

ABSTRACT

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THE POWER OF FEMVERTISING: HOW FEMALE EMPOWERMENT INFLUENCES CONSUMER BEHAVIOR AND PURCHASE INTENTION

(172 pages (with references), 20 tables, 3 figures, 2 graphs, 3 appendices)

This study explores the impact of female empowerment on purchase intention within the media industry, examining how empowerment influences purchase decisions through ad attitude and brand attitude, with gender as a potential moderating variable. Data were collected from 369 respondents aged 18-45, residing in or originating from Western countries, including but not limited to the United States, Canada, the United Kingdom, Germany, and France. Using SmartPLS 4 for data analysis, results indicate that empowerment positively influences ad attitude, which subsequently affects brand attitude, leading to increased purchase intention. While gender shows minor effects on purchase intention, it does not act as a significant moderator in this context. Limitations of the study include a short data collection period and challenges with discriminant validity due to the behavioral focus of the research. This study contributes to understanding the dynamics of empowerment in advertising and its implications for consumer behavior.

Keywords: Female empowerment, Purchase intention, Ad attitude, Brand attitude, Gender moderation, Media advertising,

References: 134 (1919-2024)