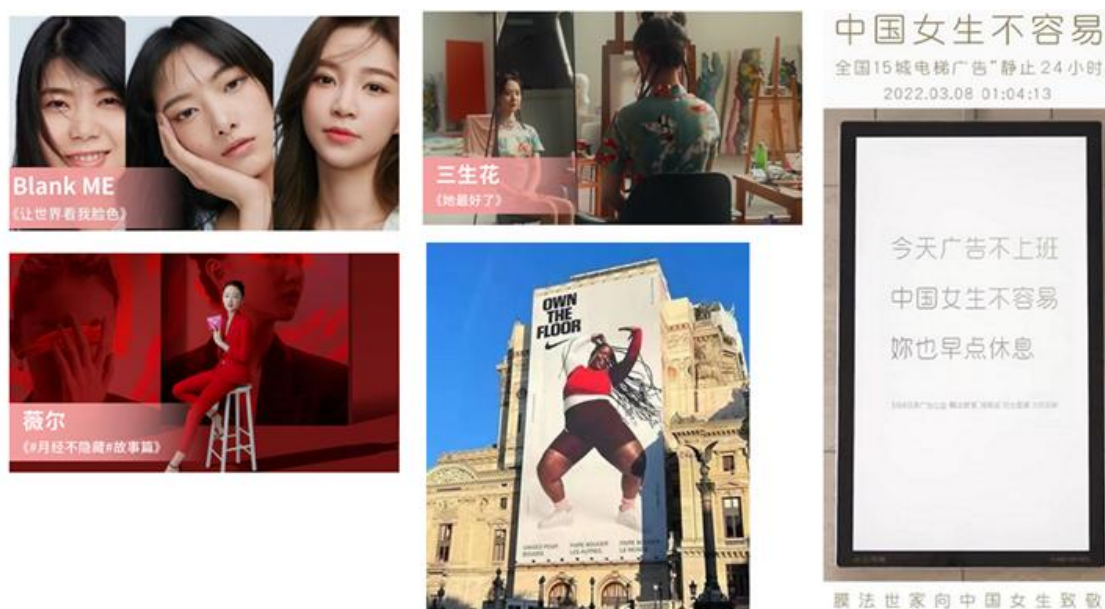


Fig. 1 New Feminist Advertising in China

This article adopts the method of random sampling online survey, and forwards the survey links through friends , colleagues , students, etc. The questionnaire links are distributed randomly on Chinese social networks. The survey distributed from September 1, 2022 to October 10, 2023, 600 questionnaires were collected, including 10 invalid ones and 590 valid ones.

In the valid questionnaires collected, the proportion of men and women is 47.29% (n=279) and 52.71% (n=311) respectively. In terms of age distribution, the proportion of people aged 18 and below is 8.14% (n=48), the proportion of people aged 19-29 is 51.02% (n=301), the proportion of

people aged 30-39 is 20.68% (n=122), the proportion of people aged 40-49 is 16.44% (n=97), and the proportion of people aged 50 and above is 3.72% (n=22).

In terms of education background, most of the consumers surveyed have college or higher education background. Among them, 14.92% (n=88) have high school and below degrees, 61.69% (n=364) have college degrees (including junior college and undergraduate), 20.17% (n=119) have master's degrees, and 3.22% (n=19) have doctoral degrees.

In terms of career distribution, full-time students account for a large proportion, and the number of state-owned enterprises, private enterprises, foreign-funded joint ventures and freelancers is roughly balanced. Among them, the proportion of full-time students is 46.27% (n=273), the proportion of state-owned enterprises, institutions and institutions is 19.66% (n=116), the proportion of private enterprises is 13.56% (n=80), the proportion of foreign-funded enterprises and joint ventures is 9.66% (n=57), and the proportion of freelancers is 10.85% (n=64).

### 3.2 Measurement methods

The measurement of all structures in this paper is adjusted and improved according to the previous research. The measurement of variables is scored by Likert 5 points. From "- 2" to "2", it represents the degree of consumer recognition or probability of occurrence from low to high.

