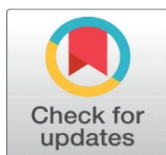
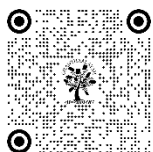


AD CAMPAIGNS FOR CHANGE: GEN Z'S ATTITUDINAL RESPONSES TO PRO-FEMALE ADVERTISEMENTS

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ABSTRACT

Advertising is a potent tool for shaping societal perspectives. India has witnessed a significant transition from traditional gender stereotypes to pro-female approach in advertising in recent years. These advertisements advocating gender equality possess the potential to capture consumers by emphasising the vital role of women across diverse life domains.

While television commercials are primarily meant to promote products, they increasingly portray progressive images of women and convey messages that foster liberal perceptions and acceptance of gender equality. Such representations can influence social and psychological perceptions and consumers' brand preferences. This growing affinity for gender equality, reflected in these advertisements, contributes to the broader acceptance of these principles within society.

Employing the snowball sampling technique for data collection, this study was initiated with a small group of participants in select capital cities of South Indian states, who then recruited additional individuals from their social networks to take part in the survey. The research investigates the evolving attitudes of Generation Z towards pro-female advertising across the capital cities of five southern Indian states: Amaravati, Bengaluru, Chennai, Hyderabad, and Thiruvananthapuram. It evaluates shifts in attitudes and purchase intentions by employing Ostrom's ABC Model of Attitude (1969) to examine emotional, behavioural and cognitive changes resulting from exposure to pro-female advertising.

Keywords: Femvertising, Empowerment, Attitudes, ABC Model, Consumer Behaviour

1. INTRODUCTION

The portrayal of women's roles in countries such as India, where patriarchal norms are deeply rooted, has typically fallen short of recognising their full potential and capabilities [Grau & Zotos \(2016d\)](#), [Döring & Pöschl \(2006c\)](#). Over time, women have experienced oppression and in advertising, they are often depicted as homemakers reliant on men or objectified, whereas men are presented as dominant and authoritarian figures [Das \(2000\)](#). Most Indian advertisements focus solely on the portrayals of Indian housewives and hence, this is a pertinent theme since it remains taboo to discuss issues with sexual connotations [Sharma & Bumb \(2021\)](#).

The representation in question exerts a significant impact on consumers, particularly among the female demographic, by engendering body image complexities, eliciting apprehensions regarding self-esteem, and intensifying societal expectations to conform to constrictive beauty norms. These advertisements also promote gender norms and contribute to women's marginalisation by promoting limiting roles, objectification, and unattainable beauty standards.

Since the early 1950s and continuing into the present, feminist groups and social activists have played a pivotal role in advancing women's freedom across various domains, including politics, society and the economy. Feminism, considered one of the oldest historical movements, has been the driving force behind these endeavours. These movements were dedicated to eradicating gender bias and promoting gender equality. Consequently, waves of feminism play a significant role in the progression of women's rights and opportunities [Soken-Huberty \(2022\)](#). The fourth wave of feminism is particularly concerned with the interaction between the media and Internet usage for social change [Pruitt \(2022\)](#), which has given rise to a new advertising trend known as femvertising. The term 'Femvertising' is a portmanteau of 'feminism' and 'advertising.' This term was first coined by the American digital company SheKnows Media, with a concept centered on presenting pro-female talent, messages and imagery to empower women and girls through advertising [Skey \(2015\)](#). This genre of commercials aims to inspire and empower women through pro-female messages and has gained widespread popularity in recent years with an increasing number of brands adopting this strategy. This shift in approach is reshaping the way brands engage with women [Rodrigues \(2016\)](#), and can be seen as a challenge to the stereotypical representations often found in advertisements [Akestam et al. \(2017c\)](#).

The advertisement of the popular two-wheeler brand Hero Honda that launched for its product 'Pleasure', endorsed by Bollywood actress Priyanka Chopra in 2006, was one of the early femvertisements that showcased women as an independent, confident and assertive individual in their advertising. By highlighting women's individuality through stylish design options, encouraging them to embrace personal freedom and make their own choices. This rise of women-empowered advertisements has brought advertising to the forefront as a potent tool capable of influencing, shaping and reflecting on purchases and sales. The significance of advertising has been strengthened by the emergence of femvertising [Abokhoza & Hamdalla \(2019\)](#).

