BRAND AWARENESS AND ATTITUDE TOWARDS ADVERTISING, FEMALE EMPOWERMENT, AND THE TRADITIONAL BEER BRAND IN FEMVERTISING

NATÁLIA MUNARI PAGAN
UNIVERSIDADE DE SÃO PAULO (USP)

KARINA MUNARI PAGAN
UNIVERSIDADE DE SÃO PAULO (USP)

VANESSA MARTINS DOS SANTOS
ESCOLA DE ADMINISTRAÇÃO DE EMPRESAS DE SÃO PAULO (FGV-EAESP)

BRAND AWARENESS AND ATTITUDE TOWARDS ADVERTISING, FEMALE EMPOWERMENT, AND THE TRADITIONAL BEER BRAND IN FEMVERTISING

Introdução
Advertising has the ability to influence consumers' emotional and cognitive responses to the messages they convey, as well as to the advertised products, services, and brands. Most researchers acknowledge that femvertising is a new form of advertising that distinguishes itself from traditional advertising by featuring women in non-stereotypical ways and aiming to better understand women's roles in society. In this area of investigation, researchers report the importance of research on attitudes and brand awareness.

Problema de Pesquisa e Objetivo
The main objective of this study is to propose a model that elucidates the relationship between attitude towards the advertisement, attitude towards the brand, attitude towards female empowerment, and brand awareness. Research problem: what is the relationship between attitude towards the advertisement, attitude towards the brand, attitude towards female empowerment, and brand awareness in femvertising?

Fundamentação Teórica
The theoretical foundation is based on the literature about attitude towards the ad, attitude towards the brand, attitude towards female empowerment, and brand awareness.

Metodologia
A quantitative and descriptive research approach was employed with 237 women. The variables examined in this research included attitude towards the brand, attitude towards the ad, brand awareness, and attitude towards female empowerment. To measure attitude toward advertising, attitude towards the brand, brand awareness, and attitude towards female empowerment, a 7-point Likert scale was utilized. The questionnaire was available for responses from November 2022 to January 2023. The structural equation model (SEM) was employed as the data analysis technique.

Análise dos Resultados
The measurement model was evaluated using validity of the construct - 1) analysis of convergent validity and 2) analysis of discriminant validity. To evaluate the convergent analysis, second-order factor analysis was employed. Also, the reliability of the constructs and the average variance extracted (AVE) were examined. Discriminant validity was assessed in two stages: 1) at the construct level using the Fornell and Lacker criterion (FL criterion) and 2) at the indicator level using the cross-correlation method. In the structural model, to estimate the parameters, the OLS was used.

Conclusão
The findings indicate that attitude towards the advertisement positively influences brand awareness, attitude towards the advertisement positively influences attitude towards the brand, and attitude towards female empowerment positively influences attitude towards the advertisement. However, it was not possible to confirm that brand awareness positively influences attitude towards the brand and that attitude towards female empowerment positively influences attitude towards the brand.

Referências Bibliográficas
Abitbol, A., & Sternadori, M. M. (2020). Consumer location and ad type preferences as predictors of attitude toward femvertising. Journal of Social Marketing. Choi, C. W. (2022). Increasing company-

cause fit: The effects of a relational ad message and consumers' cause involvement on attitude toward the CSR activity. International journal of advertising, 41(2), 333-353. 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