In order to understand Chinese consumers' perception of the connotation or core proposition of neo feminism, this paper investigates female consumers and male consumers respectively. At the beginning of the questionnaire, a description of the connotation of new feminism and an explanation of new feminist advertising are given. The questionnaire mainly measures the following main parts: First, we have a preliminary understanding of the cognition of new feminist (Windels, K el at., 2020; Choi, H el at., 2020), the cognition of new feminist advertising (Choi, H el at., 2020; Ryff, 1989), and the attitude to neo feminist advertising (Argyle&Jill, 1989; Ryff, 1989); Secondly, let consumers watch the five selected new feminist advertisements before investigating the follow-up content, including the most impressive new feminist advertisement, the interpretation of the new feminist advertising theme (Ryff, 1989), the attitude to the new feminist advertising products (Mayer, 1995), and their own consumption behavior (Nam, J el at., 2011).

In addition to the above subjective measurement, the questionnaire of female consumers added the measurement of women's expected psychological needs from the new feminist advertising (Waterman, A.S., 1993), as well as the actual psychological needs after watching the new feminist advertising. In addition to measuring the above main parts, male consumers have also added two parts. One is the measurement of a shift in perceptions of women after reading the new feminist advertising, and the other is the measurement of women's stereotypes and other concepts after reading the new feminist advertising (Eun, kim ji el at., 2020; Dinc Kirli, ES el at., 2021).

In this paper, SPSS software was used to conduct factor analysis to test the discriminant validity, and the CR value of combined reliability and the average variance (AVE) extracted from each structure were measured. The results show that the average variance (AVE) extracted from each structure is above 0.8, indicating that the questionnaire structure has sufficient convergence effectiveness, while the Cronbach's alpha value obtained from the analysis is above 0.9, indicating that the questionnaire has certain reliability (see Table 1 below).

Table 1. Reliability and Validity of Measurement Structure

Tape	Construction	CR Value	AVE	Cronbach's alpha
Female n=311	Cognition of New Feminism	0.985	0.931	0.985
	Cognition of New Feminist Advertising	0.980	0.907	0.980
	Expect to get psychological needs	0.983	0.920	0.983
	Attitude to New Feminist Advertising	0.966	0.852	0.967
After watching	Actual feeling	0.976	0.890	0.976
	Interpretation of advertising theme	0.972	0.876	0.972
	Attitude towards advertising products	0.977	0.896	0.977
	Consumption behavior of advertising products	0.969	0.863	0.969

Male n=279	Cognition of New Feminism	0.951	0.796	0.950
	Cognition of New Feminist Advertising	0.961	0.832	0.961
	Attitude of New Feminist Advertising	0.954	0.807	0.954
After watching	Interpretation of advertising theme	0.967	0.852	0.966
	Consumption behavior of advertising products	0.959	0.822	0.959
	A shift in perceptions of women	0.967	0.854	0.966
	Stereotypes of women	0.952	0.798	0.951

## 4. Research findings

This study takes "new feminism" as the initial independent variable, and "consumption behavior of new feminist advertising products" as the dependent variable. Through the survey of Chinese women and men consumers, data analysis uses descriptive statistics, correlation analysis, path analysis and regulatory intermediary to explain the impact of independent variables on the dependent variable. In the independent variables, the factors such as the cognition of new feminist advertising, the attitude to new feminist advertising, the interpretation of advertising themes, and the attitude to advertising products are added to investigate the explanatory power of the model to the consumption behavior of new feminist advertising products. This paper mainly uses 'r' value to explain the correlation between variables and the correlation between them and dependent variables

### 4.1 Descriptive statistics and correlation analysis results

In order to explore the consumption behavior of Chinese female consumer groups towards new feminist advertising products, this paper adds two variables, "psychological needs expected from new feminist advertising" and "actual feelings after watching new feminist advertising", to the independent variables. The correlation analysis of independent variables and dependent variables in the female consumer group survey (see Table 2 below) shows that there is a statistically significant positive correlation between independent variables and dependent variables in the female consumer group survey in this study.

