A CONCEPTUAL PAPER ON UNDERSTANDING THE PERCEPTION OF MALAYSIAN FEMALE CONSUMERS ON 'FEMVERTISING'

[1] Nur Amirah Hani Mohd Azmi
[2] Nur Atikah A Rahman
School of Communication, Universiti Sains Malaysia, 11800, Gelugor, Penang
[1]nuramirahhani@gmail.com, [2]atikaharahman@usm.my
Tarikh dihantar: 14 Februari 2022 / Tarikh diterima: 14 Jun 2022

Abstract *Female empowerment is a dynamic process that enable women to assess themselves in every aspect of their life. For female to be empowered, they must earn and nurture it internally in their social environment. One way to empower female is through communication, which provides a window of opportunity for women to embrace and create a life-altering experience. Advertising is recognized as a highly strategic instrument used by advertisers to persuade and influence consumers' attitudes toward a brand and/or product. Hence, advertisers began to shift attention and target female customers by integrating pro-female messages in advertisements as the support of women's empowerment became more prominent. This strategy is popularly referred as "femvertising", short for "female empowerment advertising". Over the years, femvertising has becoming increasingly prominent in the advertising industry particularly to brands targeting female consumers. As more and more brands adopted femvertising in their marketing strategy, the progressive growth of women's role in society will be enhanced from time to time, ensuring that women are receptive to advertisement that reflects their inner desires. This study is a conceptual discussion on what are the perception of Malaysian female consumers on femvertising. The foundation for this research is gathered from thorough examination and analysis of the literature on female empowerment and femvertising. Albeit there are existing literatures on the study of gender-based or female empowerment in Malaysia, the topic on understanding female empowerment in advertising or femvertising is still limited.*
Keywords: *femvertising, advertising, female empowerment, female portrayals, attitudes toward advertisements*

INTRODUCTION

Empowerment is considered as a multi-layered social development where it occurs across different social groups and perceived in multiple perspectives. It challenges the status quo of a society, allowing them to shape their lives while acting on any social cause (Sheetal, 2006). In essence, empowerment refers to the ability of a person to change, make choices and be empowered (Kabeer, 1999b). Recently, United Nations (2013) associated empowerment to women in order to eliminate discrimination based on gender. Peerzade and Parande (2005) also emphasized female empowerment is a dynamic process that enable women to understand and gauge their own personality, aptitude and power in every aspect of life. Thus, implying that female empowerment cannot be nurtured externally but to be earned and nurtured internally from their social environment (Pidugu, 2015).

As women's role in society evolved, having a cause to support and empower them has become increasingly vital to help them boost self-confidence, develop sense of independence and obtain power to withstand against gender discrimination (Sharma & Das, 2019). One of the possibilities to empower women is through communication, creating a window of opportunity for women to experience and create a life-altering moment in life (Prema, 2011). According to Cook et al. (2010), part of the critical responsibility of advertisers is to start a social interchange by recognising and addressing difficult issues such as societal ones. Addressing these issues in advertisements will help the brand or organisation to connect and engage better with consumers. Choosing a just social cause to advocate is not a simple feat as

organisations must be aware of the ongoing trend while assessing significant influence of the cause to the society. One of the social causes that is becoming a prevalent theme in advertising is female empowerment.

As of late, there is an influx of advertisement where brands are starting to incorporate pro-female messages in ads to support the cause (Abitbol & Sternadori, 2016; Drake, 2017; Kapoor & Munjal, 2019). Additionally, advertisers has also started to positively portray women in their advertisements by depicting women in a more relevant and sensible way (Karulkar et al., 2019). Two of the prominent female empowerment campaigns that have been analysed by various researchers are Dove's #RealBeauty and Always' #LikeAGirl campaigns (Abitbol & Sternadori, 2016; Åkestam et al., 2017; Feng et al., 2019; Hunt, 2017; Mccleary, 2014; Wang, 2018). Dove launched #RealBeauty campaign in 2004, in tandem with Unilever's commissioned research, The Real Truth About Beauty (Etcoff et al., 2004). The advertisement celebrates women of all ages, sizes and colours while implying that these women are all beautiful and should not be stereotyped (Karulkar et al., 2019). Similarly, Always launched #LikeAGirl campaign in 2014 by conducting a social experiment, where a group of young men and women were asked their view on the word "like a girl" and act it out (Åkestam et al., 2017). The social experiment is in line with the campaign's objective, which is to boost every young girls' self-confidence when they reach puberty and womanhood (Karulkar et al., 2019). These two campaigns have received widespread recognition as the embodiment of femvertising, intriguing various researchers to study them (Abitbol & Sternadori, 2016; Feng et al., 2019; Mccleary, 2014; Wang, 2018).

In a research by SheKnows Media (2016), 97% of the women in the US believed advertisements affect how they were regarded by the society and 82% of them would like the ads to portray an actual women that are more similar to them. Over half of the women stated they have bought a product of a specific brand because it appreciates how women are portrayed in the ads (SheKnowsMedia, 2016). Hence, the emergence of femvertising can be seen as impetus for advertisers to have a clearer picture when incorporating this phenomenon in their brand. Raut and Brito (2014) stated that relationship between a brand and a consumer will last longer when the brand is able to form a psychological and emotional connection between both. This is proven in Bülbül (2010), where advertisement that invoke psychological and emotional of a consumer can actually influence behavioural response like intention to purchase.