Figure 1



Figure 1 Screen Shot from Hero Honda 's Pleasure "Why Should Boys Have all the Fun?" (2013)
Source Youtube [Hero MotoCorp. \(2013\)](#)

Pro-female advertising has undergone a transformation from stereotypical depictions of women to more expressive portrayals, effectively resonating with diverse target audiences. For instance, Dove's Real Beauty campaign is known for promoting body positivity and challenging traditional beauty standards. The campaign features real women of diverse ages, body types and ethnicities rather than professional models. The campaign encourages self-confidence and a healthy self-image by celebrating natural beauty (Figure 2). Such impactful advertisements create an impressive and evoke a sense of inspiration and shift in societal perception and empowerment among women Aruna & Gunasundari. (2021).

Figure 2



Figure 2 Screen Shot from Dove's #StopTheBeautyTest (2022)

Source Youtube [Dove India. \(2022\)](#)

Thus, awareness through femvertising makes it a point to rethink social and gender norms and update with changing societal trends. It is more or less believed to influence behaviour, cognitive processes, information and beliefs of society for newer cultural standards of living to differentiate a company from competing investors Aruna & Gunasundari. (2021), Raikar (2020).

The realm of advertising transcends the dissemination of information. Its multifaceted objectives encompass informing, educating and persuading audiences to shape their attitudes and intentions. It ultimately guides them towards making purchasing decisions. Beyond this immediate impact, advertising also plays a pivotal role in evaluating enduring benefits, such as brand image, reputation and emotional values, all of which have the potential to influence consumers, whether positively or negatively Sadasivan (2019). Within this context, an individual's attitude towards an advertisement emerges as a critical factor in advertising response MacKenzie et al. (1986c). This concept of attitude, defined as a person's predisposition to respond positively or negatively to something, seamlessly extends to attitudes toward advertisements, reflecting how individuals respond favourably or unfavourably to specific ads during their exposure MacKenzie et al. (1986c).

While advertising strives to inform, educate, and persuade consumers, it also serves as a lens through which consumers evaluate enduring brand perceptions influenced by their attitudes towards the advertisements themselves. In this intricate interplay, an individual's attitude becomes linked to the dynamics of the impact of advertising on consumer behaviour.

Generation Z, commonly known as Gen Z, which encompasses the population born between 1997-2012 Pew Research Center. (2023b), is characterised as a hypercognitive generation comfortable with gathering and cross-referencing

information from different sources and seamlessly merging virtual and offline experiences. They also exhibit increased global connectivity and acceptance of different ethnicities [Gupta & Gulati \(2014\)](#). This generation is considered an important target group for femvertising products and services.

This study focuses on Gen Z's attitude towards pro-female advertisements and their purchasing behaviours for products and services advertised with such messages. Based on Ostrom's ABC model of attitude, the impact of pro-female advertising has been attempted to examine using affective, behavioural and cognitive components of attitude in this study.

2. REVIEW OF LITERATURE

Based on reviews of scholarly papers, reports and opinions from various sources such as books, websites and magazines, the essence of the reviewed literature is divided into two distinct sections. The first section examines studies on attitudes toward femvertising or pro-female advertising and their corresponding associations. The next section focuses on studies conducted within the framework of Ostrom's ABC attitude model.

2.1. ATTITUDE TOWARDS ADVERTISING

As defined by the American Psychological Association (APA), Attitude represents a relatively enduring and comprehensive evaluation of an object, individual, group, issue, or concept, extending from the positive to the negative end of the spectrum [APA Dictionary of Psychology. \(n.d.-d\)](#). It signifies an individual's predisposition to respond favourably or unfavourably to a specific stimulus [Lutz \(1985\)](#). Attitude plays a pivotal role in advertising [Fatima & Abbas \(2016\)](#).

Researchers have investigated the role of attitude as a crucial predictor of consumer responses to advertising messages, attitudes towards a company or brand, and the formation of purchase intentions [Birmingham \(1969\)](#), [MacKenzie et al. \(1986c\)](#), [Moore & Hutchinson \(1983\)](#). Notably, these studies posit that attitude toward an advertisement can serve as a reliable indicator of its effectiveness [MacKenzie & Lutz \(1989\)](#). Furthermore, research underscores that positive reactions to advertisements are closely associated with more robust impacts, including an improved attitude toward the company or brand and a heightened likelihood of purchase [Moore & Hutchinson \(1983\)](#). These findings underscore the critical need to delve into the intricate processes governing the formation and influence of attitudes in advertising, particularly within the context of femvertising.

