

Project Dissertation Report on
**Perception towards Femvertising: Always #LikeAGirl
Campaign**

Submitted By

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2K19/DMBA/82

Under the Guidance of

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CERTIFICATE

This is to certify that the work titled '**Perception towards Femvertising: Always #LikeAGirl Campaign**' as part of the final year Major Research Project submitted by Sakshi Jain in the 4th Semester of MBA, Delhi School of Management, Delhi Technological University during January-May 2021 is her original work and has not been submitted anywhere else for the award of any credits/ degree whatsoever.

The project is submitted to Delhi School of Management, Delhi Technological University in partial fulfillment of the requirement for the award of the degree of Master of Business Administration.

Shri Dhiraj Kumar Pal

Faculty Advisor

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Head of Department (DSM, DTU)

DECLARATION

I hereby declare that the work titled '**Perception towards Femvertising: Always #LikeAGirl Campaign**' as part of the final year Major Research Project submitted by me in the 4th Semester of MBA, Delhi School of Management, Delhi Technological University, during January-May 2021 under the guidance of Shri Dhiraj Kumar Pal is my original work and has not been submitted anywhere else.

The report has been written by me in my own words and not copied from elsewhere. Anything that appears in this report which is not my original work has been duly and appropriately referred/ cited/ acknowledged.

Sakshi Jain

Sakshi Jain (2K19/DMBA/82)

ACKNOWLEDGEMENT

The research opportunity, I had through this study, was a great chance for learning and professional development. Therefore, I consider myself grateful enough to be provided with an opportunity being a part of my MBA course. I am also obliged to get a chance to learn about the work of so many experienced professionals.

I am using this opportunity to express my deepest gratitude and special thanks to my faculty guide, Shri Dhiraj Kumar Pal, Assistant Professor, DSM, who in spite of being extraordinarily busy with his duties, took time out to hear, guide and keep me on the correct path and allowing me to carry out my research in this domain and extending his inputs during the study.

I express my deepest thanks to Dr Deep Shree, faculty in-charge of the course of Consumer Behavior, DSM for taking part in useful decision & giving necessary advice and guidance and providing all related resources making the completion of study feasible.

It is my radiant sentiment to place on record my best regards, deepest sense of gratitude to all the respondents, for expressing their opinions and perception freely, which were extremely critical for making a strong research foundation as well as practical application.

I perceive this opportunity as a benchmark in my career enhancement. I will strive to apply these skills and knowledge gathered and I will continue to work towards their enhancement, in order to achieve my ultimate career goal.

Sincerely,

Sakshi Jain

Sakshi Jain

EXECUTIVE SUMMARY

The research throws light on how people perceive the female empowerment advertising, also known as femvertising. It takes into consideration one instance of such advertising, i.e., Always #LikeAGirl campaign. It is one of the most successful femvertising campaigns which had generated a lot of attention towards the use of phrase 'Like A Girl' in a derogatory manner.

Purpose

The purpose of the study was to collect useful insights about the opinions of different sections of society about femvertising through the always campaign. It also intends to highlight the role of femvertising message in forming this perception. The study also tries to capture the attitude change in the society which can be brought out by such campaigns. Also, it aims to find out the need of such campaigns for empowerment of males. It tries to build a relationship between the company and femvertising cause for which it is advertising. Lastly, it shows the impact of such campaigns on the purchase intent of products of the company.

Approach

Firstly, literature review has been conducted to study the previous research work and resources available in this domain. Afterwards, the descriptive research methodology has been followed, consisting of collection of primary data from the respondents of different age groups, gender and occupation. A questionnaire has been prepared including the Always #LikeAGirl campaign video and a set of questions to check their perception towards this campaign. The data collected through the questionnaire has been analyzed and presented in form of charts to highlight the opinion of majority of people about each facet of the research.

In order to create different pie-charts data visualization tool, PowerBI has been used. Also, Microsoft Excel has been used for data cleaning and preparation. The results of analysis have been presented in form of these visualizations.

Findings

The research shows that people generally view the femvertising messages in a positive light. Yet, they feel the need of similar advertisement for males. Also, people expect some amount of attitude change in the society through these ads and the company cause fit plays a vital role in success of these campaigns. Also, these campaigns are quite effective in improving the brand image of the company but not really effective in enhancing the purchase intent of products of the company.

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Chapter 1

INTRODUCTION

There have been a lot of femvertising campaigns which have garnered the attention of millions of people because of their powerful female empowerment message. This study is concerned about one of such campaigns, Always #LikeAGirl campaign.

1.1 Background

The study revolves around how people perceive the femvertising campaigns, which are quite ubiquitous these days with most brands trying hard to lure consumers through this tactic. The campaign which has been used for this study is the acclaimed ‘Always #LikeAGirl Campaign’, launched in 2013. This is one of most prominent examples of femvertising as it became successful soon after it was rolled out. This is a descriptive study which accumulated the various ways in which people reacted to this campaign and how they think about femvertising in general. It is evident that the advertisers should be mindful of few things before going for femvertising including company-cause fit, attitude change through femvertising and impact of femvertising on purchase intent.

Femvertising is a term used for female empowerment advertising which forms a major part of comprehensive advertising. There have been a lot of viral campaigns involving femvertising including Dove Real Beauty Campaign, Always Like A girl campaign and many more. This study focuses on Always #LikeAGirl campaign which garnered mass traction because of the female empowerment message communicated so loud and clear. The campaign was mainly targeted towards young girls as their self confidence drops abysmally low at the time of puberty. The phrase ‘Like A Girl’ plugged into every activity which they perform, is belittling and disparaging. Thus, the campaign was conceived to discard the existing meaning of ‘Like A Girl’ and give it a novel meaning, which is empowering and encouraging.

1.2 Problem Statement

The study takes into account one of the marquee femvertising campaigns and intends to find out the impact of femvertising on people and whether this impact is same for both males and females. Also, it aims to study the role of company and its brand image in formation of this perception towards femvertising, i.e., whether every company can be effective in femvertising. It also tries to figure out whether there is any attitude change in the audience after being exposed to such messages and these messages are capable to bring some actual change in the society. Finally, it intends to capture the impact on purchase intent of product being advertised and changed perception towards brand, if any.

1.3 Objectives of the study

The study consists of following objectives:

- To study how people perceive femvertising messages
- To figure out the role of company cause fit in femvertising
- To find out whether there is any attitude change in people after being exposed to femvertising
- To study the impact of femvertising on the purchase intent of the product

1.4 Scope of the study

The study throws light on Always femvertising campaign, #LikeAGirl campaign, which is one of the significant examples of femvertising. It is a really successful campaign, which is being considered in this research. Yet, there are many failed attempts at femvertising, like that of Verizon, which is left out in this study. Also, there are around 100 respondents, whose perception and opinions were captured in this research. Majority of the respondents were between 20-40 years of age and are students. Thus, the scope of this study consists of research on Always #LikeAGirl campaign with a limited number of respondents.

Chapter 2

LITERATURE REVIEW

2.1 Femvertising

Femvertising is a term used for a type of advertising, which makes use of pro-female talent, messages, and imagery in order to achieve empowerment of women and girls, along with appealing to female consumers. The term was coined by Samantha Skey, the chief revenue and marketing officer of SHE Media which is a digital media company involved in creating interesting content. This advertising practice aims to highlight the changing role of women in modern society, and promotion of gender equality in order to cater to varying shopping patterns.