Female empowerment is not a new topic to study and researchers have developed various method to measure female empowerment. One of the distinguished method is Kabeer's (1999a) Three Dimensional Model Female Empowerment Framework (Batool & Ahmed, 2016; Boudrias et al., 2004; Huis et al., 2017; Kabeer, 1999a, 1999b; Leder, 2015; Mujahid et al., 2015; Pidugu, 2015; Siegall & Gardner, 2000). Kabeer (1999a) defined female empowerment as "the process by which those who have been denied the ability to make strategic life choices acquire such an ability" (p. 435). The three dimensions are resources, agency and achievements, which means the form of choices, choosing process and repercussions from the choices made (Kabeer, 1999a).

Various research were conducted to understand how female or female consumers in the researchers' home countries perceived femvertising (Karulkar et al., 2019; Mujahid et al., 2015; Pérez & Gutiérrez, 2017; Qiao & Wang, 2019), due to the diverse cultural context that may yield different result. Although there are existing literatures on gender or female empowerment in Malaysia (Ariffin, 1999; Salida & Nik, 2012; Samer et al., 2017; Sleboda, 2016; Tan et al., 2002), the understanding on femvertising is still limited. Therefore, this study intends to understand the perceptions of Malaysian female consumers on the effectiveness of femvertising messages.

LITERATURE REVIEW

Concept of Female empowerment

Female empowerment is multi-faceted including social, financial, educational and psychological, causing significant variance in the idea of women empowerment (Mujahid et al., 2015). Psychological definition of female empowerment denotes a phase where women are continuously inspired while having vested interest and morality in national initiatives like education, governance, wellness, agriculture, and developmental programs (Pam Rajput, 2001; Tiwari, 2001). Empowerment is the process where a marginalised individual will seize control of their lives by not predominating others but by goals' accomplishments and objectives (Kishor & Gupta, 2004).

Following Kabeer's (1999a) empowerment definition, when a woman is barred from making own choices, it is then they are disempowered. For a woman to be given the chance to make definite choices, the following requirements are to be met (Kabeer, 2005). First, the availability of choices where women will be able to make a better decision. For example, poverty and disempowerment exist together where the failure to fulfil one's needs may hinder the opportunity to make rational decisions. Secondly, choices made must be presented and communicated. When a woman is given the opportunity to make different choices, they must make their choices known instead of internalising the decision. For instance, inferior assertions on domestic related issues or even tolerating with domestic abuse can actually be prevented if it is possible to make different choices (Kabeer, 2005).

Female empowerment is gradually viewed as an effort of self-improvement and self-dependent, while combatting gender discrimination enforced by the society that is dominated by men (Uplaonkar, 2005). That said, female empowerment is not about trying to deprecate men's authorities by women, but it is more to ensure the cooperation of both gender to raise the standards of men and women in the interest of the nations' advancement (Syahirah et al., 2016). Ergo, men will need to adapt to the reshuffle of responsibilities and readjustment of beliefs to the ever-changing environment and behaviours while in agreement and trust of one another (Uplaonkar, 2005).

Female Portrayals in Advertising

Advertising is utilised by advertisers to convince, influence and change consumers' attitude toward a brand and/or product (Sharma & Das, 2019). To ensure products are purchased, diverse strategies are employed by advertisers such as the portraying attractive women in ads. Female portrayal in ads have also been a subject of controversy for a long time (Sharma & Das, 2019). Reason being, women are represented in ads back in the day, does not constitute to the realities of living. Oftentimes, these women are stereotypically portrayed either by oversexualizing or restricting them to a more conventional and domestic responsibilities (Soler, 2019).

In the 70s and 80s, women are commonly portrayed in a submissive environments and also as a symbol of objectification (Sharma & Das, 2019). In ads, women are generally seen at home, in passive or submissive situations and portrayed as spouses and mothers while men were to have their own identities, as authorities or specialists of the advertised product (Mccleary, 2014; Sharma & Das, 2019; Soler, 2019). Over time, drastic changes were seen from the representation of women in ads that comes with the significant evolvement of women's roles and responsibilities in the society today (Kordrostami, 2017; Sharma & Das, 2019).

This change was undoubtedly motivated by the shifting status of women in contemporary society, caused by persistent discontent with portrayals of women in ads as well as by being financially independent (Gill, 2008; Sharma & Das, 2019; Soler, 2019). The conventional and domesticated depiction of women's role in advertisement have begun to be substituted with the depictions of physically proactive, optimistic and successful women (Windels et al., 2020). For instance, women are shown in a business environment and as independent person instead of being sexually objectified or in a traditional role (Sharma & Das, 2019; Soler, 2019; Windels et al., 2020). The positive implications in witnessing how women are portrayed in the advertisement, is the emergence of "femvertising" phenomenon.