[Escalas \(2007b\)](#) introduced the concept of 'narrative self-referencing' in the context of femvertising. This concept postulates that viewers' ability to personally identify and relate to the female characters portrayed in everyday scenarios within femvertising messages that leads to a more favourable attitude toward such femvertising messages. This underscores the influential potential of narrative and relatability in shaping attitudes towards pro-female advertisements.

The significance of attitudes towards advertising is pronounced, as it profoundly shapes consumers' responses to specific advertisements [Lutz \(1985\)](#), [Mehta \(2000\)](#). A noteworthy observation within the domain of consumer attitudes towards advertising is that consumers generally have negative perceptions of television advertising, whereas print advertisements are often perceived as more engaging and informative compared to broadcast advertisements; [Mittal \(1994\)](#), [Haller \(1974\)](#), [Somasundaran & Light \(1991\)](#).

However, apart from its direct influence on purchasing behaviour, it is pertinent to acknowledge that television advertising significantly affects social behaviour [Kotwal et al. \(2008\)](#). Marketers astutely recognise the influential role of young demographics, especially children and teenagers, in steering family purchase decisions. Consequently, they strategically select commercials and television programs that effectively target this demographic, leveraging their influence [Kraak & Pelletier \(1998\)](#), [Sashidhar & Adivi \(2006\)](#). Teenagers have emerged as a formidable influencing group capable of shaping purchase decisions across diverse product categories within their families [Sashidhar & Adivi \(2006\)](#). Advertisers, recognising high disposable income, influence on parental purchases, early brand loyalty, and inclination towards impulse buying among teenagers, deliberately target this demographic [Fox \(1996\)](#), [McNeal \(1999\)](#). Consequently, exposure to television advertisements augments teenagers' engagement and actively influences their purchase decisions regarding products advertised on television.

It is noteworthy that emotional advertisements often yield more favourable brand attitudes than other advertising formats [De Pelsmacker & Geuens \(1998c\)](#). Research studies have shown that advertisements incorporate and deliver meaningful messages while evoking emotional responses are intrinsically linked to the cultivation of more positive attitudes [Abitbol & Sternadori \(2020\)](#).

Turning our attention to femvertising, which entails the promotion of positive and empowering messages centered on women, research conducted in the Western world suggests that pro-female advertisements have consistently demonstrated a positive effect on consumers' attitudes toward brands, particularly among female consumers who are progressively distancing themselves from stereotypes perpetuated by traditional advertisements [Rodrigues \(2016\)](#), [Skey \(2015\)](#). Participants exposed to femvertising messages consistently reported more positive attitudes towards the products featured in these advertisements than those exposed to traditional advertisements [Drake \(2017b\)](#). It is essential to emphasise that values and beliefs play a pivotal role in shaping consumers' preferences for specific advertising messages, particularly those that embrace a social stance such as femvertising [Paço & Reis \(2012\)](#).

2.2. ABC MODEL OF ATTITUDE

Advertising's influence on consumer behaviour has long been studied by communication scholars, with advertisers methodically creating messages to enlighten and convince customers, hoping to elicit favourable responses towards their products. Attitudes, which are recognised as powerful determinants of purchase decisions, are crucial to understanding consumer behaviour. These attitudes, which are thought to have a direct influence on behaviour, are a complex mixture of feelings, ideas, and behaviours directed against certain objects, people, things, or events [MSEd \(2023\)](#).

Consumer reactions are influenced by attitudes, which are reactions to antecedent stimuli [Breckler \(1984b\)](#). In the world of advertising, attitudes regarding promotional activities have a big impact on the final aim of purchase. Establishing a good attitude towards advertising and brand activities becomes critical, as it correlates with favourable purchase behaviour and positive emotional reactions, which serve as critical indicators for measuring advertising efficiency [Sadeghi et al. \(2015b\)](#).

In 1969, Thomas Marshall Ostrom developed the ABC model, a psychological framework for understanding attitudes. This paradigm deconstructs attitudes into

three interconnected parts: affect, behaviour, and cognition. These components, generally denoted by the verbs "feel, do, and think," encompass the emotional, purposeful, and cognitive aspects of a person's reaction to an attitude object.

