

TABLE OF CONTENTS

<i>STATEMENT OF AUTHENTICITY AND APPROVAL TO UPLOAD FINAL PROJECT</i>	
<i>THESIS APPROVAL</i>	
<i>ABSTRACT</i>	<i>VI</i>
<i>PREFACE</i>	
<i>LIST OF TABLES</i>	<i>XI</i>
<i>LIST OF FIGURES AND GRAPHS</i>	<i>XII</i>
CHAPTER I	1
INTRODUCTION	1
1.1 Background of the Study	1
1.2 Problem Statement	9
1.3 Research Questions	10
1.4 Research Objectives	11
1.5 Scope of the Study	12
1.6 Significance of the Study	13
1.6.1 For the Researcher	13
1.6.2 For Business Schools	13
1.6.3 For Women and Men, Especially the Social Media Generation	14
1.6.4 For Future Researchers	14
1.6.5 For Brands	14
1.7 Organisation of the Study	15
1.7.1 Chapter I: Introduction	15
1.7.2 Chapter II: Literature Review	15
1.7.3 Chapter III: Research Methodology	16
1.7.4 Chapter IV: Results and Discussions	16
1.7.5 Chapter V: Conclusions and Suggestions	16
CHAPTER II	17
LITERATURE REVIEW	17
2.1 Theories	17
2.1.1 Consumer Behavior	17
2.1.2 The Economic Perspective	17
2.1.3 The Psychological Perspective	18
2.1.4 The Sociological Perspective	18
2.1.5 Offering A New Outlook	19
2.1.6 The Feminist Perspective	21
2.1.7 The Sex-Appeal Perspective	21
2.1.8 The Consent-Based Perspective	23
2.2 Operational Definitions of Variables	25
2.2.1 Female Empowerment	25
2.2.2 Ad Attitude	25

2.2.3 Brand Attitude.....	26
2.2.4 Purchase Intention	27
2.2.5 Gender	27
2.3 Formulating Hypotheses.....	28
2.3.1 Female Empowerment	28
2.3.2 Sequential mediation via Attitude Toward the Ad, the Brand, and Purchase Intention.....	29
2.3.3 Gender	31
2.3.4 Purchase Intention	32
2.4 Conceptual Model	33
2.5 Hypotheses	34
CHAPTER III	35
RESEARCH METHODOLOGY	35
3.1 Research Subject and Object	35
3.2 Research Paradigm	36
3.3 Purpose of this Study	39
3.4 Types of Research Used	40
3.5 Research Interference	41
3.6 Research Setting	41
3.7 Unit of Analysis	42
3.8 Time Horizon	42
3.9 Measure of Variables	44
3.10 Mediation Analysis.....	46
3.11 Moderation Analysis	46
3.12 Data Collection Ethics	47
3.13 Data Collection Methods	49
3.13 Sample Design and Sample Size	50
3.13.1 Sample Design	50
3.13.2 Sample Size	51
3.14 Precision of Measurement	53
3.15 Data Analysis	58
3.15.1 Evaluation of Measurement Model (Outer Model)	58
3.15.1.1 Convergent Validity Test.....	58
3.15.1.2 Discriminant Validity Test	60
3.15.1.3 Reliability Test.....	61
3.15.2 Evaluation of the Structural Model (Inner Model).....	61
3.15.2.1 R ² Test	61
3.15.2.2 Hypothesis Testing	62
CHAPTER IV.....	65
RESULTS AND DISCUSSIONS	65
4.1 Respondent Profile	65
4.1.1 Gender	66
4.1.2 Education Level.....	66
4.1.3 Age	66

