



ISTANBUL TICARET UNIVERSITY

GRADUATE SCHOOL OF SOCIAL SCIENCES

DEPARTMENT OF MANAGEMENT MASTER OF MARKETING

MANAGEMENT

**THE PERCEPTION OF FEMVERTISING ON CONSUMERS: AN EXAMPLE
OF SEPHORA IN TÜRKİYE**

Master's thesis

Imane Anssisse

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ABSTRACT

This thesis investigates the perception of female empowering advertising on consumer attitudes, perceptions, and purchase intentions within the cosmetic sector in Türkiye. Acknowledging the growing significance of female empowering advertising in global marketing, this research aims to understand its effects on consumer behavior, particularly in a cultural bridge country like Türkiye. The cosmetic industry in Türkiye serves as a pertinent setting due to its substantial market size and dynamic growth. The study employs a mixed-methods approach, combining qualitative methods through semi-structured in-depth interviews and content analysis. It focuses on Sephora's femvertising campaign "The Unlimited Power of Beauty" as an example, analyzing its impact on consumers living in Türkiye. The research explores how femvertising messages influence self-concept, beauty standards, shape consumer attitudes toward advertised products, impact purchase intentions, and examines potential moderating effects of socio-demographic factors. The findings contribute to the evolving discourse on female empowering advertising, providing insights into its effectiveness in the Türkiye cosmetic sector while considering cultural and social nuances. This research offers a case study model for other cosmetic brands, adds to the academic literature on female empowering advertising, and provides practical recommendations for companies operating in Türkiye's competitive beauty market.

Keywords: Femvertising, Brand Image, Consumer Purchase Intention, Cosmetic Sector

ÖZET

Bu tez, Türkiye'deki kozmetik sektöründe kadınları güçlendiren reklamların tüketici tutumları, algıları ve satın alma niyetleri üzerindeki algısını incelemektedir. Küresel pazarlamada kadınları güçlendiren reklamların giderek artan önemini ortaya koyan bu araştırma, özellikle Türkiye pazarında tüketici davranışları üzerindeki etkilerini anlamayı amaçlıyor. Türkiye'deki kozmetik sektörü, pazar büyüklüğü ve dinamik büyümesi nedeniyle uygun bir ortam olarak hizmet vermektedir. Çalışma, nitel yöntemleri yarı yapılandırılmış derinlemesine görüşmeler ve içerik analizi yoluyla birleştiren karma yöntem yaklaşımını kullanmaktadır. Çalışmada, Sephora'nın "Güzelliğin Sınırsız Gücü" adlı femvertising kampanyasına örnek olay olarak odaklanılarak bu kampanyanın Türkiye'de yaşayan tüketiciler üzerindeki etkisi analiz edilmek istenmiştir. Araştırma, kadın reklamcılığı mesajlarının benlik kavramını, güzellik standartlarını nasıl etkilediğini, reklamı yapılan ürünlere yönelik tüketici tutumlarını nasıl şekillendirdiğini, satın alma niyetlerini nasıl etkilediğini araştırarak sosyo-demografik faktörlerin potansiyel düzenleyici etkilerini incelemektedir. Bulgular, kadınları güçlendiren reklamlara ilişkin gelişen söylemlere katkıda bulunduğunu ortaya koymaktadır. Aynı zamanda bu çalışma, kültürel ve sosyal nüansları göz önünde bulundurarak bu reklamların Türkiye kozmetik sektöründeki etkinliğine dair içgörü sağlamaktadır. Bu araştırma, diğer kozmetik markaları için bir örnek olay modeli sunmaktadır; kadınları güçlendiren reklamlara ilişkin akademik literatüre katkı sağlamakta ve Türkiye'nin rekabetçi güzellik pazarında faaliyet gösteren şirketler için pratik öneriler sunmaktadır.

Anahtar Kelimeler: Femvertising, Marka İmajı, Tüketici Satın Alma Niyeti, Kozmetik Sektörü

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INTRODUCTION

In an intense competitive market, companies are continuously looking for ways to stand out from their competitors and attract customer's attention (Sama, 2019). Effective advertising plays a crucial role for companies to achieve this objective by attracting customers toward the product. It's an effective way to reach out their target audience, creating brand awareness and influencing consumer's attitudes and behaviors. Attractive advertisement can influence consumer purchasing behavior in a good way (Malik, et al., 2013).