The affective represents a person's feelings, which are reflected in excitement and trust. behaviour is composed of intentions, verbal statements, and actual acts. Finally, Cognition integrates knowledge and belief to form the cognitive dimension. Each of these factors determines how an individual views a subject.

When evaluating events, things, or people, attitudes are highly interdependent. A person's attitude is defined by how they react to their circumstances, whether positively, negatively, or ambivalently. Marketing attitudes are long-term evaluations of a product or service [Amin \(2015\)](#).

The ABC model is valuable for academics who are exploring consumer attitudes because it offers a thorough framework to dissect and understand the subtle dynamics of emotional, behavioural, and cognitive factors. In the context of advertising, attitudes have a substantial impact on consumer behaviour.

- **Affective:**

In the ABC model, the affective component is central to understand attitudes [Mcleod \(2023\)](#). It focuses on an individual's emotional response to attitude objects. Currently, contemporary research challenges the idea that cognitive beliefs alone shape attitudes [Jain \(2014\)](#).

According to [Agarwal & Malhotra \(2005\)](#), attitude and affect streams should be integrated. Initially, affect is defined as an emotional response, then evaluative judgments are based on brand beliefs. Breckler's methodological insights (1984) propose using verbal reports to measure affect.

As [Chi et al. \(2018\)](#) point out, positive and negative affective states add nuance to our understanding. The positive states of confidence, interest and curiosity are prominent among teens, reflecting an assurance in data management and a penchant for exploring diverse data types. While the study noted occasional instances of negative affect, specific examples failed to emerge. The affective component, positioned as the genesis of the ABC model, intricately weaves emotions into attitudes. In order to unravel the intricate dynamics that govern individuals' attitudes toward objects and phenomena, this nuanced exploration becomes paramount.

- **Behavioural:**

The behavioural facet in [Wicker \(1969\)](#) ABC model explores overt and verbal dimensions of behavioural tendencies toward an attitude object. It involves observable responses reflecting a person's inclination, be it favourable or unfavourable, to engage with the attitude object. Breckler's insights (1984) describe this as a dynamic interplay of overt actions, behavioural intentions and verbal expressions. [Defleur & Westie \(1963\)](#) contributes by highlighting consistency in attitudinal responses, imparting organisational structure and predictability. The behavioural component acts as a linchpin, embodying observable manifestations of attitudes, revealing organised and predictable behavioural tendencies toward diverse objects.

- **Cognitive:**

The cognitive dimension, integral to attitudes, explores evaluative opinions and beliefs concerning a specific object. The cognitive component of an attitude encompasses beliefs, thoughts, and attributes associated with an object, person, issue, or situation, involving the mental processes of understanding and interpreting information [Mcleod \(2023\)](#). The cognitive component of an attitude

comprises statements that articulate a spectrum of qualities from desirable to undesirable, encapsulating the values and attributes attributed to the attitude object. This includes beliefs concerning the object's properties, its inherent characteristics and its interrelations with other objects, including the self. This aspect thus delineates how individuals cognitively perceive and evaluate an object, thereby shaping their overall attitude towards it [Chi et al. \(2018\)](#).

Within the context of Generation Z's attitudes toward Femvertising, the cognitive facet plays a pivotal role. Drawing on insights from scholars such as [Ajzen & Fishbein \(1977b\)](#), beliefs in this cognitive domain constitute foundational information shaping attitudes. As outlined by [Breckler \(1984b\)](#), the cognitive component includes beliefs, knowledge structures, perceptual responses and thoughts—creating a cognitive storage area for organising information that shapes attitudes. The knowledge function is closely linked to the cognitive component of attitudes, influencing how individuals interpret and understand their beliefs and perceptions [Mcleod \(2023\)](#). [Tri Dinh Le & Nguyen \(2014\)](#) study on the ABC Model of Attitudes toward Mobile Advertising aligns with this cognitive framework, emphasising the model's structured division of attitudes into effect, behaviour, and cognition, thereby offering valuable insights into Generation Z's attitudes toward Femvertising.