Advertisers are critical about the notion that the present day women are not only financially independent but also great influencers when it comes to purchase decisions of the family. So, advertisers do not want to objectify them which will ultimately alienate them as consumers. Hence, they need to engage with the female audience in order to attract them to buy the products and services. Also, Femvertising encourage a type of activism by allowing people to participate and contribute their ideas. There are several brands which have used the female empowerment advertising strategy such that they have been successful in driving huge sales. This is a politically as well as culturally conscious mode of advertising, committed to gender equality. It also fits into the corporate social responsibility bracket of business by becoming an advocate for women publically.

2.2 The Company

Always is an American brand of Proctor & Gamble which deals in various products of menstrual hygiene such as sanitary pads, vaginal wipes, and other related products. It was founded in May 1984 in United States and later across the world. It is named as Whisper in some countries like Japan, India, Singapore, China, South Korea, Philippines, Thailand, and many more. Always has

served the ageing women, women who need guidance on parenthood, women who belong to the menopause category along with the young girls.

The company's core values depict the objective of unleashing girl's and women's confidence. It has been playing a vital role in this direction for around 35 years through puberty and confidence education. The program provides young girls with free educational resources and sample to cope up with the changes during puberty. It has also partnered with TED to develop TED-ED educational videos. They have held Always #LikeAGirl Confidence summit in July, 2015 and gave shape to new Always Confidence Teaching curriculum. The company is constantly working in this direction to educate more and more girls.

2.3 The Campaign

2.3.1 Goal

The 'Like a girl campaign' is one of the most prominent example of a successful femvertising campaigns such that it had won 2015 Emmy Award for outstanding commercial. This brainchild of Leo Burnett advertising agency was also aired during Super Bowl XLIX where it proved to be a huge attraction. Female confidence has been the nucleus of the company's brand equity such that they have always tried to enhance women's confidence by their physical product. But, this time, they adopted a more emotional approach to do this job.

Thus, the idea behind this campaign was to cater to dwindling girls's confidence during puberty through a sensitive communication as they tend to lose maximum confidence around their first period. The statistics highlight that this measure is twice as of that of boys. A number of factors contribute to this, including the use of gender stereotypical phrases such as 'Like a girl' to insult them. This phrase implied that power, leadership, and strength have no bearing with females and further devastate the self identities of the young girls. The company wanted to turn this insult into an inspiration by leveraging the brand's legacy of supporting girls. Thus, they came up with this campaign with an agenda to empower girls during their important life phase by using 'Like a girl' as their message of empowerment.

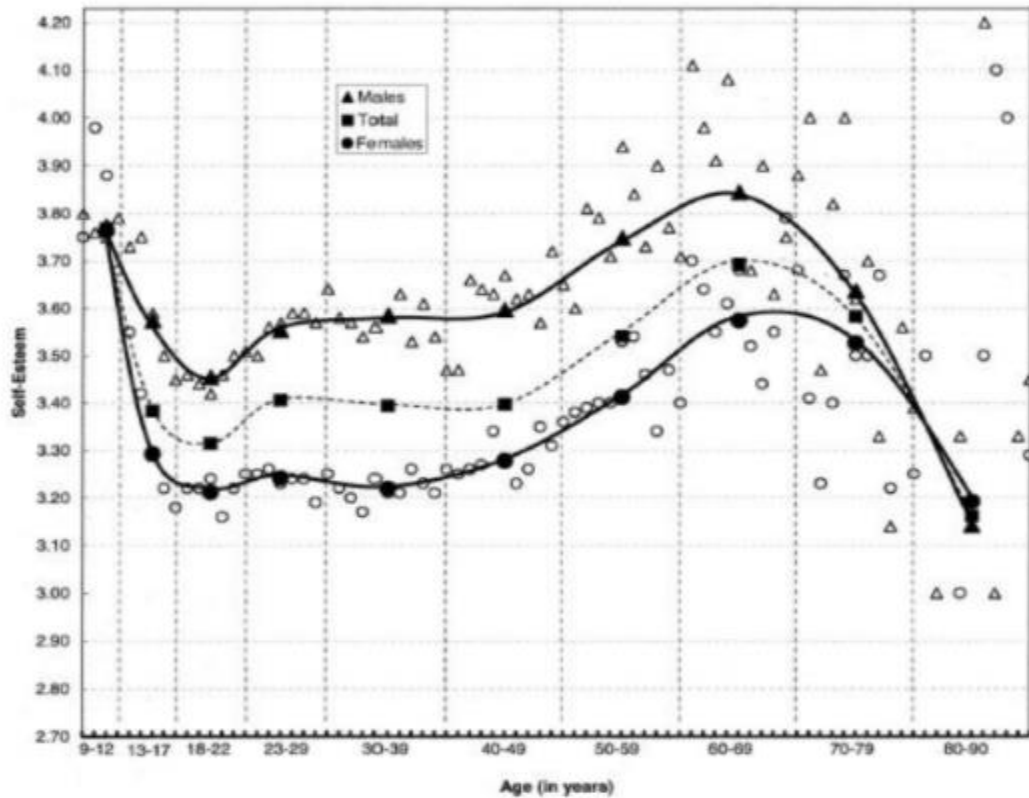


Fig. 2.1, Drop in confidence of young children at the time of puberty

Source: ‘Global Self-Esteem across the Life Span’ Study, American Psychological Association, Inc., 2002, Vol 17, No.3, 423-434

2.3.2 Execution

The spotlight of the campaign was a video which captured the interpretation of the phrase ‘Like a Girl’ by different parts of society. The video, directed by an award winning documentarian Lauren Greenfield, showed people of different ages being asked to perform various activities like running, and throwing a ball ‘like a girl’. It showed stark contrast between the interpretation of the phrase by prepubescent girls and adults. While young girls tried to put their best foot forward, adults were clumsy, silly, self-deprecating, and awkward. It highlighted that the phrase means weakness and vanity among adults while for young girls, who had not been influenced by

the 'rules of womanhood' were confident and full of self-belief. The video concluded with the motivation for all the people to change this perception and try seeing this phrase in a much positive light.

2.3.3 Various modes of campaign

There was introduction of a unique hashtag, #LikeAGirl, on social media handles of always such that women across the world used this hashtag to share some inspiring things which they did 'Like a Girl'. Prior to the video launch through PR event, the video was shared on always' Youtube channel along with promoting it through social media influencers and bloggers. The traditional media was also used to spread the awareness about this female empowerment movement. Some famous celebrities like Vanessa Hudgens and Bella Thorne were involved for twitter promotion and better reach of target audience. There was real time engagement and responses on #LikeAGirl conversations on social media. After the initial promotion in North America, the campaign was expanded to cater global audience.

2.3.4 Success of the campaign

The 'Like a girl video' became one of most popular viral videos in 2014 across internet. It gathered 74 million YouTube views from 150 countries, 4.5 billion impressions across globe, more than 1880 earned media placements, 290 million social impressions, 133 thousand social mentions, trended on Facebook and increased Always' twitter followers by 195.3%. The campaign received a positive response from millions of viewers. About 70 per cent of women and 60 per cent of men claimed that #LikeAGirl video changed their perception of the phrase, 'like a girl'. 53 per cent of reach was amongst women 13-34 years old in the US. There were about 1,77,000 #LikeAGirl tweets in the first 3 months, including many celebrities. It was ranked most popular digital campaign of the Super Bowl. This campaign served the opportunity to the women to engage in conversations around the topic.

This commercial reached many people and the boys admitted that they used to mock the girls by saying 'like a girl'. They think that women cannot run fast, can't hit hard and many activities

which involve physical strength. But this commercial had changed their perception and encouraged them to stand by the women. They will not mock them anymore and will not restrict them to do things which they like to do in their own way. Some girls believe that 'like a girl' can be a good thing. They do not take this phrase 'like a girl' as an insult. They feel proud of themselves for being a girl. The Equity of the Always pad increased from 38.1 to 41.4 in the US. It was claimed that the company sales increased many folds post-campaign. The company suggests that 76% of girls now have positive association with the phrase 'Like A Girl', positive sentiment regarding this phrase reached 96% in just three months and purchase intent grew by more than 50% among the target consumers.

