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Systematic review of the literature on femvertising in the Scopus and complementary databases.

Revisión sistemática de la literatura sobre femvertising en la base de datos Scopus y complementarias.

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Abstract:

It has been considered that femvertising is a subject little studied, but with a very wide field for multidisciplinary studies interested in the relationships between feminist theory, sexist advertising, female empowerment, social and cultural studies aiming at a change in society. Therefore, as a first phase, information considered valuable was extracted from the "Scopus" database as the main source using some keywords and articles with valuable information were reviewed to rethink the needs of the millennial public and thereby explore the transformation of activism. grassroots with tangible social change. Finally, the results were reviewed and it was found that there is an extensive area of study when finding femvertising as a topic recently introduced to the public where a type of advertising is shown that can be called feminist oriented in the first instance to the empowerment of women, Therefore, research on issues related to femvertising are the foundations that begin to nurture this new term.

Keywords: femvertising, empowerment, advertising, Scopus, woman.

Resumen:

Se ha contemplado que el femvertising es un tema poco estudiado, pero con un campo muy amplio para estudios multidisciplinarios interesados por las relaciones entre teoría feminista, publicidad sexista, empoderamiento femenino, estudios sociales y culturales apuntando a un cambio en la sociedad. Por ende, como primera fase, se extrajo información considerada de valor en la base de datos "Scopus" como principal fuente mediante algunas palabras clave y se revisaron artículos con información de valor para replantear necesidades del público millennial y con ello explorar la transformación del activismo de base con un cambio social tangible. Por último, se revisaron los resultados y se encontró que existe una extensa zona de estudio al encontrar el femvertising como un tema recién introducido al público donde se muestra un tipo de publicidad que se puede denominar feminista orientada en primera instancia al empoderamiento de la mujer, por lo que la investigación en temas relacionados con el femvertising son las bases que empiezan a nutrir este nuevo término.

Palabras clave: femvertising, empoderamiento, publicidad, Scopus, mujer.

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1. Introduction

In contrast, consumer and business research studies have identified femvertising as a form of brand activism, coinciding with genuine social movements leading to its acceptance. Femvertising favorably disposes female audiences, especially among millennials, through a sensitive approach to women's empowerment issues.

The rise of social media influencers with celebrity status has fueled influencer marketing to grow exponentially in recent years (Lou & Yuan, 2019).

In this context of claim, visibility and acceptance of feminism is where a new advertising strategy appears, femvertising, as a commercial communication tactic. Therefore, its main objective of femvertising; is to eliminate pejorative or objectifying stereotypes of women, which for decades have been replicated and legitimized in advertising, this from a positive message that empowers women, inviting them to explore new roles and raise their self-esteem. (López, M., & García, M, 2019).

1.1. Statement of the problem

Mora (2018) cites SheKnows (2014) which states that “Not much is known about this term as it is so recent. All sources agree in describing Femvertising as advertising that integrates messages, images and supports pro-women causes using feminism itself. She also stresses that; "This type of advertising campaign is characterized by the empowerment of women, female leadership, gender equality, elimination of stereotypes and social awareness."

1.2. State of the art

(Martín, 2014) “Femvertising is advertising that is carried out in favor of women, with messages and images that empower women and girls. A type of advertising, which we can call feminist.

Empowerment is a fundamental element in femvertising and is defined as the idea of inspiring women to confidently take control and responsibility for their identity by raising awareness of the issues faced by women of all ages (Drake, 2017).

Against this, Isabel Menéndez in her 2020 article mentions that femvertising appears at a time when marketing reevaluates the needs of the millennial public, apparently more involved in social causes and therefore receptive to brand activism and cultural marketing in

within a «conscious capitalism»: consumers choose brands that they perceive to be in line with their values.

Thus, marketing guru Philip Kotler (Philip Kotler 2017) calls brand activism, a kind of entrepreneurial intent to engage in solving social problems, as the next stage of marketing.

Progressive branding as a way for companies to achieve purpose-driven differentiation and engagement with millennials. A kind of "demarketing" that refers to marketing aimed at consumers who look beyond the features and functionalities of the product to see what sociocultural impact it has (Philip Kotler, Hermawan Kartajaya and Iwan Setiawan 2010).

Therefore, femvertising has been shown to generate better results for companies (Abitbol and Sternadori, 2016). As a result, female advertising messages often promote a superficial understanding of female power, which always boils down to a celebration of consumerism (Abidin and Gwynne, 2017). Likewise, some research shows that the insistence on harmful messages harms brands (Drake, 2017) while femvertising allows consumers to think about equality/inequality and reject stereotypes (Ruiz-Sánchez and Gallardo-Echenique, 2020).

2. Methodology

To carry out this research and to meet the established objectives, a series of steps have been followed. (See Figure 1).

As a first part to get to know what is going to be studied and put this research into context, a compilation of information was carried out through articles obtained with Scopus, Dilnet, Google academic.

Therefore, to carry out this research, a deductive reasoning process has been carried out to make a selection and discussion of theoretical material that the Scopus database gave us.

During the research process in data extraction, a study of the methodological quality is made. The scopus database was used in July 2021 with the keywords "femvertising" and "youtube" yielded 2 results. The second search in scopus using the keyword “femvertising” returned 38 results.

Finally, once all the information has been collected, a qualitative analysis will be carried out based on the data to achieve and build the results together with the recommendations, so that during the literature review the object was to support an overview of the behavior and perception that people maintain about femvertising under the record of different authors including their points of view. In addition to creating new ideas and assumptions that could help understand how advertising that involves female empowerment is perceived by society

and based on this, observe the impact and reaction that the phenomenon of femvertising is causing.