Table 2. Mean, standard deviation and correlation coefficient of main research variables (female questionnaire , data n=311)

	Mean	SD	A1	A2	A3	A4	A5	A6	A7	A8
A1.Cognition of New Feminism	4.521	1.094	1							
A2. Cognition of New Feminist ad	4.203	1.135	0.876*	1						
A3. Expect to get psychological needs from New Femvertising	4.327	1.150	0.862*	0.891*	1					
A4. Attitude to New Femvertising	4.118	1.125	0.793*	0.856*	0.868*	1				
A5. Actual feeling	4.036	1.114	0.780*	0.815*	0.828*	0.841*	1			
A6. Interpretation	4.156	1.097	0.803*	0.821*	0.841*	0.846*	0.900*	1		



of New Femvertising theme										
A7. Attitude towards advertising products	3.860	1.119	0.718*	0.778*	0.780*	0.829*	0.861*	0.853*	1	
A8. Consumption behavior of advertising products	3.717	1.118	0.704*	0.747*	0.738*	0.804*	0.816*	0.806*	0.873*	1

\*p<0.05, \*\*p<0.01

From the above table, we can see that there is the most significant positive relationship between the actual feelings of Chinese women after watching the neo feminist advertisements and their interpretation of the advertising theme, and the correlation coefficient is ( $r=0.900^{**}$ ,  $p<0.01$ ). Secondly, there is a positive correlation between new feminist advertising cognition and the psychological needs expected from advertising ( $r=0.891^{**}$ ,  $p<0.01$ ). Thirdly, the correlation between the cognition of new feminism and the cognition of neo feminism advertising ( $r=0.876^{**}$ ,  $p<0.01$ ). Finally, the attitude towards new feminist advertising products has a greater positive impact on Chinese women's consumption behavior of advertising products, with a correlation coefficient of ( $r=0.873^{**}$ ,  $p<0.01$ ). This shows that the stronger the actual feelings of Chinese women after watching the new feminist ads, the more they can interpret the theme of the new feminist ads. The more Chinese women recognize the new feminist advertising, the more they expect to obtain psychological needs such as independence, self-confidence and self-improvement from the new female advertising. The more Chinese women can recognize the core proposition of new feminism, the more they can recognize the new feminist advertising. The more positive Chinese women's attitude towards new feminist advertising products is, the more they can promote their consumption behavior towards advertising products.

In order to explore the consumption behavior of Chinese male consumer groups towards new feminist advertising products, this paper adds two variables to the independent variables: "the change of women's concept after watching new feminist advertising" and "the stereotype of women". The correlation analysis of independent variables and dependent variables in the male consumer group survey (see Table 3 below) shows that there is a statistically significant positive correlation between independent variables and dependent variables in the male consumer group survey in this study.

Table 3 Mean, standard deviation and correlation coefficient of main research variables (male questionnaire ,data n=279)

	Mean	SD	B1	B2	B3	B4	B5	B6	B7
B1.Cognition of New Feminism	3.884	1.298	1						
B2. Cognition of New Feminist ad	3.846	1.296	0.898*	1					
B3. Attitude to New Femvertising	3.693	1.300	0.880*	0.939*	1				
B4. Interpretation of New Femvertising theme	3.877	1.302	0.864*	0.912*	0.899*	1			
B5. Consumption behavior of advertising products	3.620	1.357	0.795*	0.882*	0.872*	0.906*	1		

B6. A shift in perceptions of women	3.81 8	1.28 9	0.882* *	0.934* *	0.926* *	0.935* *	0.908* *	1	
B7. Stereotypes of women	2.27 6	1.32 1	0.264* *	0.295* *	0.283* *	0.287* *	0.231* *	0.291* *	1

\*p<0.05,\*\*p<0.01

From Table 3, we can see that the positive influence of Chinese men's cognition of new feminist advertising on their attitude towards new feminist advertising is the largest among the interactions among variables, with a correlation coefficient of ( $r=0.939^{**}$ ,  $p<0.01$ ). Men's cognition of new feminist advertising also has a positive impact on the interpretation of new feminist advertising themes ( $r=0.912^{**}$ ,  $p<0.01$ ). Men's interpretation of new feminist advertising theme can positively affect their consumption behavior of advertising products ( $r=0.906^{**}$ ,  $p<0.01$ ). This shows that the consumption behavior of Chinese male consumers for new feminist advertising products is mainly influenced by their interpretation of the theme of new feminist advertising.