2.4 Perception of Femvertising

2.4.1 Femvertising messages

It is seen that many adults love the female empowerment messages, but generally they do not necessarily support for the products or the company itself. Many females admitted that such kind of empowerment commercials encourage them and help to build a positive attitude towards the life. They also think that impact of these ads would be strong if their parents were made to watch it. Parents can learn from these commercials how to break the stereotypes and encourage their daughters to be who they are.

Majority of participants saw the positive side of the femvertising. However, some of the males disagree to this, as they think that companies are biased. Companies never try to develop the self-confidence in males. With Dove, it is usually females trying to gain the self-confidence. Indeed, men also suffer from plenty of self-doubts. Many people believe that these commercials are contrived. Many of the people saw femvertising as a concealing cover that attempt to start a movement but there is more possibility that these companies are taking advantage of such advertising to solidify their brands and thus increasing their sales and profits. Many companies are supporting women empowerment because other companies are doing it. They are moving with the trend rather than supporting it genuinely.

2.4.2 Company Cause Fit

Majority of the people also observed that brands that deal in products related to women are more successful and look genuine when promoted through femvertising. Hence, the commercials which lack fit between message and product are not much impactful. Brands that are not women centric may face issues regarding the fit between the product and the message. For example Verizon commercial "Inspire her mind" faced criticism for not being exactly delivering the right message to the consumers. The commercial showing the girls, at young age, may like math and science, but how they are treated by their parents and loved ones since their childhood may discourage them from pursuing careers in engineering, science, and technology. Many people were confused as they did not exactly relate to the commercial. They said that the commercial was not clear or confusing when it comes to deliver the message as how it is empowering the women and how it was related to the company.

Unlike the Always, in the Verizon's message, neither the company nor the product was featured to a great degree. So, it is clear from this commercial that companies catering to male or unisex audiences should have the image of the company in mind before making an advertisement. These companies should use the strategy which are proven and should try not to fully dependent on femvertising as this can hurt the image of the brand.

2.4.3 Attitude change through femvertising

Males claimed that the advertisements made them think but the overall attitude towards women and the product or company does not change as a result of their exposure to femvertising message. Many people also believe that it is not easy to grab the attention of the audience in just 20 seconds. People are not going to think passionately about the need to tackle these social issues in just few seconds. They are simply watching TV.

However, many people believe that our words can have huge impact to the society such that these ads can be helpful in changing the attitude of men towards women. This can have a huge impact on specifically those males who have younger sisters. Our words can encourage women

to love themselves and pursue what they want to. These ads can inspire their mind and can give a different direction to think about themselves. To some extent these kind of advertisements can bring change into the society. Women think that advertisements can bring change in the attitude of men towards women. Specifically, the ads which are celebrating women's empowerment would make men respect women more.

2.4.4 Impact on purchase intent

The femvertising does not play a huge role in increasing the purchase intent of a product, though it generally tries to put the brand in positive light. Some people also feel that these pro-social messages fail to provide the basic product information to the customers, thus making no effect on the purchase intent. People may admire the brand for their contribution towards the society, but they do not actually buy the product every time. Some people tend to satisfy their need for information before purchasing any product. Femvertising generally fails to fulfill this need and has little impact on purchase intent of these people.

Chapter 3

RESEARCH METHODOLOGY

The study is a descriptive research work consisting of collection of responses of people through questionnaire. On the basis of research framework required, we can say that descriptive research is most suitable in this case which would include the description of all the data collected through questionnaire and finding out useful insights out of that data, which would help in describing the perception of femvertising among people. The research consists of some major steps for the complete research design including discussion of theory, collection of data, implementing the research framework and deducing some conclusions. The literature review above has already covered the theory behind femvertising and its perception among people. In the following discussion, the remaining steps of research would be conducted.

3.1 Descriptive Research

This type of research is primarily concerned with describing the independent and dependent variables involved in the study. It consists of explaining the various characteristics of population without getting into the reason of certain happenings. There are various parameters of this type of research including its nature, type of variables and future research foundation. In this case, the researcher is primarily involved in a qualitative research consisting of statistical analysis of various population parameters as well as demographic segment. In this case, the nature of variables is uncontrolled such that it is not being influenced by other variables. It is generally a cross-sectional study which forms the basis of future research.

3.2 Questionnaire

The questionnaire consists of different sections collecting information about various aspects of the study. First section is the demographic details section, which collects information about the gender, age and occupation of the respondents. All this information is important because perception of people vary according to the gender, age as well as occupation. Males and females

generally have different viewpoints regarding the various societal issues. Similarly, people of different age think differently because of their viewpoints being influenced by their peers.

Another section of questionnaire captures the viewpoint of people regarding the femvertising message of the Always campaign i.e., the use of phrase ‘Like A Girl’ in a derogatory manner. Next section highlights the importance of company cause fit for such kind of campaigns by taking into consideration other brands like Dove, Toyota and Hyundai. Also, the questionnaire tries to cater to the attitude change brought in by the campaign in the respondent as well as the expected change in the society in the long run. Lastly, it inquires the respondents about the impact of such campaigns on the purchase intent of the people and brand image of Always.

3.3 Tool Used

I have majorly used two tools for this study i.e., Microsoft Excel and Microsoft PowerBI. Excel has been used for basic data preparation, including cleaning the data to check for null values, missing values and duplicate values. It is one of most widely used tool for purpose of data storage and cleaning before it is used for analysis. It has got many built-in formulas and functions which are highly useful in understanding the nature of data.

Another tool which has been used in this research for data visualization is Microsoft PowerBI. It is one of the most popular data visualization tool, used by the companies all over the globe. It provides interactive visualizations through a facile interface which is quite easy to learn. It provides variety of features including PowerQuery, which is an ETL tool for step by step preparation of data into usable form. The tool has been used for generation of all the pie-charts shown in the Research Analysis and Discussion section below.

Chapter 4

RESEARCH ANALYSIS AND DISCUSSION

4.1 Data and Sample

The data used for this research is the primary data collected through questionnaire. In order to interpret the primary data, a set of different plots like bar charts and pie charts would be used. The group of respondents consists of around 100 people from different occupational backgrounds, age groups and gender. In order to ensure that the research results are precise, we have to check for reliability of data by adding a lot of similar questions, which would evaluate the seriousness of respondents while filling out the questionnaire (**Appendix A**). Also, the data collected would only be used for ethical purposes such that it would remain confidential with the researcher and not be shared with any third party.

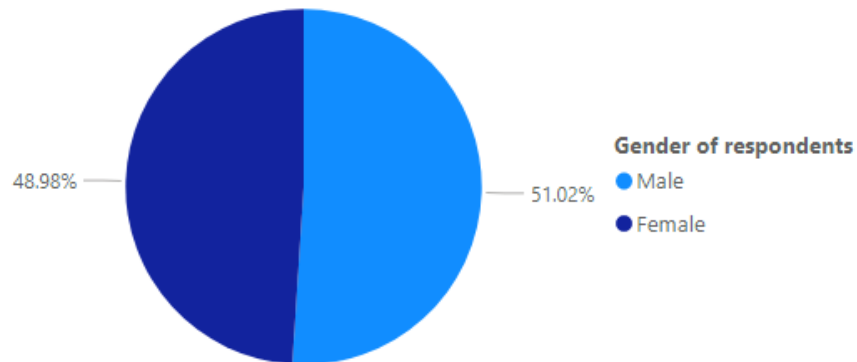


Fig. 4.1, Gender of Respondents

Source: Own Analysis – Generated through PowerBI using gender data

The respondents consisted of 51% males and 49% females, out of which around 62% are students, 27% are IT professionals, 4% are business owners, 4% are teachers and remaining are

homemakers. Most of them belong to an age bracket of 20-30 years, such that around 86% of people belonged to this bracket and the remaining 14% belonged to different age groups of 10-20 years, 30-40 years, 40-50 years and above 50 years.