Femvertising

As the advocacy of women's empowerment are constantly being pursued, advertisers began to shift focus and target female customers by embedding pro-female messages in ads (Hoad-reddick, 2017). Femvertising is short for "female empowerment advertising" by SHE MEDIA (2014) at Advertising Week New York, to honour brands that has been busting gender stereotypes through the representation of pro-female messages, talents and imageries in advertisements with the aim to empower women and girls. Years after, femvertising has become increasingly prominent in the advertising industry especially to those brands targeting female consumers (Åkestam et al., 2017).

According to Becker-Herby (2016), a popular approach to target female consumers is by honouring and celebrating women in areas including education, career options and sociocultural lifestyles. Becker-Herby (2016) also discovered five similar elements adopted in existing femvertising campaigns namely, the use of varied female talent; communicate messages that is explicitly pro-female; busting gender stereotypes and contradicting the assumption as to what a female ought to be; dismissing gender identity as well as authentically represent a woman like how they would in real world. As more brands adopted femvertising in their marketing strategy, the progressive growth of women's role in society are enhanced from time to time, ensuring that women are receptive to advertisement that reflects their inner desires (Deest & Stelt, 2019).

Following the success of femvertising in the advertising world, Abitbol and Sternadori (2016) as well as Drake (2017) decided to delve deeper and explore the influence of femvertising on consumers' attitude toward ads, products and brands. People revealed that they had ambivalent emotions regarding the use of pro-female messages by brands (Abitbol & Sternadori, 2016). They liked the idea of employing female empowerment message in ads but did not express interest towards the product or the brand. Whilst others agreed that the ads helped them become aware of gender-stereotypes issues women faced, their general behaviour towards women and the product/brand are still the same.

On the contrary, Drake (2017) looked into the influence of femvertising on attitude towards the ads as well as the intention to purchase. Her study reveals femvertising does have a favourable effect on consumers' intention to purchase and positive attitude toward the ads, a greater emotional relation along with the positive attitude toward other woman (Drake, 2017). Her theoretical hypothesis on whether femvertisements can positively impact the representation of women in ads was not supported and endorsed. This might be due to society's perception toward femvertising is more of a trend rather than the ads being measured as socially responsible to evoke social movement (Abitbol & Sternadori, 2019).

Female empowerment and Femvertising in Malaysia

To date, the numbers of Malaysian female icons has significantly increase in all sectors. Some of the notable names are late Tan Sri Aishah Ghani, (1973-74), former minister and the first Malaysian woman representing Malaysia in the UN General Assembly; Tan Sri Rafidah Aziz, former minister and parliamentarian who received the Asean Lifetime Achievement Award in 2015; and Tan Sri Dr. Zeti Akhtar Aziz, the first woman governor of Bank Negara Malaysia, together with other prominent names (Lakhdir, 2020; Zubir, 2019). These prominent women are the living proof that Malaysia has no shortage of women who achieved success in any profession. Additionally, modern Malaysian women are already making significant progress towards equity in various industry, civil society and education (Lakhdir, 2020).

In Malaysia, women represent about half the population and engaged in numerous employment sectors like engineering, corporates, agribusiness, along with their conventional role which is the unpaid domestic work at home (Othman & Othman, 2015). Empowering women and supporting them with equality and chances to achieve their potential are important to ensure the growth of economy in Malaysia. Hence, it is necessary for a nation to ensure gender equality for all Malaysian women with the purpose of taking full advantage of their expertise and abilities (Othman & Othman, 2015).

Considering that women are significant in Malaysia's social and economic development, advertisers have started to capitalize on female empowerment by including pro-female messages in their advertisement. Various campaigns were launched by brands to promote female empowerment such as Pantene's *Wanita Besi* (iron lady), AirAsia's *#GirlsCandDoAnything*, Maggi's *Tak Kenal, Tak Cinta* (to know somebody is to love somebody) and the most recent one is Sunsilk's #IniSaatKita (this is our moment) ("AirAsia," 2020; Lim, 2020; Manjur, 2020; McEleny, 2018).

In 2018, Pantene launched a campaign by using the term *'Wanita Besi'* or 'Iron Lady' in English where back in the day, this term is used as a slur to 'unfeminine' women. Therefore, the ad reveals that it is time to turn over a new leaf whereby the term has been modernized and resilience could be achieved in dominance over adversity and although at times, the biggest adversity is just by being a female literally (McEleny, 2018). For its third consecutive year, AirAsia launched *#GirlsCandDoAnything* campaign that centred around equality with a set of objective-driven program tailored to empower women from all sphere of life ("AirAsia," 2020). This initiative represents AirAsia's dedication to the value of social sustainability based on empowering women, both within AirAsia's business operations and in broader local population ("AirAsia," 2020).

Two of the recent femvertising campaigns in Malaysia are Maggi's *Tak Kenal, Tak Cinta* (to know somebody is to love somebody) followed by Sunsilk's *#IniSaatKita* (this is our moment). Maggi's *Tak Kenal, Tak Cinta* campaign, was launched in tandem with International Women's Day earlier this year (*Campaign Aims to Give Women a Taste of Empowerment*, 2020). This campaign aims to empower women in developing their self-confidence and courage to achieve their goals and ambitions (Lim, 2020). Sunsilk's *#IniSaatKita* campaign, was specifically targeting Gen Z females in Malaysia with the intent of empowering them by accepting their personality and behaviour while encouraging them to develop new decisions by challenging perceptions (Manjur, 2020).