Regarding the change of women's concept, Chinese men's cognition of new feminist advertising also positively affected the change of men's concept of women ( $r=0.934^{**}$ ,  $p<0.01$ ). Men's interpretation of new feminist advertising theme also has a greater positive impact on the change of women's concept ( $r=0.935^{**}$ ,  $p<0.01$ ). Men's attitude towards new feminist advertising also had a significant positive impact on the change of women's ideas ( $r=0.926^{**}$ ,  $p<0.01$ ). This shows that the Chinese men who understand and interpret the theme of the new feminist advertising more and can hold a positive attitude towards the new feminist advertising are more able to change their attitude towards Chinese women and recognize the value and power of women more.

We also found an interesting phenomenon. In the research on the consumption behavior of Chinese men for new feminist advertising products, the first six variables have a greater positive impact, but although they have a positive relationship with the seventh variable, that is, the impact on women's stereotype, the correlation coefficient has declined precipitously. The largest correlation coefficient is only ( $r=0.295^{**}$ ,  $p<0.01$ ). This shows that although Chinese men have changed their ideas about women through new feminist advertising, they still have stereotypes about women, such as women should be slim and look after their husbands and teach their children.

#### 4.2 Path analysis

This paper uses two path analyses to test the hypothesis of the relationship between Chinese female consumers, Chinese male consumers and new feminist advertising. The fitting indicators of the Chinese female model and male model are shown in Table 4 below. From the table, we can see that the model is well fitted and the path coefficient is somewhat illustrative.

Table 4 Model fitting indicators

Index	X2	df	GFI	SRMR	CFI	NFI	IFI
Judgment criteria	-	-	>0.9	<0.1	>0.9	>0.9	>0.9
Female—Model value	265.087	17	0.936	0.090	0.929	0.925	0.929
Male—Model value	468.349	14	0.965	0.100	0.845	0.842	0.846

Default Modle:Female: $X^2(28)=3523.934$ , $p=1.000$ ; Male: $X^2(21)=2957.215$ , $p=1.000$

The analysis results of Chinese female consumers' consumption behavior path towards new feminist advertising products (see Figure 2). From the path coefficient in Figure 2, we can see that the positive impact of new feminist cognition on new feminist advertising cognition ( $b=0.876^{**}$ ,  $p<0.05$ ), which indicates that the more Chinese female consumers understand the connotation or core proposition of new feminism, the easier it is to understand the relevant content of new feminist advertising. The cognitive level of new feminist advertising has a positive impact on new feminist advertising attitudes ( $b=0.855^{**}$ ,  $p<0.05$ ) and the psychological needs expected from new feminist advertising ( $b=0.891^{**}$ ,  $p<0.05$ ). The psychological needs expected from the new feminist advertising also showed a significant positive correlation with the actual feelings after watching the new feminist advertisements ( $b=0.828^{**}$ ,  $p<0.05$ ).

Cognition of new feminism, attitude towards new feminism advertising and actual feelings after watching new feminism advertising also have a positive correlation effect on the interpretation of new feminism advertising themes, and the path coefficients are ( $b=0.189^{**}$ ,  $p<0.05$ ), ( $b=0.232^{**}$ ,  $p<0.05$ ) and ( $b=0.598^{**}$ ,  $p<0.05$ ), respectively. From the coefficient, we can know that the actual feeling after watching the new feminist advertising has a greater positive impact on the interpretation of the theme of the new feminist advertising.