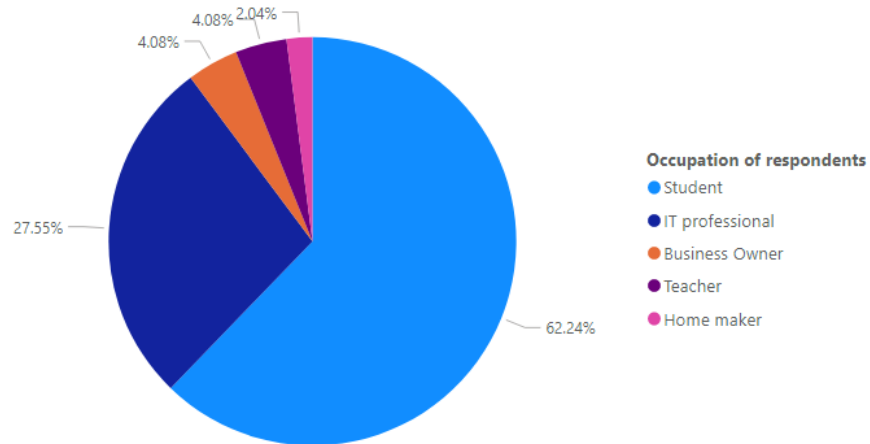


Fig. 4.2, Occupation of Respondents

Source: Own Analysis – Generated through PowerBI using occupation data

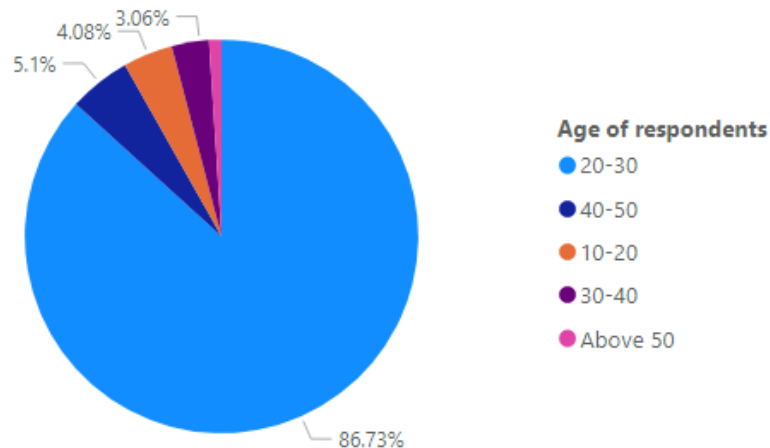


Fig. 4.3, Age of Respondents

Source: Own Analysis – Generated through PowerBI using age data

4.2 Results of the study

The results of study can be depicted with the help of different plots highlighting the perception of people towards femvertising. We have four different sections of questionnaire to understand how people look at femvertising in general, what kind of change it can bring in the society, the role of company cause fit and impact of femvertising on purchase intent of people. We will take into consideration each of these factors one by one.

4.2.1. Femvertising messages

When the respondents were asked about whether they liked the Always #LikeAGirl ad campaign, around 80 % of people responded with ‘Yes, a lot’ while 17.35% people found it to be an average ad.

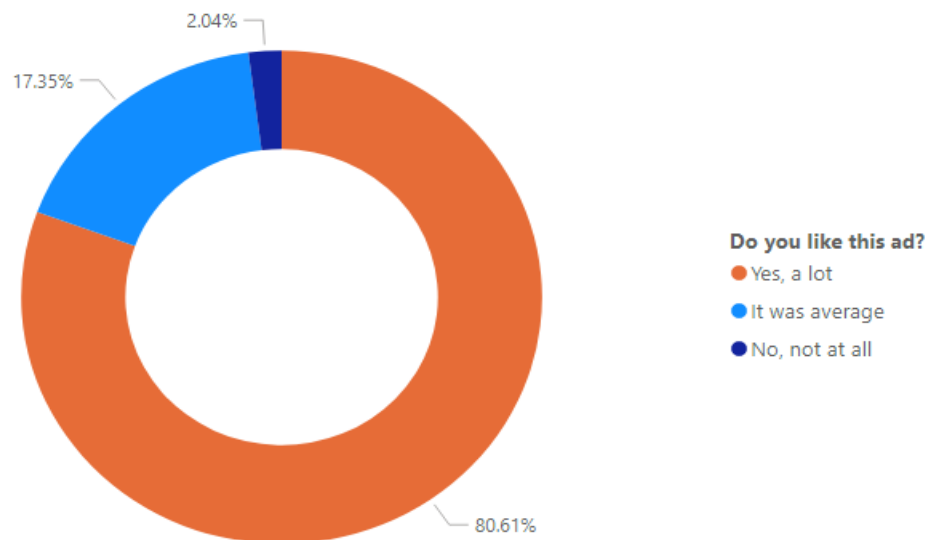


Fig. 4.4, Likeability of the Always Ad

Source: Own Analysis – Generated through PowerBI using questionnaire data

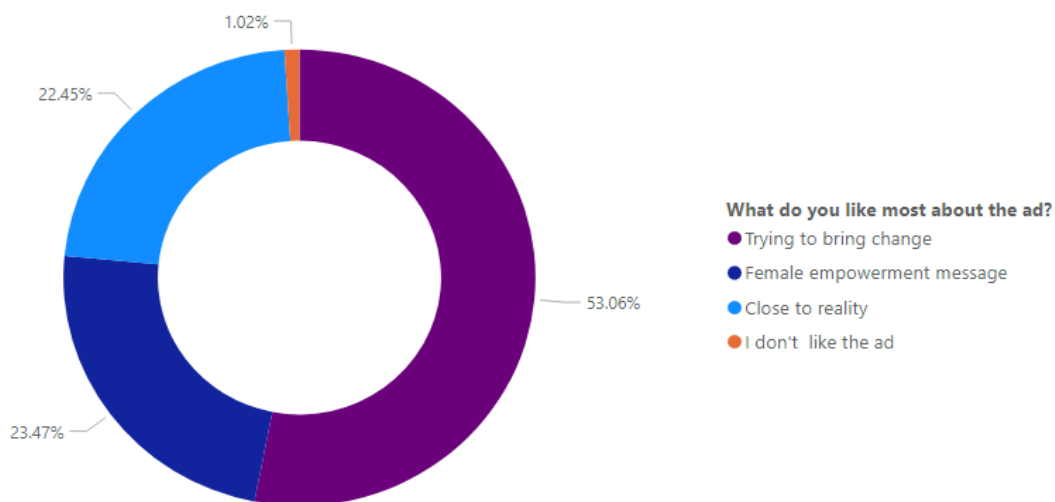


Fig. 4.5, Reasons for liking the ad

Source: Own Analysis – Generated through PowerBI using questionnaire data

Also, when asked about what people like most about the ad, around 23% people liked its female empowerment message and 53% people liked the fact that it is trying to bring a change in the society. When asked about the reason for disliking the ad, around 78% people said that they actually liked the ad.