Conceptual Framework

In this conceptual paper, the conceptual framework adapts the three dimension of women empowerment (Kabeer, 1999a) and Edell and Burke's (1987) model on the attitude toward the ad. Both of these models are utilised to explore on the influence of advertising towards consumers' attitudes to brand or products that project female empowerment.

Three Dimension of Female empowerment:

Female empowerment is said to occur at different stages, to embrace a multitude of different dimensions and ultimately across a number of different approaches (Kabeer, 1999a). Therefore, the route through which empowerment may occur is outlined by Kabeer (1999a) in Three Dimensions of Female empowerment namely resources (pre-conditions), agency (process) and achievements (outcomes).

Resources (pre-conditions):

Resources consist of any type of material, a person or social resources that possess the influence to increase one's ability to make choices. It is medium where agency is exercised. Generally, resources are acquired from diverse social settings which occurs within various institutional domains that represents a society which includes the community, the marketplace, the government, and the nation (Kabeer, 1999).

Agency (process:

Takes place when a woman was able to distinguish amid premeditated life choices and those of second-order choices before a choice were to be made. Agency is much more than tangible action, as it includes the significance, inspiration, and intention when women bring forth their sense of individuality or the power within. Agency can be differentiated by passive and active agency. Passive agency refers to an individual capability to make their own choices although they receive criticism, discord and hostility from others. While active agency refers to an individual capability to enforce their goals on others against their willingness.

Achievements (outcomes):

Refers to the repercussions of the choices made on an individual or simply, an outcome from individual's action. Achievements relates to how the first two stages influenced a person to become empowered. In terms of empowerment, achievements have been measured on the basis of both the agency exerted and the repercussions of that agency (Kabeer, 2005). Taking this paper for example, the researcher may be able to gauge if the resources exposed to oneself will influence their attitudes toward other women, women empowerment, toward the advertised product and/or brand or they would not be affected at all. In this paper, the achievement can be on how the advertisement help in motivating and enabling the female consumers to be confident and feel empowered.

Attitude-Toward-the-Ad Model

The Attitude-Toward-the-Ad-Model (Figure 1) was designed by Edell and Burke (1987) to decipher the influence of advertisement in shaping consumers' attitudes towards product, services and/or brand (Edell & Burke, 1987; Schiffman et al., 2012).

As illustrated in Figure 1, when consumers are exposed to the advertisement, their feelings (affects) and judgements (cognitions) are triggered (Andersson & Schytt, 2017). The power of non-verbal elements employed in the ads causes immediate impacts on consumers' feelings (affects) and subsequently affect their judgement (cognitive) process (Andersson & Schytt, 2017). As a result, these responses will then influence consumers' attitude towards the ads as well as their perceptions and beliefs developed about the advertised brand (Edell & Burke, 1987; Schiffman et al., 2012).
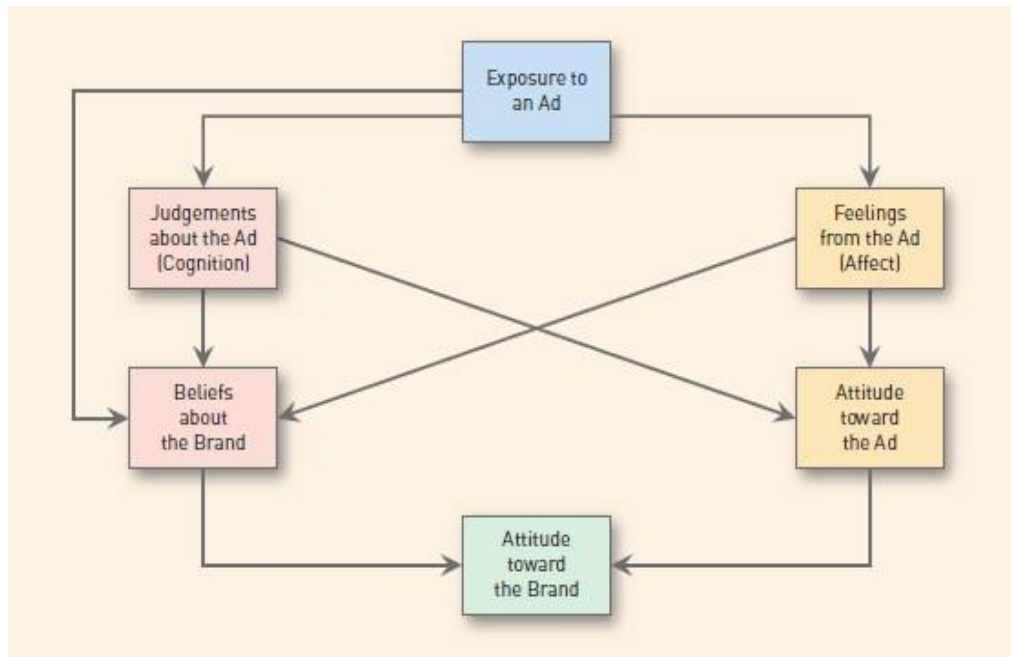

Figure 1: A Conception of the Relationship Among Elements in an Attitude Towards-the-Ad-Model (Schiffman et al., 2012)

The underlying theory of the Attitude-Toward-the-Ad-Model is to establish that consumers' feelings and judgements are developed from ads exposure (Edell & Burke, 1987). On the basis thereof, author for this study considered that this model is best suited to be integrated with Kabeer (1999a)'s model in uncovering on the influence of femvertising towards consumers' perception and attitude.