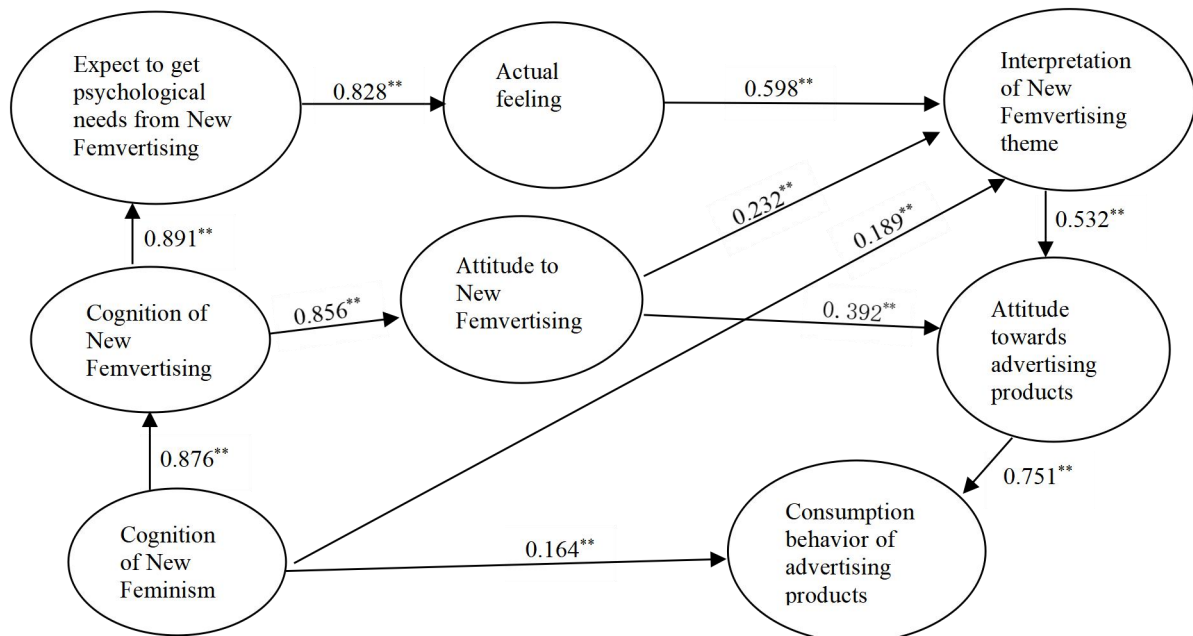


Figure 2 Analysis Results of Chinese Female Consumers' Consumption Behavior Paths towards New Feminist Advertising Products

The interpretation of the new feminist advertising theme and the attitude towards the new feminist advertising have a positive impact on the attitude towards the new feminist advertising products, among which the interpretation of the advertising theme has a greater impact on the attitude towards advertising products ( $b=0.532^{**}$ ,  $p<0.05$ ), while the impact coefficient of the new female advertising attitude on the attitude towards advertising products is ( $b=0.392^{**}$ ,  $p<0.05$ ). This shows that the more Chinese female consumers can recognize the new feminist advertising theme, the more they will recognize the products in the advertisement.

Attitude towards new feminist advertising products directly affects consumers' consumption behavior ( $b=0.751^{**}$ ,  $p<0.05$ ), indicating that the more Chinese female consumers recognize the products in advertising, the more they can promote consumption behavior. However, the path coefficient of less influence on the cognition of neo feminism on the consumption behavior of new feminist advertising products is only ( $b=0.164^{**}$ ,  $p<0.05$ ).