With these extensive previous research contributions, the current study focuses on the Generation Z's attitudes toward Femvertisements through the following objectives

3. OBJECTIVES

- 1) To understand the attitudes of Gen Z Indians towards pro-female advertisements.
- 2) To study the role of pro-female advertisements in motivating a women-empowered society.
- 3) To investigate the relationship between the response towards pro-female advertising and the purchasing behaviour of Gen Z.

4. THEORETICAL FRAMEWORK

Empirical evidence suggests that, in the context of advertisements; attitudes, subjective standards, and perceived behavioural control are vital determinants linked to the propensity to acquire counterfeit products [Wang \(2014\)](#). Wang's study provides useful insights into the complex decision-making processes of Generation Z consumers.

Osgood and Tannenbaum's Congruity Theory further enhances the understanding of consumer attitudes, as changes in an individual's evaluation and attitude towards pro-female ads typically shift in the direction of increased alignment with the person's existing beliefs and values [Ostrom \(1969b\)](#). According to [Osgood & Tannenbaum \(1955\)](#), changes in the evaluation of a phenomenon (or concept) by an individual are always in the direction of increased congruity with the existing frame of reference of that individual. Thus, perceived attitudes toward pro-female advertisements can exert a specific influence on Generation Z's purchase intentions, ultimately impacting their actual buying behaviour [Long Yi \(2011\)](#).

Ostrom's ABC model of attitude provides a valuable framework for examining consumer responses to marketing communications. By dividing attitudes into effect,

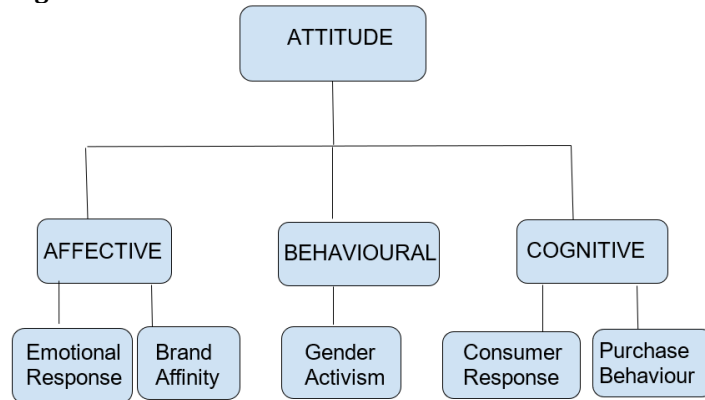
behaviour and cognition (Figure 3), this model helps elucidate the underlying psychological processes that influence consumer decision-making Le & Nguyen (2014). Affect represents consumers' emotional reactions to advertisements, while behaviour refers to consumers' intention to act, and cognition pertains to their beliefs about the product and message of the advertisement. Understanding the interplay between consumer feelings, thoughts, and behaviours is essential for marketers to develop effective pro-female advertising strategies that resonate with Gen Z's values and aspirations Solomon et al. (2012).

The three components of attitude focused on four major variables: emotional resonance, brand affinity, gender activism, purchasing behaviour, and cognitive response. The affective component of the ABC model focuses on the emotional facets of the attitudes. Within this component, two variables were crafted to capture the nuanced responses. The first variable, emotional resonance with advertising, measures the depth of emotional engagement and extent of emotional connection participants experience when exposed to advertising stimuli. The second variable, brand affinity, assessed the strength of participants' attachment to brands featured in advertising. These variables were designed to provide a comprehensive understanding of emotional responses within the context of attitudes toward advertising.

The behavioural component of the ABC model is dedicated to measuring real-world responses and actions in the context of attitudes towards advertising. Within the behavioural component of the ABC model, two variables were formulated to measure real-world responses and actions in the context of attitudes toward advertising. These are gender activism and purchasing behaviour. Gender activism assesses the extent to which participants engage in gender-related activism or advocacy influenced by their attitudes toward advertising. It offers insights into the practical actions individuals take in response to advertising messages, particularly those related to gender issues, empowerment, and inclusiveness. Purchase behaviour examines the impact of participants' attitudes toward advertising on their purchasing decisions. It provides valuable insights into how individuals' attitudes influence their buying behaviour concerning the products or services featured in advertisements.

The cognitive component of the ABC model is dedicated to cognitive processes, shedding light on how individuals think, process information, and shape their beliefs. This study examined cognitive responses to advertisements, explicitly focusing on cognitive responses related to gender equality, empowerment, and inclusiveness, which provides valuable insights into the cognitive facets of attitudes.