Adaptation of Three-Dimensional Model of Female Empowerment and Attitude-Toward-the-Ad Model

The Three-Dimensional Model of Female Empowerment and Attitude-Toward-the-Ad Model are integrated to ensure the effectiveness of female empowerment messages in ads and how it influences consumers' perception and attitudes (Edell & Burke, 1987; Kabeer, 1999b). Figure 2 below illustrates how the two models flow together and adapted in this study.
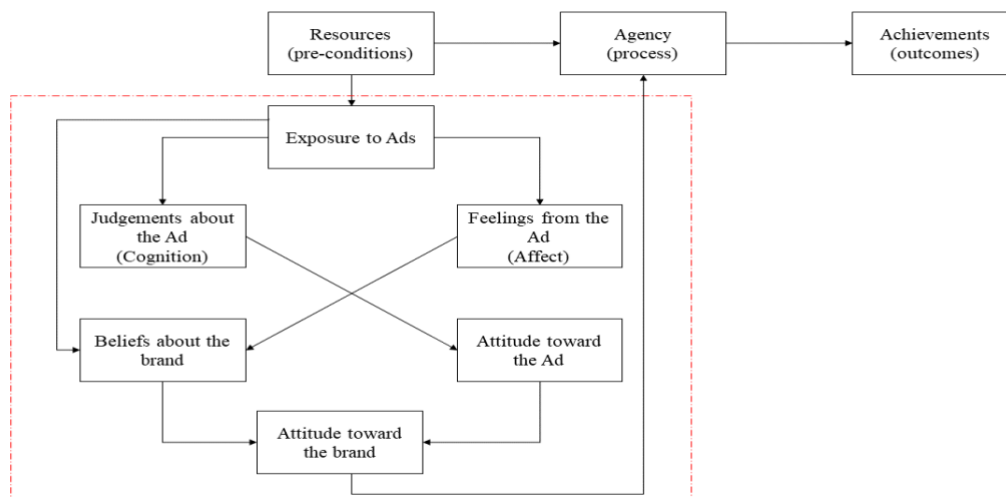
Figure 2: Adaptation of Three Dimensions of Female empowerment Model Framework and
The Attitude-Toward-the-Ad-Model (Edell & Burke, 1987; Kabeer, 1999b)

The-Attitude-Toward-the-Ad Model occurs once consumers are exposed to the ad, triggering cognitive and affective response (Edell & Burke, 1987; Schiffman et al., 2012). Whereas, in Kabeer's (1999a) Three Dimensions of Female empowerment, the first route where the empowerment may occur is through resources or pre-conditions which comprises of any kind of material, human or social resources that have the power to increase one's ability to make choices. That said, in adapting both models for this study, the first route to empowerment or the resources would be when consumers are exposed to the ad.

The cognitive and affective responses developed during the ad exposure will then influence consumers' attitude towards the ads as well as their perceptions and beliefs about the advertised brand. This will then impact the agency dimension in Kabeer's (1999a) model where a woman has the ability differentiates between strategic life choices and those of second-order choices before a choice is made.

In conclusion, both the illustrations and explanation regarding the Attitude-Toward-the-Ad Model and Three Dimensions of Female Empowerment Model are therefore suitable for this study.

FUTURE RESEARCH AGENDA

Advertising is said to be the literal reflection of what prevails in society which provides a route to advertisers to portray women in a more favourable way (Sharma & Das, 2019). Albeit various research has been conducted to understand how female consumers in the researchers' home countries perceive femvertising (Karulkar et al., 2019; Mujahid et al., 2015; Pérez & Gutiérrez, 2017; Qiao & Wang, 2019), this particular topic is still limited in the Malaysian context. Thus, this paper aims to bridge this gap so that the brands will be able to establish relationship with female consumers.

In this paper, a conceptual framework is proposed from thorough examination and analysis of the literature on female empowerment and femvertising. The framework integrated Three-Dimensional Model of Female Empowerment and Attitude-Toward-the-Ad Model to ensure the effectiveness of female empowerment messages in ads and how it will influence consumers' perception and attitudes. An exploratory study is necessary to figure out whether there is a connection between the pro-female messages used in ads and consumers' attitude

toward the social cause, other women, or product/brand. It is critical for a brand to utilize their resources to inspire women, sharing empowering messages while developing emotional connections with female consumers. Apropos to this, further research aims to investigate the following objectives: (1) to explore the perception of Malaysian female consumers on femvertising, (2) to understand how 'femvertising' messages influence Malaysian female consumers attitude toward advertised product and/or brand and (3) to understand how 'femvertising' messages influence Malaysian female consumers attitudes towards female empowerment.

