

The Impact of Femfluencing on Brand Image and Purchase Intentions

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Abstract

Femfluencing, a combination of femvertising and influencer marketing is growing in popularity among practitioners. However, research remains scarce. This article analyses impacts of femfluencing on consumers. It uses two datasets: consumers exposed to femfluencing (n = 167; test group) and those exposed to femvertising, i.e., a similar ad by the brand (n = 162; control group). Three complementary studies were conducted. Study 1, an experiment, compared femfluencing (test group) to femvertising (control group), finding femfluencing more effective in terms of attitude toward the ad, brand image, brand attitude, and purchase intention. Study 2 confirmed that, in femfluencing campaigns, attitude toward the ad positively impacts both purchase intention and brand image, while brand image influences brand attitude, which drives purchase intentions. Study 3, a multigroup analysis, found that the impact of brand image on brand attitude and of brand attitude on purchase intention is stronger in femvertising than in femfluencing.

Keywords: Femvertising, Social Media Influencers, Brand Attitude, Attitude towards the Ad, Brand Image, Purchase Intention

Track: Digital Marketing & Social Media