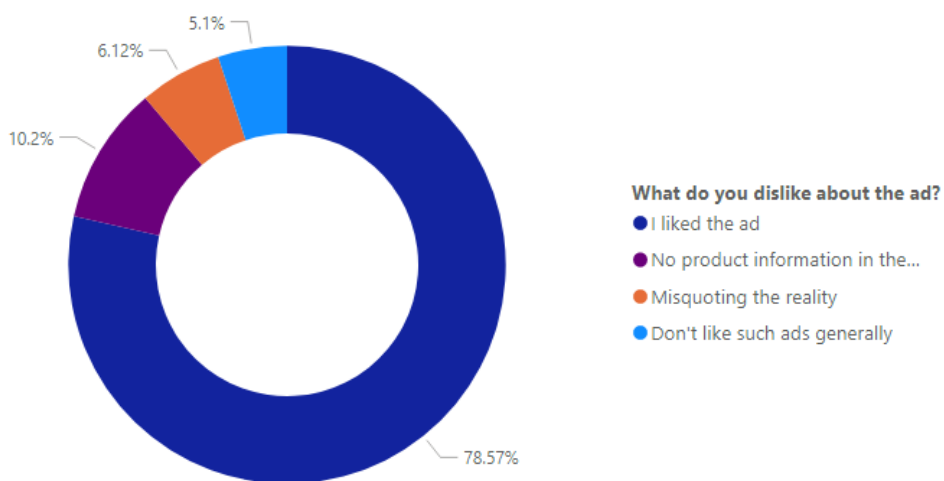


Fig. 4.6, Reasons for not liking the ad

Source: Own Analysis – Generated through PowerBI using questionnaire data

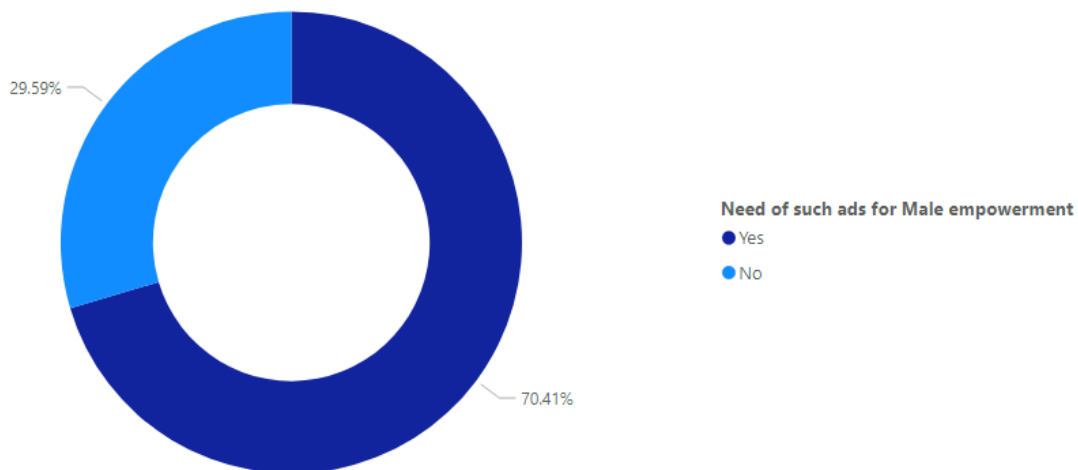


Fig.4.7, Need of such ads for male empowerment

Source: Own Analysis – Generated through PowerBI using questionnaire data

Also, around 70% people think that we need such ads for empowerment of males and this kind of advertising must not be limited to only females.

4.2.2. Company Cause fit

The respondents were asked whether they have heard about the brand before and it was found out that around 64% people have heard about the brand Always before (called as ‘Whisper’ in India).

Also, they were asked about that what do they think about some other brands like Dove, Toyota and Hyundai making femvertising ads and the impact of their ads as compared to the Always ad. Majority of respondents i.e., 65% of them think that Dove ad would have more or less the same impact as the Always ad while 46% of them think that Toyota/Hyundai would have less impact as compared to the Always ad.