Given the nature of this paper, the author intends to employ qualitative in-depth interviews to assess the perception of Malaysian female consumers on femvertising. In particular, the in-depth interview will be conducted in semi-structured format and will be divided into three key stages: Key Stage 1: Initial project design, Key Stage 2: Data gathering and Key Stage 3: Analysis and report writing (Young et al., 2018). In-depth interview is chosen because the method helps in understanding the opinions and perspectives of the consumers on femvertising. Particularly, (Erasmus, 2018) indicated that through qualitative research such as in-depth interview, questions on societal shift and empowerment of the women can be probed to understand more on their beliefs towards the issue. The key informant for the interview would be Malaysian female consumers that are between the age of 25 until 54 years old. According to DOSM (2019), the age range is perceived as the prime age of all working professionals in the nation, particularly for the female gender. Moreover, in igniting their inner thoughts on femvertising, the study would also employ an advertisement that was created and promoted by the brand, AirAsia, which is the #GirlsCanDoAnything campaign. The campaign was produced as part of the corporate communication of the brand that focuses on gender equity and female empowerment.

As a whole, this conceptual paper intends to understand the effects of femvertisng in empowering female consumers. Specifically, the paper looks into how femvertising can influence the consumers' attitudes towards female empowerment and the advertised products. Conclusively, this conceptual paper may possibly be regarded as a steppingstone for fellow researchers to specifically explore femvertising in the Malaysian context.

In specific, this paper was guided by the application of Kabeer's Three-Dimensional Model of Women Empowerment (Kabeer, 1999) and Attitude-Towards-the-Ad Model (Edell & Burke, 1987). Based on the application of the model, the paper is able to organize the research on femvertising to be interconnected. Accordingly, in the first phase to empowerment, informants can become more aware and expose to the research material (advertisement). Through this process, the exposure on the material can trigger their responses (whether cognitive or affective) to see how the advertisement can influence them. Through the interview, author will be able to determine the outcome in the final stage which is "Achievement".

By having an in-depth understanding on femvertising can potentially provide a new strategy for advertising practitioners who are trying to genuinely engage with female consumers. The author also wishes that this study will help in strengthening the reason for brands as they are considering adopting femvertising in their integrated marketing communications strategy.

REFERENCES

Abitbol, A., & Sternadori, M. (2016). You Act Lke a Girl: an Examination of Consumer Perceptions of Femvertising. *Quarterly Review of Business Disciplines*, *3*(2), 117–138.

Abitbol, A., & Sternadori, M. (2019). Championing Women's Empowerment as a Catalyst for Purchase Intentions: Testing the Mediating Roles of OPRs and Brand Loyalty in the Context of Femvertising. *International Journal of Strategic Communication*, *13*(1), 22–41. https://doi.org/10.1080/1553118X.2018.1552963

"AirAsia." (2020). *AirAsia Celebrates Women Empowerment and Gender Equality with #GirlsCanDoAnything Campaign*. AirAsia Newsroom. https://newsroom.airasia.com/stories/airasia-celebrates-women-empowerment-and-gender-equality-with-girlscandoanything-campaign

Åkestam, N., Rosengren, S., & Dahlen, M. (2017). Advertising "like a girl": Toward a better understanding of "femvertising" and its effects. *Psychology and Marketing*, *34*(8), 795–806. https://doi.org/10.1002/mar.21023

Andersson, H., & Schytt, E. (2017). *Sexism in Advertising: A Qualitative Study of the Influence on Consumer Attitudes Towards Companies* [JÖNKÖPING UNIVERSITY]. https://doi.org/10.1007/BF01249998

Ariffin, R. (1999). *FEMINISM IN MALAYSIA : A HISTORICAL AND PRESENT PERSPECTIVE OF WOMEN ' S STRUGGLES IN MALAYSIA*. *22*(4), 417–423.

Batool, S. A., & Ahmed, H. K. (2016). Economic and Psycho-social Determinants of Psychological Empowerment in Women. *Pakistan Journal of Social and Clinical Psychology*, *14*(1), 21–29.

Becker--Herby, E. (2016). *The Rise of Femvertising: Authentically Reaching Female Consumers*. 91.

Boudrias, J. S., Gaudreau, P., & Spence Laschinger, H. K. (2004). Testing the structure of psychological empowerment: Does gender make a difference? *Educational and Psychological Measurement*, *64*(5), 861–877. https://doi.org/10.1177/0013164404264840

Bülbül, C. (2010). *The Power of Emotional Appeals in Advertising The Influence of Concrete Versus Abstract Affect On Time-Dependent Decisions*. *June*, 169–180. https://doi.org/10.2501/S0021849910091336

Campaign aims to give women a taste of empowerment. (2020). The Star. https://www.thestar.com.my/food/food-news/2020/03/20/campaign-aims-to-give-women-a-taste-of-empowerment

Cook, G., Erwin, K., Carmody, P., & Eslin, C. (2010). How healthy is your brand? In *Brands & Branding Intelligence* (p. p12).