The global market requires companies to be innovative and considerate of cultural differences when designing advertising campaigns that appeal to consumers' beliefs and shared values. The effects of advertising can be positive or negative depending on how it resonates with a specific society's values and culture. The right message is crucial for successful advertising because it can influence consumer behavior and perception of self. (Abokhoza R et al., 2019). Advertisers are increasingly incorporating social and cultural issues into their marketing communications to connect with their audience.

One such approach is “femvertising” defined as female empowerment advertising. It has gained popularity recently, with many advertisements circulating on the internet. Femvertising is a movement that emphasizes feminism and challenges gender stereotypes in advertising, with the idea that brands can empower women through their marketing communications (Ciambriello, 2014, as cited in Kapoor, D., & Munjal, A., 2019).

Today's advertisers are progressively taking responsibility for how women are portrayed in their advertising, and as a result, they are developing a variety of positive, relatable, and realistic images of women (Karulkar, Y et al., 2019).

Femvertising is a popular strategy for global brands, including those in the cosmetic industry. Traditionally, the cosmetic industry has used beauty ideals to promote their products. However, some companies like Dove have challenged this approach by focusing on issues of equality, inclusiveness, and self-acceptance in their advertisements, and have become pioneers in the field.

However, there is limited research on femvertising as a strategic communication trend (Descouens, M., & Gerbault, V. 2021) and its effect on consumer behavior and attitudes. While femvertising is intended to have a positive impact on society, there is a lack of research on its effect on actual purchase intention. Moreover, studies have mostly been conducted in

Western countries and may not be applicable to other countries with their own cultural, social, and economic contexts, such as Türkiye. Additionally, there is a limited focus on the perception of femvertising on the cosmetic sector specifically, which may affect the applicability of the findings to the cosmetic industry. A search of academic databases shows that the sustainability issue in cosmetics has received significantly more attention from an environmental perspective than from a social or economic one. While the cosmetics industry has a significant impact on the representation of women in society by promoting standards and defining beauty trends, it also contributes to gender stereotypes (Descouens, M., & Gerbault, V. 2021).

This study aims to address gaps by examining the perception of female empowerment advertising in the cosmetic sector of Türkiye. The objective is to explore how femvertising messages influence consumer attitudes, perceptions, and purchase intention within the Türkiye cosmetic industry. Specifically, this research seeks to provide insights into how femvertising shapes consumers' perceptions of the advertised brand image, their attitudes towards the promoted products, and their likelihood to make a purchase.

The cosmetic industry in Türkiye holds significant importance and is experiencing continuous expansion. According to a report by the Turkish Statistical Institute, the cosmetic sector in Türkiye exhibited steady growth, reaching a market size of around 23 billion Turkish Lira (approximately 2.6 billion US dollars) in 2020. This growth trajectory is expected to continue due to increasing demand for cosmetic products, especially among younger demographics.

Türkiye boasts a well-established domestic cosmetic industry that encompasses various categories, including skincare, hair care, makeup, perfumes, and personal care products. In the competitive beauty and personal care market of Türkiye, multinational companies such as L'Oréal, Unilever, Procter & Gamble, and Nivea have maintained dominant positions, consistently introducing new products and promoting them through robust marketing campaigns (Euromonitor, 2022).

This study seeks to understand how individuals in Türkiye perceive femvertising messages within the cosmetic sector, evaluate the influence of femvertising on consumer attitudes towards advertised brands and products, analyze the effect of femvertising on purchase intention regarding cosmetic products, examine the moderating role of socio-demographic factors such as age, gender, and income on the impact of femvertising, and

assess the association between femvertising and beauty standards in the context of the cosmetic sector.

A unique aspect of this study lies in its diverse sample, comprising not only women but also men of different ages, ensuring a comprehensive exploration of Femvertising's effects across various demographic groups. This inclusive approach allows for a nuanced understanding of how femvertising resonates with different segments of the Türkiye population, shedding light on the interplay between gender, age, income, and consumer perceptions of femvertising messages within the cosmetic industry.

This study focuses on Sephora as a case study to investigate the influence of femvertising on consumer perceptions in the beauty retail sector. Established in 1969, Sephora has revolutionized the industry with its self-service approach and innovative store layouts, offering a wide array of products from over 250 brands, catering to both luxury and affordable preferences (Sephora, 2023). With a presence in 34 countries and a strong online platform, Sephora also prioritizes social and environmental responsibility, evident through initiatives like "Sephora Stands" (Sephora, 2023).