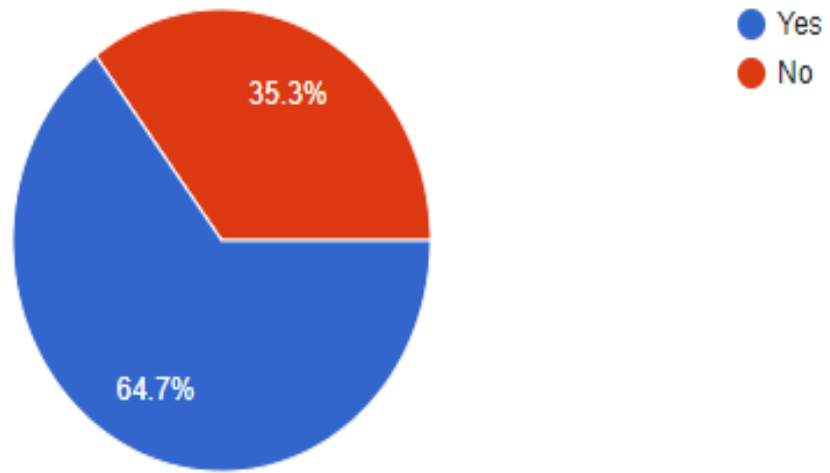


Fig. 4.8, Awareness about the brand

Source: Own Analysis – Generated through PowerBI using questionnaire data

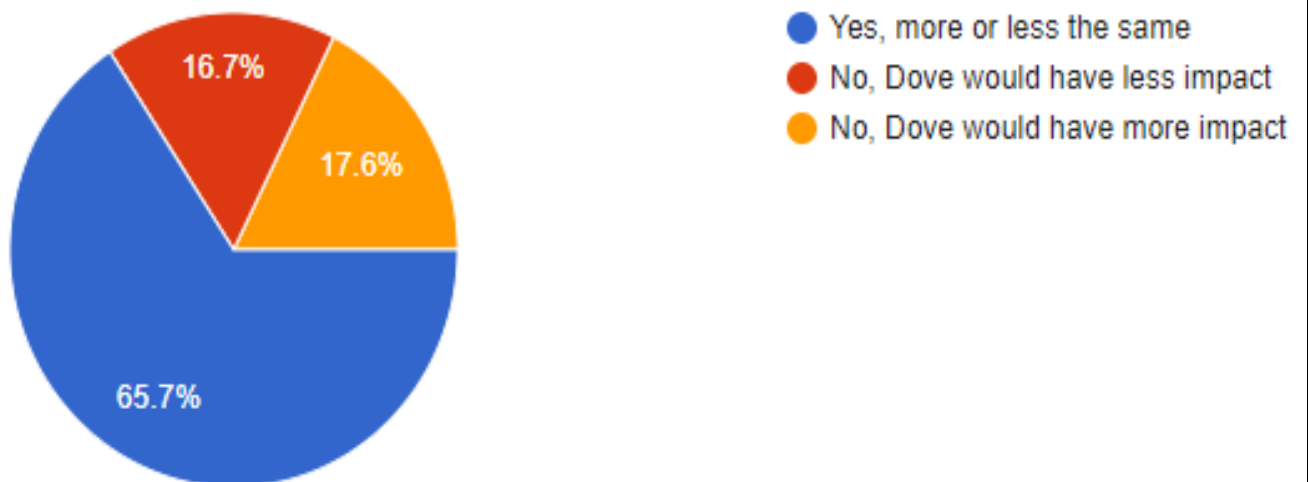


Fig. 4.9, Impact of Dove, if it makes a similar ad

Source: Own Analysis – Generated through PowerBI using questionnaire data

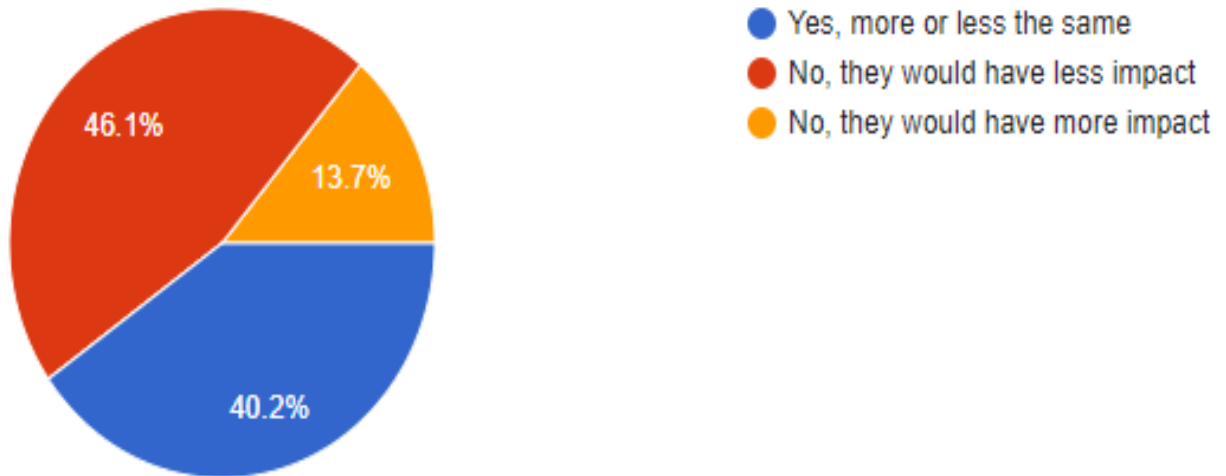


Fig. 4.10, Impact of Toyota/ Hyundai, if they make a similar ad

Source: Own Analysis – Generated through PowerBI using questionnaire data

4.2.3. Attitude change through Femvertising

Next, the impact of ad on the respondents is checked through a variety of questions and it was found out that the ad had an impact on around 85% of the respondents.

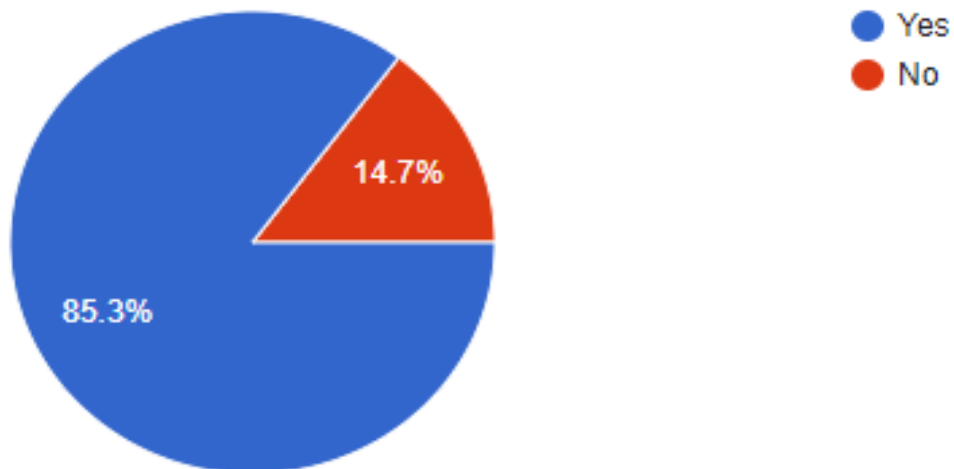


Fig. 4.11, Whether the Always ad is impactful

Source: Own Analysis – Generated through PowerBI using questionnaire data

In order to check for the kind of impact and attitude change brought through the ad, the respondents were asked about their feeling after watching the ad and majority of them i.e., 74 % of them thinks that whatever shown in the ad is absolutely true and we are somewhere wrong. Also, around 63% of them think that the ad can bring a slight attitude change in the society while 32 % of them think that the ad is capable of bringing a huge positive change in the society. Additionally, 56% of people think that the phrase ‘Like A Girl’ is used in a derogatory manner which is outright wrong.