2.1. Graphics and figures

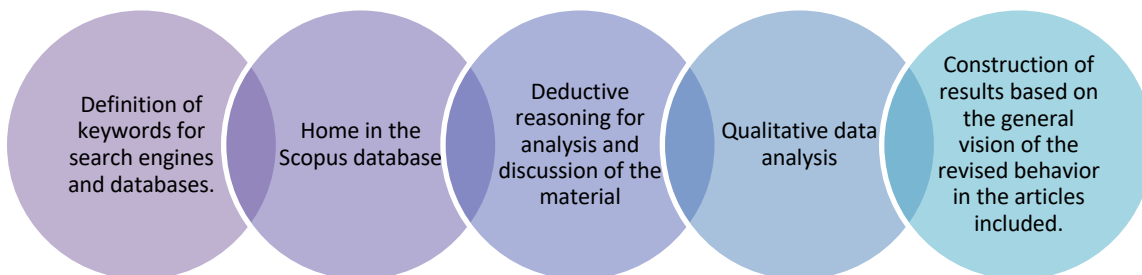


Figure 1. Methodological phases of the process.

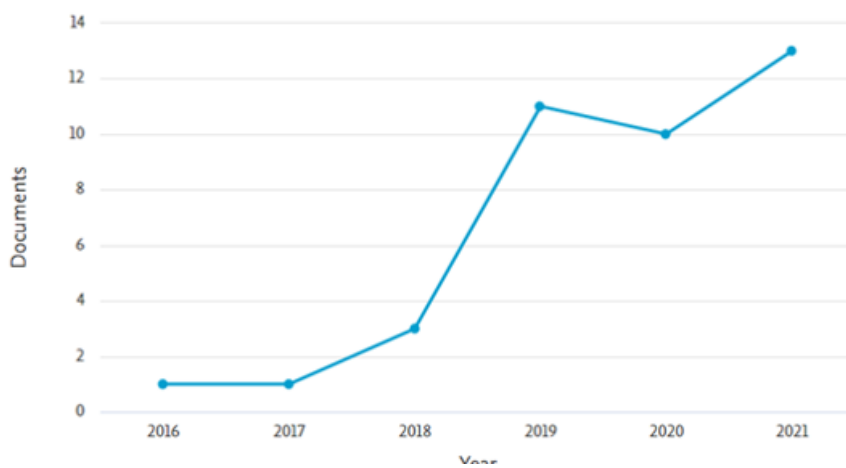


Figure 2. Documents by year, increase in articles published per year in the Scopus database.

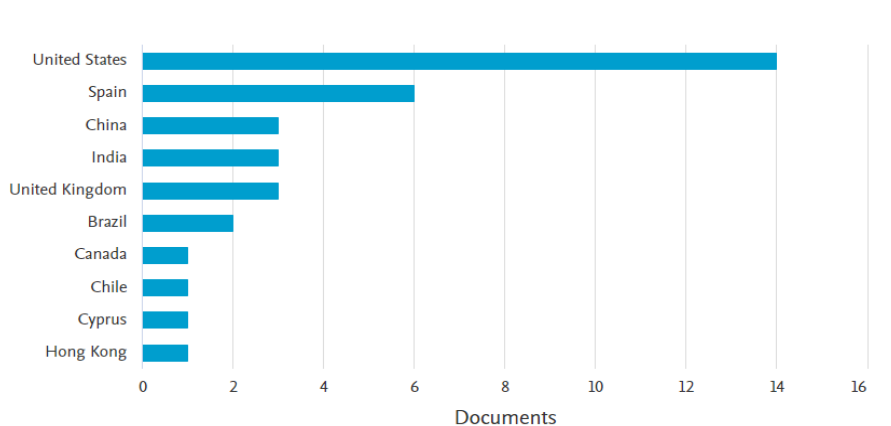


Figure 3. Documents by country or territory, top ten publications in the scopus database.

3. Results

From the 38 results explored and analyzed that the Scopus database yielded; culture is shown to have the power to generate social change, which can range from organizational values to brand activism. The results indicate that femvertising plays an important role in the emotional connection between women and brands, but it is where the consumer can react negatively to femvertising when brands do not show knowledge about true feminist values, keeping with them their sexist stereotypes. In addition, not only that, but it was possible to appreciate the increase in publications per year (See Figure 2) on the subject and only in the Scopus database.

Subsequently, it was found that Mexico did not appear in the Top 10 publications in the Scopus database (See Figure 3), who has led and developed more research and therefore publications is the United States with 14 articles published, leading a very large advantage. followed by Spain with 6 published articles, in third, fourth and fifth place; China, India and the United Kingdom with 3 articles in the Scopus database.

4. Conclusions

Through the information extracted, this part is completed, since the investigation is still ongoing and it should be noted that this is only a section of the work that is being carried out by the project leader, Dr. Lina Marrugo Salas. Fortunately, the goal was met.

That was raised at the beginning of the project, where we extracted information from the Scopus database generating an exploratory analysis and ending with the rethinking of the needs of the millennial public with the trends in terms of Femvertising. In this way it was shown that these trends are significant and given the complexity of capitalism and its innovative and adaptive character in all senses, they generate value over time within business marketing, which are gaining importance in movements of social and thereby entering an emotional bouquet. That being said, femvertising is likely to be a successful strategy for marketing and how it fits into current advertising literature.

Finally, it is concluded that femvertising is the consequence of changes in culture that have transformed the responsibility of business society to involve women consumers. This is why Femvertising campaigns should consider using or continuing to use humor, inspiration/moral reasoning, and emotion in their messages. Because despite being a new topic, about which there is not much information, different variables are being studied in order to be able to contribute with each study and analysis that is carried out.

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