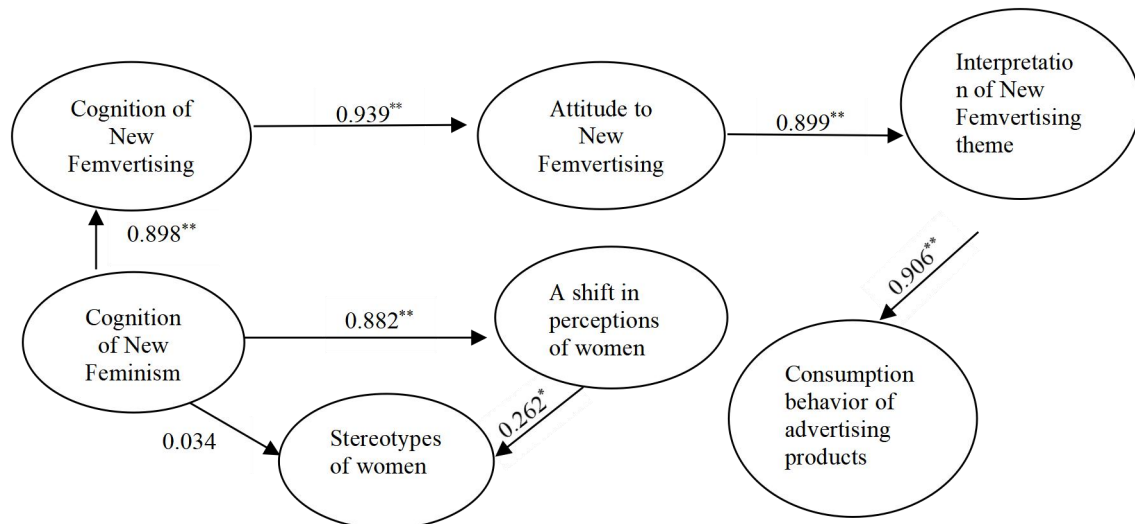


Figure 3 Analysis results of Chinese male consumers' consumption behavior path towards neo feminist advertising products

The analysis results of Chinese male consumers' consumption behavior path towards new feminist advertising products (see Figure 3). We explore the relevant research of Chinese male consumers on new feminism from two paths: first, Chinese male consumers' cognition of new feminism is the initial variable, and then their consumption behavior on new feminism advertising. The second is the relationship between Chinese men's cognition of new feminism, their change of concept of women and their stereotype of women.

As can be seen from Figure 3, Chinese male consumers' cognition of neo feminism has a significant positive impact on their cognition of new feminism advertising ( $b=0.898^{**}$ ,  $p<0.05$ ), their cognition of new feminism advertising also has a significant positive impact on their attitude to new feminism advertising ( $b=0.939^{**}$ ,  $p<0.05$ ), and their positive impression of their attitude to new feminism advertising on the theme of neo feminism advertising ( $b=0.899^{**}$ ,  $p<0.05$ ). The interpretation of new feminist advertising theme has a positive impact on men's consumption behavior of advertising property, and the path coefficient is ( $b=0.906^{**}$ ,  $p<0.05$ ). This shows that the more Chinese male consumers understand the new feminism, the more they can show a positive attitude towards the new feminism advertising, the easier it is to interpret the advertising theme, and the easier it is to purchase the new feminist advertising products.

Another research path for Chinese male consumers also shows that there is no statistically significant correlation between Chinese male consumers' perception of new feminism and their stereotype of women, and the path coefficient is 0.034; However, Chinese men's cognition of new feminism has a significant positive impact on the change of women's concept ( $b=0.882^{**}$ ,  $p<0.05$ ). The change of Chinese men's concept of women has a certain positive impact on female stereotypes, and the path coefficient is 0.262\*. This is an interesting phenomenon.

### 4.3 Mediation

From Figure 3, we can observe that the relationship between Chinese men's cognition of new feminism, their change of concept of women, and their stereotype of women is worth exploring again. Therefore, we use mediation to analyze their relationship (see Table 5).

From the two aspects of Chinese men's age and education background, we will explore why Chinese men have changed their ideas about women after watching the neo feminist advertisements, but there are still some stereotypes about women. From the data analysis, it is found that the age and educational background of Chinese men will affect their cognition of new feminism and their stereotype of women. From Table 5, we can see that the 95% confidence interval (BootCI) values of the deviation correction of the two intermediary models of Chinese men's age and education do not include the number 0, indicating that both age and education have intermediary effects in the model.

The mean values of the adjusting variables of age and education were -0.387 and -0.441, respectively.

Table 5 Mediation Analysis of Age and Educational background of Chinese Male Consumers on Female Stereotypes

	Adjustment variable level	Refressi on coefficient	Std Error	t	p	95%CI	
Age	Mean	-0.387	0.067	-5.787	0.000	-0.518	-0.256
	High(+1SD)	-0.581	0.084	-6.894	0.000	-0.746	-0.416
	Low(-1SD)	-0.193	0.057	-3.380	0.001	-0.305	-0.081
Education al backgrou nd	Mean	-0.441	0.070	-6.276	0.000	-0.578	-0.303
	High(+1SD)	-0.661	0.086	-7.688	0.000	-0.829	-0.492
	Low(-1SD)	-0.220	0.059	-3.749	0.000	-0.335	-0.105

From Table 6 and Figure 4 below, we can see that there is a significant interaction between neo feminist cognition and male age ( $t=-7.306$ ,  $p=0.000<0.05$ ). It means that the influence of new feminist cognition on female stereotypes is significantly different at different levels, as shown in the slope figure 4. The data shows that the stereotype of men under 30 years old to women is not significant, however, the stereotype of Chinese male consumers over 30 years old to women is gradually increasing. For example, as for the measurement that the standard for women should be constructed by the society, 25.56% of Chinese male consumers aged 30-39 years agreed and strongly agreed, 41.93% of those aged 40-49 years agreed and strongly agreed, and 47% of those aged over 50 years agreed and strongly agreed. However, 20.22% of those aged 20-29 agreed and strongly agreed, and only 19.05% of those aged 18 or below agreed and strongly agreed.

