

# The influence of gender role equality attitudes on femvertising's brand impact

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## Abstract

Femvertising—advertising that promotes female empowerment—is a widely studied topic, often shown to positively influence consumers. However, less attention has been given to whether fundamental consumer attitudes, such as views on gender role equality, intervene in these positive effects of femvertising on brand-related outcomes. Thus, this study investigates the impact of femvertising on brand-related effects while examining the moderating role of gender role equality attitudes. By using an experimental approach, the research compares a femvertisement with a traditional stereotype-based ad from Activia brand. Data from 286 Hungarian women from Generation Y were analyzed using CB-SEM. Findings confirm that perceived female empowerment significantly enhances attitudes toward the ad, which, in turn, improves attitudes towards the brand and purchase intentions. Moreover, positive attitudes towards gender role equality strengthen the link between perceived empowerment and ad attitudes. The study highlights femvertising as a powerful tool for engaging Generation Y, a demographic highly concerned with gender equality and vital for businesses.

*Keywords: femvertising, advertising, attitude*

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