Sephora's "Unlimited Power of Beauty" campaign not only highlights its diverse product offerings but also utilizes advertising to promote self-expression, confidence, and individuality (LVMH, 2020). Aligned with the broader objectives of femvertising, Sephora provides an ideal context for examining the evolving relationship between beauty brands and consumers amidst shifting societal norms. The result of this study makes several contributions to the field marketing and advertising, it can provide insights into the effectiveness of femvertising in the Turkish cosmetic sector, highlight the importance of cultural and social context, offer a case study example for other cosmetic brands, contribute to the academic literature on femvertising, and provide practical recommendations for companies.

Therefore, comprehending the impact of femvertising on consumer behavior in this sector holds crucial implications for marketers and policymakers.

As the study follows an inductive approach, the elaboration of a critical literature review allows for an assessment of what has been done on the topic (Saunders et al., 2009, p. 61). The issue of femvertising is relatively recent in brand marketing strategy, and to the best of the researcher's knowledge, it has been little explored in the literature. Nevertheless, authors who have addressed the subject allow for highlighting key concepts relevant to the study. As suggested by Bell et al. (2019, pp. 90-91), the choice of theories and concepts

focused on elements relevant to the topic. Works related to the phenomenon of femvertising, its influence on consumer attitudes, and purchase intention were examined to support the study's research questions and conclusions drawn from the study (Saunders et al., 2009, p. 61).



CHAPTER 1: FEMVERTISING AS A CONCEPTUAL FRAMEWORK

This chapter provides a comprehensive overview of the concept and evolution of femvertising. It delves into the historical development of femvertising, examining its emergence and growth. The chapter outlines the purpose and objectives of femvertising, emphasizing its significance in shaping consumer behavior within the cosmetic sector. The exploration includes key themes, messages, and successful case studies that highlight the evolving landscape of femvertising.

1.1. Advertising As A Concept Related:

It is in the context of female advertising that it is important to explore the larger concept of branding, defined as advertising that uses feminist themes and ideas to empower women. Companies and organizations use advertising as a versatile tool to spread messages, advertise products and services, and stimulate consumer behavior.

Marketing is just one of many functions that advertising serves. It informs, convinces and reminds consumers about brands and changes attitudes and attitudes in the minds of consumers. Feminist advertising uses feminine themes, when not the goal is not just to achieve legitimate economic goals but to combat blatant gender stereotypes and promote gender equality. Brands promote ideas of inclusion and empowerment, and explain how their products and services specifically meet the needs of women through educational advertising that fills them (Linda Tuncay Zayer & Pounders, 2022). Femvertising uses a persuasive approach that extends beyond the features of its products, it attempts to evoke strong emotions and impressions in its target audience by associating the brand with attributes such as power and confidence. Women's advertising campaigns also serve as a consumer reminder. They help those who do subvert stereotypes about women's skills and gender roles in society. Women's advertising campaigns use advertising slogans to advocate for social change through products by supporting diversity and inclusion, gender equality, and feminist causes. This allows brands to be seen as agents of change, they also win over socially conscious consumers. Women's advertising is a complex concept that uses advertising to promote social change and women's empowerment in addition to selling products.

Furthermore, it is important to understand the target audience, which is mainly women but also men who support gender equality. Campaigns promoting women's rights aim to

connect more closely with women by learning about their goals, challenges and desires in a way that traditional advertising rarely does. These well thought out campaigns acknowledge the diversity of women's identities and challenges while addressing the complexities of women's experiences. Compared to traditional advertising techniques, Fem advertising campaigns deliver different messaging and creative strategies use the right. Women's advertising emphasizes issues of empowerment, inclusion, diversity, and validating preconceived notions as opposed to simply emphasizing products (Drake, 2017). Brands use storytelling, imagery, uses speech, and music, and other creative elements, to convey a message firmly embedded in feminine principles. Women's advertising uses these tactics in an attempt to connect genuinely with its target audience, encouraging resonance and engagement while believing conventional wisdom the one that questions role and promotes gender equality.

Advertisements promoting feminine products reflect and influence social and cultural norms those especially when it comes to how people view gender roles, body image, beauty standards, and expectations from society. These efforts contribute to comprehensive conversations about women's empowerment and gender equality by dispelling stereotypes and promoting diversity, which ultimately leads to constructive social change. However, there are many different ways in which consumers view and respond to female advertising. Factors such as personal values, cultural context, and perceived authenticity of the message greatly influence consumer interpretation. Some consumers value companies that challenge social injustice and incorporate feminist principles into their advertisements as valuable, while others may view women's ads with suspicion, especially if they think it's a marketing ploy rather than a legitimate attempt to advance social change (Sharma & Das, 2019). On the other hand, some see it as a genuine dedication to gender equality. Taking advantage of these ideas is important for marketers who want to use women's advertising to effectively connect with their audience while maintaining authenticity and honesty in their messaging.