Deest, I. van, & Stelt, B. van der. (2019). *Empowered Women - Empowered Sales? : The Effect of Femvertising on Consumers' Attitudes towards the Ad, Brand Gender Perception, and Purchase Intention* (Issue May). Lund University.

DOSM. (2020b). *Selangor*. Department of Statistics Malaysia. https://www.dosm.gov.my/v1/index.php?r=column/cone&menu_id=eGUyTm9RcEVZSllmYW45dmpnZHh4dz09

Drake, V. (2017). The Impact of Female Empowerment in Adverstising (Femvertising). *Journal of Research in Marketing*, *7*(3), 593–599. https://doi.org/10.17722/jorm.v7i3.199.g76

Edell, J. A., & Burke, M. C. (1987). Power of Feelings Effects in Understandin Advertising. *Journal of Consumer Research*, *14*(3), 421–433.

Erasmus, M. (2018). *An exploration of the influence of Femvertising on Brand Resonance* (Issue September).

Etcoff, N., Orbach, S., Scott, J., & D'Agostino, H. (2004). The Real Truth About Beauty: A

Global Report. In *Dove*. https://doi.org/10.1007/BF01511365

Feng, Y., Chen, H., & He, L. (2019). Consumer Responses to Femvertising: A Data-Mining Case of Dove's "Campaign for Real Beauty" on YouTube. *Journal of Advertising*, *48*(3), 292–301. https://doi.org/10.1080/00913367.2019.1602858

Gill, R. (2008). Empowerment / Sexism : Figuring Female Sexual Agency in Contemporary Advertising. *Feminism & Psychology*, *18*(1), 35–60. https://doi.org/10.1177/0959353507084950

Hoad-reddick, K. (2017). Pitching the Feminist Voice : A Critique of Contemporary Consumer Feminism. In *Electronic Thesis and Dissertation Repository*. The University of Western Ontario.

Huis, M. A., Hansen, N., Otten, S., & Lensink, R. (2017). A three-dimensional model of women's empowerment: Implications in the field of microfinance and future directions. *Frontiers in Psychology*, *8*(SEP), 1–14. https://doi.org/10.3389/fpsyg.2017.01678

Hunt, A. R. (2017). *Selling Empowerment: A Critical Analysis of Femvertising*. http://hdl.handle.net/2345/bc-ir:107483

Kabeer, N. (1999a). Resources, Agency, Achievements: Reflections on the Measurement of Women's Empowerment. *Development and Change*, *30*, 435–464.

Kabeer, N. (1999b). *The Conditions and Consequences of Choice : Reflections on the Measurement of Women ' s Empowerment f or Social Development*. *108*.

Kabeer, N. (2005). *Gender equality and women's empowerment: 13*(1), 13–25.

Kapoor, D., & Munjal, A. (2019). Self-consciousness and emotions driving femvertising: A path analysis of women's attitude towards femvertising, forwarding intention and purchase intention. *Journal of Marketing Communications*, *25*(2), 137–157. https://doi.org/10.1080/13527266.2017.1338611

Karulkar, Y., Arya, S., Gujral, S., Sharma, A., & Pokharna, M. (2019). *Does femvertising matter ? A study in the Indian context*. *6*(1), 815–825.

Kishor, S., & Gupta, K. (2004). Women's Empowerment in India and Its States: Evidence from the NFHS. *Economic and Political Weekly*, *39*(7), 694–712.

Kordrostami, M. (2017). Female Power Portrayals in Ads: Dimensions and Consequences. *ProQuest Dissertations and Theses*, 142. https://lib.dr.iastate.edu/etd%0Ahttp://elib.tcd.ie/login?url=https://search.proquest.com/docview/1985034050?accountid=14404%0Ahttp://linksource.ebsco.com/linking.aspx?sid=ProQuest+Dissertations+%26+Theses+A%26I&fmt=dissertation&genre=dissertations+%26+th

Lakhdir, K. S. (2020). *Wanita Empowered: Strengthening community and economy*. The Star. https://www.thestar.com.my/opinion/letters/2020/08/26/wanita-empowered-strengthening-community-and-economy

Leder, S. (2015). Linking Women ' s Empowerment and their Resilience. *Research Program on Water, Land and Ecosystems*, *July*.

Lim, M. (2020). *MEDIA RELEASE MAGGI ® Meraikan Pemerkasaan Wanita dengan pelancaran Program Mentor Wanita Cukup Berani*. Nestle.

Manjur, R. (2020). *Sunsilk MY launches new brand campaign for women, by women*. Marketing Interactive. https://www.marketing-interactive.com/sunsilk-launches-new-brand-campaign-for-women,-by-women

Mccleary, C. M. (2014). *A Not-So-Beautiful Campaign : A Feminist Analysis of the Dove Campaign for Real Beauty*. 24. http://trace.tennessee.edu/utk_chanhonoproj/1691

McEleny, C. (2018). *Ad of the Day: Pantene twists notion of strong women by enlisting its first celeb in a hijab*. The Drum. https://www.thedrum.com/news/2018/06/28/ad-the-day-pantene-twists-notion-strong-women-enlisting-its-first-celeb-hijab

Mujahid, N., Ali, M., Noman, M., & Begum, A. (2015). Dimensions of Women Empowerment:

A case study of Pakistan. *Journal of Economics and Sustainable Development Www.Iiste.Org ISSN*, *6*(1). www.iiste.org

Othman, Z., & Othman, N. (2015). A literary review on work discrimination among women employees. *Asian Social Science*, *11*(4), 26–32. https://doi.org/10.5539/ass.v11n4p26

Peerzade, S. A., & Parande, P. (2005). Economic Empowerment of Women: Theory and Practice. *Southern Economist*, *43*(1), 8.