Table 6 Mediators of Chinese men's age and educational background on neo feminist cognition and female stereotypes

Mediation Model										
	B	Std	t	p	$\beta$	R2	Adjust ed R2	F	$\Delta R2$	$\Delta F$
constants	1.902	0.176	10.810	0.000**		0.450	0.442	F(4,280)=57.194. $p=0.000$	0.105	F(1,280)=53.384. $p=0.000$
Educational backgrou nd	0.240	0.079	3.034	0.003**	0.189					
Cognition of New Feminisi m	-0.387	0.067	-5.787	0.000**	-0.380					
age	0.177	0.055	3.231	0.001**	0.181					
Cognition of New Feminisi m *age	-0.144	0.020	-7.306	0.000**	-0.632					
constants	2.431	0.061	39.736	0.000**		0.432	0.428	F(3,281)=71.939. $p=0.000$	0.198	F(1,281)=98.498. $p=0.000$
Cognition of New	-0.441	0.070	-6.276	0.000**	-0.432					

Feminism										
Educational background	0.200	0.080	2.501	0.013*	0.157					
Cognition of New Feminism * Educational background	-0.213	0.021	-9.925	0.000**	-0.805					

Dependant variable:stereotype of women

\*p<0.05,\*\*p<0.01

The interaction between the cognition of new feminism and the male education background showed a significant difference ( $t=-9.925$ ,  $p=0.000<0.05$ ). It means that the influence of new feminist cognition on female stereotypes is significantly different at different levels, as shown in the slope figure 5. The data shows that the higher the educational background, the more obvious the stereotype of women. For example, as for the measurement that women should be virtuous and teach their children at home, 10.91% of men with high school education or below agreed or strongly agreed with it, 20.94% of men with college or bachelor's degree agreed or strongly agreed with it, 23.68% of the male graduates agreed or strongly agreed.

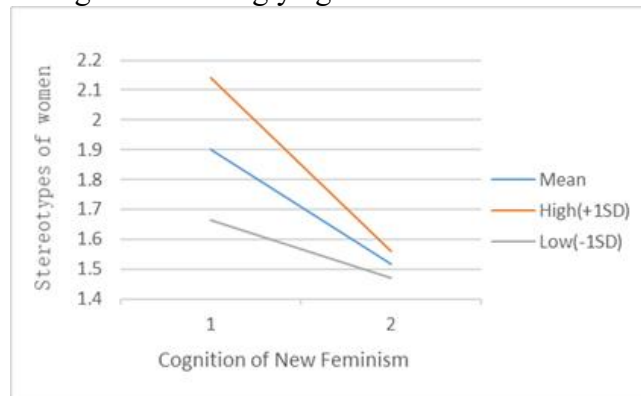


Figure4 Slope of Age to Female Stereotype

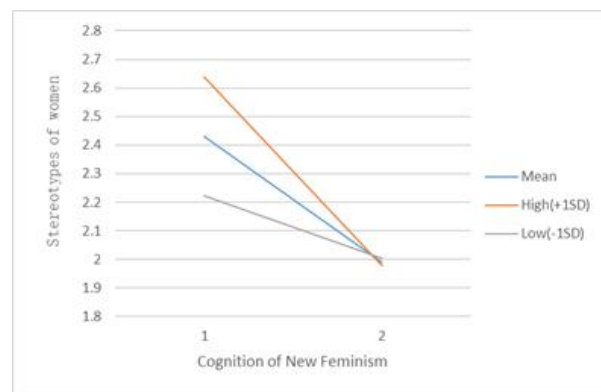


Figure5 Slope of Education to Female Stereotype

## 5. Conclusions and suggestions

In order to explore the consumer behavior of Chinese consumers towards the new feminist advertising products, the measurement model constructed in this paper is a multi-dimensional, multi-path, and expanded model, ranging from consumers' cognition of the new feminism to their cognition of the new feminist advertising, as well as their interpretation of the new feminist advertising theme and their attitude towards the new feminist advertising products. This paper provides a process framework to understand the attitude change of Chinese consumers when they experience neo feminist advertising. This model can also provide some reference value for marketing companies.