By applying Ostrom's ABC model of attitude, marketers can gain a comprehensive understanding of the hierarchy of effects, allowing them to design targeted marketing communications that resonate with consumers' emotions, thoughts, and behaviours. This knowledge empowers marketers to foster positive brand relationships and drive Generation Z's purchase decisions favouring pro-female brands and products.

Figure 3**Figure 3** Model of Ostrom's ABC Model of Attitude

This study attempted to investigate based on Osgood and Tannenbaum's theory of congruence and Ostrom's components of attitudes.

5. METHODOLOGY

This study aims to examine any attitudinal change of Generation Z towards pro-female advertisements in the capital cities of the southern states of India, that is, Amaravati, Bengaluru, Chennai, Hyderabad, and Thiruvananthapuram, by employing Ostrom's ABC model of attitude. The model comprises three interconnected components: affective, behaviour, and cognition.

The affective component of Ostrom's ABC model focuses on the emotional facets of the attitudes. It examines how individuals emotionally respond to various stimuli. The behavioural component encompasses observable actions and responses stemming from attitudes. It includes the behaviours and decisions that individuals make based on their attitudes. Finally, cognitive focuses on cognitive processes. It explores how individuals think, process information, and form their beliefs. The ABC model considers the dynamic interconnection among its three components: Affectivity, Cognition, and behaviour.

Affectivity and Cognition were viewed as independent variables, while behaviour was considered a dependent variable in the study. Advertisements can elicit both cognitive and emotional responses in the audience. These emotional or cognitive responses are recognised as potential influences on subsequent behavioural outcomes. This perspective emphasises the bidirectional relationship between emotional and cognitive reactions and their impact on behaviour. The analysis of these interrelationships can be instrumental in unveiling the intricate dynamics of play when individuals encounter pro-female advertisements. Specifically, it will provide insights into how emotional and cognitive responses, whether separately or in conjunction, contribute to shaping the behaviours of an individual, namely gender activism and purchase behaviour for such advertisements.

5.1. POPULATION AND SAMPLING

The target population for this study consisted of Generation Z individuals residing in the southern Indian state capitals of - Amaravati, Bengaluru, Chennai, Hyderabad, and Thiruvananthapuram. Generation Z was defined as those born

between 1997 and 2012 [Goldring & Azab \(2020b\)](#). Using a snowball sampling technique, data were gathered by distributing questionnaires related to pro-female advertisements through diverse social networks, such as Facebook, Instagram, and WhatsApp. The study included 386 respondents who were actively engaged in the survey. Respondents were encouraged to share the survey link within their networks to enhance sample diversity and comprehensiveness.

Data were collected through a structured questionnaire designed to assess the five key variables mentioned above, namely, Emotional Resonance, Brand Affinity, Cognitive Response, Gender Activism, and Purchasing behaviour, which come under the three components of attitudes (Affectivity, behaviour, and Cognition). Prior to the implementation, the questionnaire underwent a pilot testing phase to validate its clarity and relevance.

5.2. ANALYSIS

The present study utilised statistical analysis to explore Generation Z's attitudes toward pro-female advertisements. Descriptive statistics were used to calculate the mean, which revealed the average attitude score of the respondents. Similarly, we assessed the role of these advertisements in promoting a women-empowered society, obtaining the mean perception score through the "Descriptive" function. To investigate the relationship between positive emotional responses and purchasing behaviour, Spearman rank correlation test was conducted. This method revealed any relationship between emotional responses and consumer actions, shedding light on the influence of emotions on consumer responses to pro-female advertisements.

6. RESULTS

The primary objective of this study was to gain a comprehensive understanding of Generation Z's attitude toward pro-female advertisements. A number of crucial attitude variables were meticulously examined to achieve this objective.

The results of this study offer valuable insights into the prevailing attitudes within this demographic. Notably, it was Gen Z, on average, maintained distinctly positive attitudes toward pro-female advertisements. This positive disposition is evident in the mean scores, which consistently approach or even exceed four on a scale ranging from one to five ([Table 1](#)).

This finding underscores a noteworthy trend of favorability towards pro-female advertising messages among the study participants. The results suggest a strong inclination towards the themes and narratives encapsulated in these advertisements, signifying their resonance with the attitudes of the Indian Generation Z.