4.1.4 Feminist Identification	67
4.2 Pretest	67
4.2.1 Pretest Construct Reliability, Convergent Reliability, and Indicator Validity	68
4.2.2 Discriminant Validity	73
4.3 Actual Study	76
4.3.1 Descriptive Statistics	76
4.3.2 Construct Reliability, Convergent Reliability, and Indicator Validity	79
4.3.3 Discriminant Validity	83
4.3.4 Inner Model	90
4.3.4.1 Coefficient of Determination (R^2)	90
4.3.4.2 Predictive Relevance (Q^2)	92
4.3.4.3 Collinearity Statistics (VIF)	93
4.3.5 Hypothesis Testing	96
4.4 Discussion of Hypotheses Results with Prior Research	98
4.5 Discussion of Hypotheses Results within the Context of Kordrostami and Kordrostami's (2021) Study	104
4.6.1 Indirect Effects	108
4.7 Importance-Performance Map	112
4.7.1 Constructs	113
4.7.2 Indicators	116
CHAPTER V	120
SUMMARY OF FINDINGS AND DIRECTIONS FOR FUTURE RESEARCH	120
5.1 Conclusions	120
5.2 Theoretical Implications	122
5.3 Managerial Implications	124
5.4 Limitations and Suggestions	128
APPENDIX	135
I. Questionnaire	135
II. Statistical Results	141
A. Pretest Construct Reliability, Convergent Reliability, and Indicator Validity	141
B. Pretest Indicator Loadings	142
C. Pretest Discriminant Validity (HTMT)	144
D. Pretest Discriminant Validity (Fornell-Larcker)	144
E.1 Descriptive Statistics	144
E.2 Descriptive Statistics	145
G. Indicator Outer Loadings	148
H. Discriminant Validity (HTMT)	149
H.1 [Additional Results Post-Defense] Discriminant Validity (HTMT Confidence Intervals)	149
I. Discriminant Validity (Fornell-Larcker)	150
J. Coefficient of Determination (R^2)	150

K. Predictive Relevance (Q^2)	150
L. VIF	151
M. Path Coefficients	152
N. Indirect Effects	153
O. Specific Indirect Effects	154
P. IPMA Construct Values	155
Q. IPMA Indicator Values	156
R. Smart PLS Model	157
III. Turnitin Results	157
REFERENCES	159



LIST OF TABLES

1. [Table 3.1 Conceptual and Operational Definitions](#)
2. [Table 4.1 Demographic Characteristics of Respondents](#)
3. [Table 4.2 Pretest Construct Reliability and AVE](#)
4. [Table 4.3 Pretest Indicator Loadings](#)
5. [Table 4.4 Pretest Discriminant Validity \(HTMT\)](#)
6. [Table 4.5 Pretest Discriminant Validity \(Fornell-Larcker\)](#)
7. [Table 4.6.1 Descriptive Statistics](#)
8. [Table 4.6.2 Descriptive Statistics](#)
9. [Table 4.7 Construct Reliability and AVE](#)
10. [Table 4.8 Indicator Outer Loadings](#)
11. [Table 4.9 Discriminant Validity \(HTMT\)](#)
12. [Table 4.9.1 \[Additional Results Post-Defense\] Discriminant Validity \(HTMT Confidence Intervals\)](#)
13. [Table 4.10 Discriminant Validity \(Fornell-Larcker\)](#)
14. [Table 4.11 Coefficient of Determination](#)
15. [Table 4.12 Q² Values](#)
16. [Table 4.13 VIF](#)
17. [Table 4.14 Path Coefficients](#)
18. [Table 4.15 Indirect Effects](#)
19. [Table 4.16 Specific Indirect Effects](#)
20. [Table 4.17 IPMA Construct Values](#)
21. [Table 4.18 IPMA Indicator Values](#)

LIST OF FIGURES AND GRAPHS

1. [Figure 1.1 Distribution of Screen Time and Speaking Roles by Gender in Commercials \(2006-2016\)](#)
2. [Figure 2.1 Research Framework](#)
3. [Figure 3.1 Types of Variables in This Research](#)
4. [Graph 4.1 IPMA Constructs](#)
5. [Graph 4.2 IPMA Indicators](#)