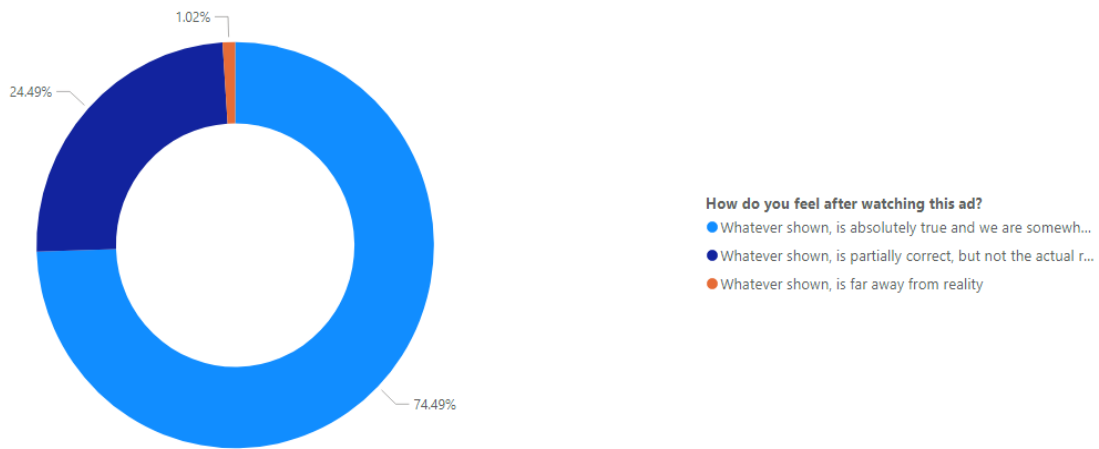


Fig. 4.12, Impact of ad on the respondent

Source: Own Analysis – Generated through PowerBI using questionnaire data

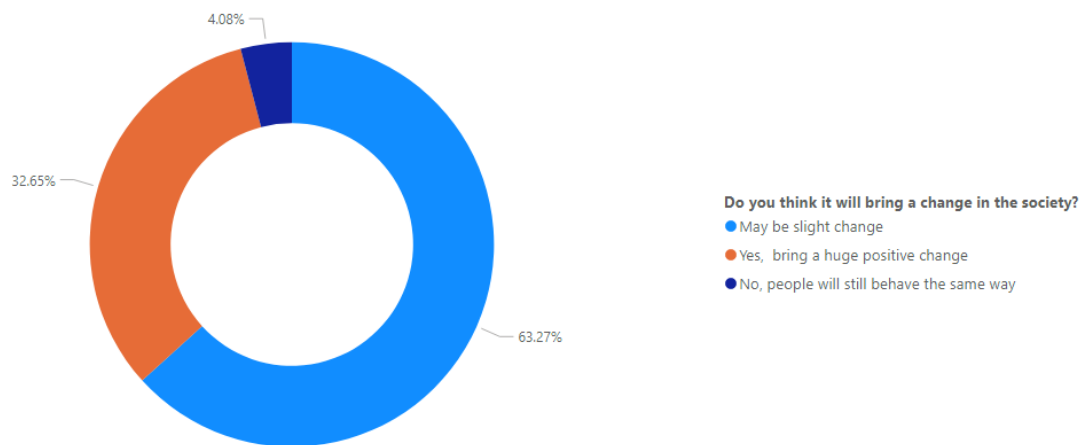


Fig. 4.13, Impact of ad on the society

Source: Own Analysis – Generated through PowerBI using questionnaire data

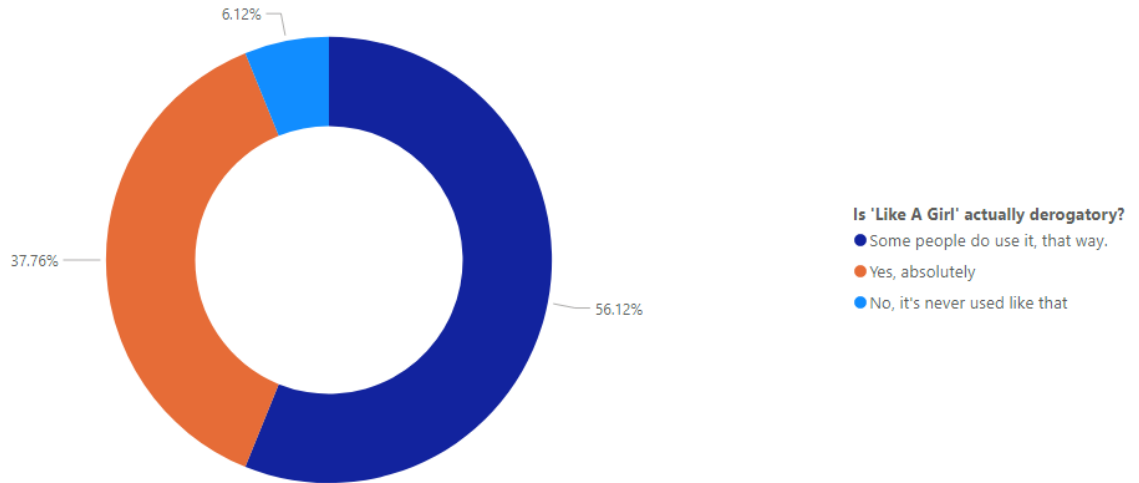


Fig. 4.14, Use of phrase 'Like A Girl'

Source: Own Analysis – Generated through PowerBI using questionnaire data

4.2.4. Impact on Purchase Intent

Lastly, in order to check the impact of ad on the brand image of Always and purchase intent towards their products, people were asked if they think that Always brand is actually concerned for young girls. Majority of the respondents, around 72% think positive about the brand and consider the brand to be actually concerned about the young girls.

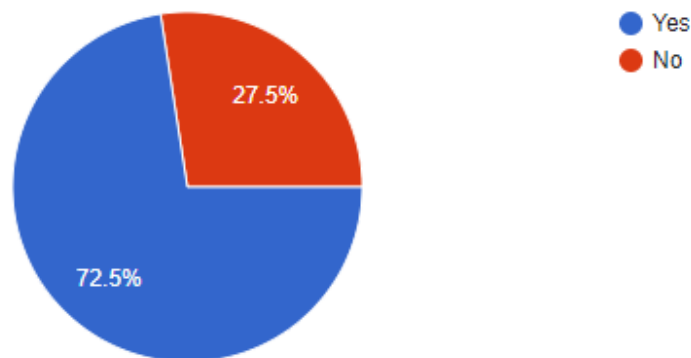


Fig. 4.15, Whether Always brand is actually concerned about the young girls

Source: Own Analysis – Generated through PowerBI using questionnaire data

Also, people were asked if they are more likely to buy products from Always after watching this ad. Around 52% of the people think that they are not likely to buy the product because of this ad.

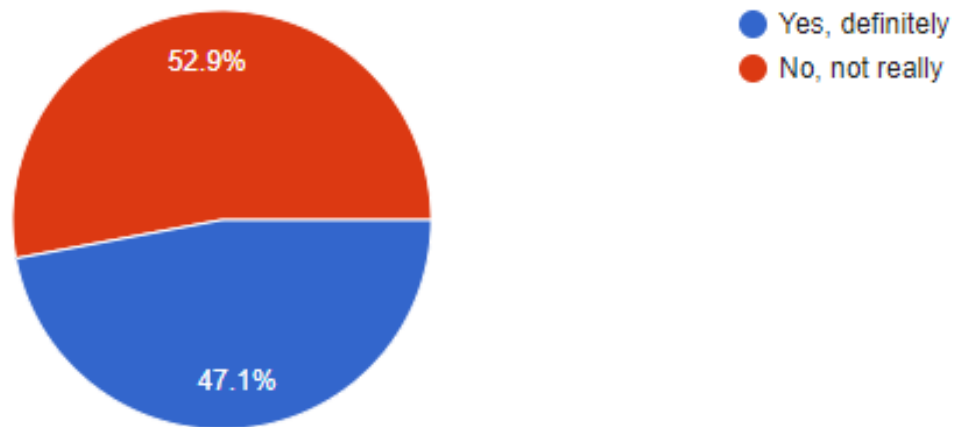


Fig. 4.16, Whether the ad has increased the purchase intent of the product
Source: Own Analysis – Generated through PowerBI using questionnaire data

4.3 Recommendations

The research can be used by future advertisers to draw these useful implications. The femvertising messages should be creative and consistent with the core business values of the company in order to make an impact on the consumers. The companies should also take care of the messages being floated by other subsidiaries such that there is no contradiction in the depiction of women in different contexts. Also, they should not merely promote female empowerment but also practice the same at organization level by bringing changes in workplace policies. The company should make a genuine attempt in this direction because the consumers are rationale enough to see the difference between lip service and actual action. In above cases, the femvertising shall be more effectively perceived by consumers.

4.4 Limitations of the study

The study is primarily concerned with Always femvertising campaign, #LikeAGirl campaign. It is one of successful campaign with a strong message of female empowerment for the audience. Always is a female centric brand, which has gained mass traction for its women friendly initiatives. There are a lot of other brands which have tried their hands at this type of advertising, but were not able to make a significant impact like Always. One of the examples of such brand is Verizon, which had an unsuccessful attempt at femvertising.

Verizon's "#Inspire her mind" did not acclaim the success as a female empowerment ad. It actually stereotyped the girls in the commercial. It started with a girl who is showing curiosity in the marine life but her father stopped her to do this. Then there is another girl who is helping her brother in making a heavy object like a rocket. She is having a drilling machine in her hand and doing the drilling in the object but her father told her not to do this it's not your job, let her brother do this, later Verizon shows a teenage girl who is looking at a poster which says 10th annual science fair. But she actually not seeing it instead she used the display case glass as a mirror to put on her lipstick. And finally, commercial displays that 66% of 4th grade girls say they like science and math but only 18% of all college engineering majors are female. It somewhere conveys that girls can be 'pretty' but not 'pretty brilliant'.

Firstly, the ad showcased misleading facts. They said that only 18% of girls graduate with the science and math degree which is completely false. Today, girls earn 44% of college math degrees, more than 40% of chemistry degrees and about 61 percent of biology degrees. Even the very first girl shown in the commercial is showing interest in the marine biology but her curiosity is squelched by her father. But the fact is that today about girls earn 64 percent of college degrees in marine biology.

This campaign was criticized by many feminists saying that Verizon should stop displaying the phoney data. This commercial is not inspiring and it is somewhere conveying the message that science is masculine. There are many examples where girls have outnumbered the boys in many science and technological fairs. The winners of Google's first-ever science fair were girls. The ad

was showing that girls cannot focus on science and math if they do all the conventional girls things (dress like princesses, playing with doll house, make-up, pretty clothes). It is showing that these things are the obstacles to girls' science career. That is not the proved thing. Girls can be girly as well as smart, ambitious and scientists too. So, the campaign '#Inspire Her Mind' was an unsuccessful attempt by the company to promote its services. The study fails to capture these unsuccessful instances of femvertising.