Table 1

Table 1 Mean Values of Key Variables in Ostrom's Model in this Study.					
	Emot_Res	Bran_Aff	Cog_Res	Gend_Act	Purch_Beh
Mean	4.04	3.8	3.85	3.81	3.67
Median	4.25	4	4	4	4
Standard deviation	0.995	1.07	1.07	1.23	1.19

6.1. PRO-FEMALE ADVERTISING'S INFLUENCE ON COGNITIVE RESPONSE TO WOMEN'S EMPOWERMENT AND GENDER ACTIVISM

The data presented in [Table 1](#) indicates that pro-female advertisements significantly promote a women-empowered society. From the examination of the cognitive responses of the participants to these advertisements, it is evident that they believe these advertisements are instrumental in challenging traditional gender norms and divisions. More specifically, respondents perceived these ads as promoting self-dependence, breaking down gender barriers, emphasising inclusivity, and positively influencing views on gender equality. These findings highlight how these advertisements motivate individuals toward a more equal society for women.

Additionally, the high mean score (3.81) for Gender Activism, measured on a scale of 1 to 5, indicates a strong commitment to gender-related activism among the study participants. This underscores the idea that these advertisements inspire a sense of empowerment, motivating individuals to take action to promote gender equity.

In summary, pro-female advertisements not only challenge traditional gender norms, but also inspire concrete actions to break down societal norms and promote inclusivity, as seen in the cognitive responses of the participants and their commitment to gender activism.

6.2. CORRELATION BETWEEN EMOTIONAL RESONANCE WITH FEMVERTISING AND PURCHASING BEHAVIOUR

This study explored the relationship between Emotional Resonance with Femvertising and Purchasing behaviour among participants. The analysis revealed a statistically significant positive correlation between the two variables ($r(361) = 0.55, p < .001$) indicating that as emotional resonance with femvertising increases, so does purchase behaviour. In other words, individuals who report a stronger emotional connection and engagement with pro-female advertising messages are more likely to exhibit positive purchasing behaviours influenced by these advertisements.

7. DISCUSSION

This study provides profound insights into Gen Z's attitudes towards pro-female advertisements, revealing a consistently positive disposition. These findings underscore the resonance between these advertisements and the values of this demographic, highlighting their favorability for pro-female advertising messages.

Furthermore, the study extensively applied Osgood and Tannenbaum's Congruity Theory and Ostrom's ABC Model to comprehend the influence of pro-female advertisements on attitudes and behaviours. Congruity theory posits that individuals seek harmony among their beliefs, attitudes, and actions. The results align with this theory, as participants' positive attitudes towards pro-female advertisements are congruent with their beliefs about gender equality and women's empowerment.

Additionally, Ostrom's ABC Model elucidates the cognitive, affective, and behavioural components of attitudes. The cognitive responses of the participants

indicated that pro-female ads challenged traditional gender norms, promoted self-dependence, and emphasised inclusivity and gender equality. This aligns with the cognitive component of the Ostrom's model.

The high mean score for Gender Activism, measured on a scale from 1 to 5, suggests a strong commitment to gender-related activism among participants, which is linked to the behavioural component of Ostrom's model. In summary, pro-female advertisements not only align with prevailing attitudes but also inspire concrete actions and commitments in congruence with the theories applied.

8. CONCLUSION

In conclusion, this study revealed that Generation Z exhibits positive attitudes toward pro-female advertisements, aligning with their values regarding gender equality. The application of the congruity theory and Ostrom's ABC Model have deepened our understanding of how these advertisements shape both attitudes and behaviours. Furthermore, this research underscores that pro-female advertisements transcend mere attitude influence; they serve as catalysts for concrete actions and commitments supporting gender equity. This highlights their influential role in advancing women's empowerment and advocating gender-related issues.

Moreover, the study identified a significant correlation between favourable attitudes and purchase intentions. Individuals with positive attitudes towards pro-female advertisements are more inclined to engage in positive purchasing behaviour. This finding implies that pro-female advertisements can serve as an effective marketing strategy, particularly in the future. Overall, this research provides valuable insights into the interplay between pro-female advertising, attitudes, behaviours, and marketing strategies, emphasising the enduring significance of pro-female advertisements in shaping consumer perceptions and actions, especially among Generation Z.

CONFLICT OF INTERESTS

None.

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