Pérez, M. P. R., & Gutiérrez, M. (2017). Femvertising: female empowering strategies in recent spanish commercials. *Investigaciones Feministas*, *8*(2), 337–351. https://doi.org/10.5209/infe.54867

Pidugu, S. R. (2015). *A theoretical framework and empowering model of*. *2*(2), 135–141.

Prema, S. (2011). Empowerment of women as consumers versus advertisement. *2011 International Conference on Social Science and Humanity*, *5*, 16–18.

Qiao, F., & Wang, Y. (2019). The myths of beauty, age, and marriage: femvertising by masstige cosmetic brands in the Chinese market. *Social Semiotics*, *0*(0), 1–23. https://doi.org/10.1080/10350330.2019.1682279

Raut, U. R., & Brito, P. Q. (2014). An Analysis of Brand Relationship with the Perceptive of Customer Based Brand Equity Pyramid. *University of Porto*, *February*, 19. https://doi.org/ISSN: 0870-8541

Salida, N., & Nik, S. (2012). *A Brief Study on the Positive Attentions to M uslim Women ' s Rights i n Malaysia*. *2*(2), 163–172.

Samer, S., Razali, A. A. R. M., & Rashid, N. (2017). The Effect of Microcredit on Women Empowerment in Welfare and Decisions Making in Malaysia. *Social Indicators Research*. https://doi.org/10.1007/s11205-017-1632-2

Schiffman, L. G., Hansen, H., & Kanuk, L. (2012). *Consumer behaviour: A European Outlook (Second Edition)*. Pearson Education Limited.

Sharma, S., & Das, M. (2019). Women Empowerment Through Advertising. *European Journal of Social Sciences*. https://doi.org/10.9756/bp2019.1001/03

SHE MEDIA. (2014). *Femvertising Awards*. https://www.femvertisingawards.com/

SheKnowsMedia. (2016). *#Femvertising Facts*. SheKnows Media. http://corporate.shemedia.com/attachments/3224/SheKnows-Media-Femvertising-%0AInfographic-2016.pdf

Siegall, M., & Gardner, S. (2000). Contextual factors of psychological empowerment. *Personnel Review*, *29*(6), 703–722. https://doi.org/10.1108/00483480010296474

Sleboda, J. (2016). *Islam and Women ' s Rights Advocacy in Malaysia*. *9276*(February). https://doi.org/10.1080/12259276.2001.11665905

Soler, C. F. (2019). *Femvertising and postfeminism*.

Syahirah, S., Norfarhanis, & Hussain, N. (2016). A Gender Quota Policy Implementation and Women Empowerment in the Malaysian Public Sector. *Australian Journal of Sustainable Business and Society*, *2*(1), 59–68.

Tan, T. T. W., Ling, L. B., & Theng, E. P. C. (2002). Gender-role portrayals in Malaysian and Singaporean television commercials: An international advertising perspective. *Journal of Business Research*, *55*(10), 853–861. https://doi.org/10.1016/S0148-2963(00)00225-3

United Nations. (2013). *UN Women: The United Nations Entity for Gender Equality and the Empowerment of Women*. https://www.un.org/youthenvoy/2013/07/un-women-the-united-nations-entity-for-gender-equality-and-the-empowerment-of-women/#:~:text=elimination of discrimination against women,action and peace and security.

Uplaonkar, A. (2005). Empowerment of Women. *Mainstream, 43*(12), 19–21.

Wang, S. (2018). *EMPOWERING WOMEN THROUGH ADVERTISING: A CONTENT ANALYSIS ON "FEMVERTISING" CAMPAIGNS*. Southern Illinois University

Carbondale.

Windels, K., Champlin, S., Shelton, S., Sterbenk, Y., & Poteet, M. (2020). Selling Feminism: How Female Empowerment Campaigns Employ Postfeminist Discourses. *Journal of Advertising*, *49*(1), 18–33. https://doi.org/10.1080/00913367.2019.1681035

Young, J. C., Rose, D. C., Mumby, H. S., Benitez-Capistros, F., Derrick, C. J., Finch, T., Garcia, C., Home, C., Marwaha, E., Morgans, C., Parkinson, S., Shah, J., Wilson, K. A., & Mukherjee, N. (2018). A methodological guide to using and reporting on interviews in conservation science research. *Methods in Ecology and Evolution*, *9*(1), 10–19. https://doi.org/10.1111/2041-210X.12828

Zubir, L. H. (2019). *NST Leader: Women to the fore*. New Straits Times. https://www.nst.com.my/opinion/leaders/2019/12/543533/nst-leader-women-fore