Also, the study is limited to only one femvertising campaign, i.e., the Always campaign and it does not include other femvertising campaign like Dove Real Beauty Campaign, etc. There are many other femvertising campaigns which could have been taken into consideration. Additionally, the sample size of respondents is limited to around 100 people, which is a relatively small number. The majority of respondents are students while people of variety of occupations can be catered for this research so as to get more concrete results of the study.

Chapter 5

CONCLUSION

The results of the research throw light on some of the critical conclusions. Femvertising messages are generally seen in a positive light as they are liked by majority of respondents while at the same time, they do feel the need of similar ads for empowerment of male counterparts. Also, there is a strong correlation between the company getting its hands dirty in femvertising and the femvertising message. This is the reason that respondents feel that if Dove, a female centric brand, will create a similar ad, it will have a similar impact on people. While, if Toyota/Hyundai would make such ad, they would have less impact as compared to the Always ad. Also, the respondents strongly feel that these ads can bring some positive attitude change in the people. Lastly, according to this research, the ad has put the Always brand in a positive light but it has not really increased their chances of buying products from this company.

A variety of emotions are evoked, whenever consumers are exposed to any advertisement. But, only some handful emotions decide the fate of any advertisement that whether it will be successful to garner the intended reach or not. These include positive emotions like warmth, happiness, hilarity, surprise as well as negative emotions like confusion, contempt, disgust and anger. Personality of an individual also affects the way femvertising is perceived by him. Self-concept, i.e., the beliefs and attitudes that one hold about oneself, shapes one's personality. This self concept varies with self-location, which can be either private or public as well as self-focus which can be actual or ideal. The advertising, which relates more positively to one's self concept, is more likely to make an impact on him.

Some consumers carry self-consistency motive such that they want to maintain their self-concept. While others are directed towards self-esteem motive such that they want to enhance their self-concept. Advertisers want their consumers to be able to recall their brands as well as evaluate them favorably. These two tasks are somewhat different as the first one makes use of self-consistency and actual self concept, while the latter focuses on self-esteem and ideal self concept. Consumers will be able to recall a brand, when its advertisement matches with its actual

self-concept. Additionally, they will see a brand in positive light when the advertisement tries to fill the gap between actual self-concept and ideal self-concept. Femvertising usually falls under the second category of ads which try to enhance the self-esteem of women by catering to their ideal self concept.

Consumers need for emotion also affect the effectiveness of femvertising messages among different consumers. It caters to the tendency of consumers to seek out emotional situations, enjoy emotional stimuli and exhibit a preference to use emotion in interacting with outside world. Individuals, who are more likely to prefer informative stimuli than emotional stimuli, will not be persuaded by femvertising messages. Yet, emotional response to any ad is highly significant in developing impact over consumers. Research suggests that Individual need for emotion influences their attitude towards femvertising such that higher the need, better the influence on attitude.

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APPENDIX 1: Femvertising Campaigns



Exhibit 1: Dove Campaign for Real Beauty

Source: <https://www.cosmeticsdesign.com/Article/2016/02/24/Dove-takes-its-Real-Beauty-marketing-drive-to-India>

Video Links:

Always #LikeAGirl Campaign: <https://youtu.be/XjJOBjWYDTs>

Dove Campaign for Real Beauty: <https://youtu.be/litXW91UauE>

Verizon 'Inspire her mind' campaign: <https://youtu.be/yND9hDpPwYA>

APPENDIX2: Questionnaire

People perception towards femvertising

This data is collected for a research conducted as a part of college project. All data will remain confidential and will be used for this research only.

Femvertising: It is a term used for female empowerment advertising like the Dove Real Sketches campaign or Always Like A girl campaign. Please watch this video before filling the form.

* Required

Please watch this short video before filling the form



<http://youtube.com/watch?v=yIxA3o84syY>

Demographic details

1. Enter your name *

2. Enter your age *

Mark only one oval.

10-20

20-30

30-40

40-50

Above 50

3. Enter your gender *

Mark only one oval.

Male

Female

4. Enter your occupation *

Femvertising Message

5. Have you seen this ad before? *

Mark only one oval.

Yes

No

6. Do you like this ad? *

Mark only one oval.

- Yes, a lot
- It was average
- No, not at all

7. What do you like most about the ad? *

Mark only one oval.

- Close to reality
- Trying to bring change
- Female empowerment message
- I don't like the ad

8. What do you dislike about the ad? *

Mark only one oval.

- Don't like such ads generally
- Misquoting the reality
- No product information in the ad
- I liked the ad

9. Do you think that we need such ads for empowerment of males too? *

Mark only one oval.

- Yes
- No

Company
Cause Fit

The brand 'Always' (named as Whisper in India) sells female use products like sanitary napkins and wipes, etc.

10. Have you heard about this brand before? *

Mark only one oval.

- Yes
 No

11. Do you think if Dove has made a similar ad, it would have same impact? *

Mark only one oval.

- Yes, more or less the same
 No, Dove would have less impact
 No, Dove would have more impact

12. Do you think if Toyota, Hyundai (completely unrelated to females) have made a similar ad, it would have the same impact?

Mark only one oval.

- Yes, more or less the same
 No, they would have less impact
 No, they would have more impact

Impact of the ad

13. Do you think this ad had an impact on you? *

Mark only one oval.

Yes

No

14. How do you feel after watching this ad? *

Mark only one oval.

Whatever shown, is absolutely true and we are somewhere wrong

Whatever shown, is partially correct, but not the actual reality

Whatever shown, is far away from reality

15. Do you think it will bring a change in the society? *

Mark only one oval.

Yes, bring a huge positive change

May be slight change

No, people will still behave the same way

16. Do you think that the phrase 'Like A Girl' is actually used in derogatory manner? *

Mark only one oval.

Yes, absolutely

Some people do use it, that way.

No, it's never used like that

Purchase Intent

17. Do you think the brand 'Always' is actually concerned about young girls? *

Mark only one oval.

Yes

No

18. Do you think this ad increased your chances of buying products from this brand? *

Mark only one oval.

Yes, definitely

No, not really

This content is neither created nor endorsed by Google.

Google Forms

Approval Mail:

The screenshot shows a Gmail inbox on a Windows desktop. The browser address bar displays the URL: mail.google.com/mail/u/1/?ogbl#inbox/FMfcgzGkXScXFzkPgRgXqmRHrjvsKNGf. The Gmail interface includes a search bar, a left sidebar with folders (Compose, Inbox with 293 items, Starred, Snoozed, Sent, Drafts with 5 items, More), Meet, and Hangouts. The main inbox area shows three emails:

- Major research project plag check (Sakshi Jain - 2K19DMBA82)** (Inbox x)
 - Rajat Agarwal** (Profile picture): Dear Sir PFA plag report and project doc of Sakshi Jain. Thank you Regards. Sent Tue, May 25, 8:01 PM (14 hours ago).
 - 2K19/DMBA/82 SAKSHI JAIN** (Profile picture): Dear Sir, Please approve. Thanks & Regards, Sakshi Jain. Sent 9:42 AM (40 minutes ago).
 - Chandan Sharma** (Profile picture): to Rajat, me. approved, subject to guidelines being followed. Sent 9:57 AM (24 minutes ago).
Signature: Chandan Sharma, Assistant Professor, Delhi School of Management, Delhi Technological University (erstwhile Delhi College of Engineering), Shahbad Daulatpur, Main Bawana Road, Delhi-110042, India.

The Windows taskbar at the bottom shows the search bar, task view, and various application icons. The system tray on the right indicates the time is 10:23 AM on 5/26/2021.



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May 25, 2021

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