The research found that the new feminist cognition, the new feminist advertising cognition, the interpretation of the new feminist advertising theme, the psychological satisfaction expected from it, and the actual feelings after viewing all directly or indirectly have a significant impact on advertising attitudes and consumer behavior.

The study found that the cognition of new feminist advertising improved the attitude of Chinese consumers towards brand advertising, and even had a positive impact on new feminism (Nam Hyun, Um, 2020). The attitude of Chinese consumers towards new feminist advertising products has a greater impact on their consumption behavior of advertising products.

The study found that Chinese male consumers are more likely to recognize neo feminism and new feminist advertising than female consumers, and their positive attitude towards new feminist advertising is also higher than that of Chinese female consumers. Chinese female consumers get care, support and encouragement from advertisements. While male consumers can better understand women's feelings (Zhong, Ruo Chen and In Sik, Shin, 2022) by watching new feminist advertising, and more recognize women's values. Chinese male consumers also show their willingness to buy new feminist advertising products for their families. However, it is worth noting that some male consumers still respond well to the advertising image of traditional female characters (Rummel et al., 1990); Some Chinese male consumers' perceptions of new feminism can change their attitudes towards women, but their stereotype of women still exists, which shows that Chinese male consumers' views on new feminism have contradictory information characteristics.

The research found that the new feminist advertising, by combining brand advertising with the new female image that conforms to the characteristics of the contemporary era, conveys the attitude and emotion of brand advertising, and tries to construct the neo feminist advertising from the aspects of advertising themes and other elements, so as to encourage women to work hard to change their desired lifestyle. The new feminist brand advertising has successfully spread the brand emotion of paying attention to women and their destiny, as well as the brand attitude of supporting women to change their destiny (Zhong, Ruo Chen and In Sik, Shin, 2022).

The study found that Chinese consumers aged 19-29, college students and above have a higher level of recognition of new feminism, and they have the highest positive attitude towards new feminist advertising. New feminist advertising is believed to have a positive impact on breaking the stereotype of women and striving for gender equality and women's empowerment. The industry and academia are increasingly concerned about the commercialization of new feminism (Nam Hyun, Um, 2020).

For a long time, women have been constructed by society, especially the patriarchal system. The society teaches women what they should look like, what they should do, and what virtue social norms and expectations they should observe (Duan, X, 2022). The research results show that new feminist advertising carries sporadic indoctrination of neo feminist values (Konstantinovskaia, N, 2020); There is a symbolic relationship between the new female advertising theme, the new feminist advertising and consumers, which promotes the empowerment of women (Duan, X, 2022). Chinese female consumers expect to meet their psychological needs about the new female image from the new female advertising, and internalize the new female image. The new feminist brand advertising can transform the internalization and resonance of Chinese female consumers into brand

awareness and purchase intention, and this potential marketing intention is encoded in the essence of feminization (Varghese, Nel et al., 2022).

We discussed the application of new feminism in advertising activities, and studied its influence path on the consumption behavior of advertising products and female stereotypes. This has certain practical significance for the industry. The new feminist brand advertising may develop a commercial communication strategy to promote gender equality and women's independence, and promote women's empowerment. The attitude of Chinese consumers towards new feminist advertising means that brands and marketing personnel should pay attention to what they should pay attention to when implementing information targeted at women, whether the information really liberates women from gender stereotypes or makes them permanent, and at the same time, improve the consumption behavior of brand advertising products through emotional resonance with consumers. This has a certain practical significance for the society. It can guide the society to think about the stereotype of women, change the social misunderstanding of feminism, improve the gender opposition between men and women, and promote the development of social civilization.

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