Women's advertising efforts should consider effectiveness and return on investment, which means scrutinizing immediate and long-term results. To determine the immediate success of a campaign, brands need to analyze metrics such as revenue and brand awareness. But long-term factors such as brand loyalty and lifestyle change must also be considered. Return on investment (ROI) figures shed light on the economic viability of female advertising programs, but it's also important for companies to consider the broader social impact of their advertising campaigns together with them (Ye et al., 2008). Advertisers should ensure that

their ads are authentic, thoughtful and open-minded, staying away from tokenism and marketing around feminist principles. Advertising for women should be done ethically, if they want to sincerely promoting gender equality takes precedence over the desire to use social groups profitably to gain one can use popular publicity to promote positive change.

1.2.Types of Advertisement:

Several ad formats are especially pertinent and useful in the context of femvertising for spreading themes of female empowerment and gender equality. Digital ads, such as those on social media and in videos, provide entertaining and highly targeted venues to reach a wide range of viewers. These advertisements can question conventional gender roles and promote diversity by utilizing language, storytelling, and images. Another powerful tactic is influencer marketing, which enables companies to work with advocates who complement their beliefs and who can really advocate for goods or ideas that support women's emancipation. Furthermore, print ads in magazines or brochures can offer chances for detailed narratives and graphic portrayals, enabling companies to convey complex ideas about feminism and gender equality.

The first advertisements are digital, which has great potential in female advertising campaigns because they are able to communicate with the target audience across online channels. Social media platforms such as Facebook, Instagram, Twitter, LinkedIn and etc. for precise targeting strategies according to behavior, interest and demographics. To connect with the target audience, companies can create eye-catching advertisements featuring images and messages of women. Video ads provide a storytelling tool and a way to spread powerful messages about women's empowerment and gender equality, especially on sites like YouTube. Brands have the ability to enhance their female advertising strategy, start conversations and increase community engagement through digital marketing (Ha, 2008). Working with people who have a following and influence on social media platforms is known as influencer marketing. Brands can partner with influencers who share the same beliefs and support gender equality for women's advertising. These influencers, who are often entrepreneurs, product, or thought leaders, can actually sell products or ideas about female empowerment to their dedicated audience. Brands can dramatically improve the effectiveness of their female advertising efforts and leverage the authenticity and trust that influencers have earned to reach new audiences that are more likely to be open to their message (Anshika Singh Tanwar et al., 2023).

Print advertising remains important in feminist advertising campaigns, especially in magazines targeting an audience that identifies as feminist or female. Detailed storytelling and visual imagery can be found in magazines, brochures, and other printed materials, giving marketers the opportunity to present strong ideas about feminism, body positivity, and communicate about gender equality. Print advertising can subvert gender norms and traditional beauty standards by displaying images of women. Print ads encourage women to find their true selves and contribute to larger conversations about gender equality by appearing in feminist magazines or including articles that reflect a feminist perspective (Beetles & Harris, 2005). These advertising channels offer brands a unique opportunity to engage with their target market, promote feminism and support innovative social change. The clever use of influential, digital, and print advertising in women's advertising campaigns gives companies greater impact and sparks important conversations about women's empowerment and gender equality.

1.3. Femvertising as a Concept:

Companies have been using advertising to celebrate women since the 1920s, citing examples such as the Torches of Freedom march staged by Edward Bernays in 1929 to promote smoking among women. Bernays recognized the untapped consumer base of women and was paid to promote the products of the American Tobacco Company (Gladwell, 1998). Philip Morris used a similar approach in its ads several decades later. The ads contained messages such as "We make Virginia Slims especially for women because they are biologically superior to men" and "There's a little Eve in every woman." (Shirk, 2014). The use of women's empowerment messages to sell merchandise and encourage consumption continues in the 21st century due to the neoliberal ideology of the consumer-citizen (Mol, 2009). Feminist messages have been appropriated for marketing purposes, particularly in the marketing of beauty products (Budgeon & Currie, 1995, 2016; Busby & Leichty, 1993).

Consumption of specific products, including elite and mostly unaffordable items designed by self-identified feminist designers, has been cast as a path to empowerment in both ads and news articles (Mendes, 2011; Sternadori & Hagseth, 2014). One of the earliest examples of femvertising is Dove's "Real Beauty" campaign in 2004, which was aimed at challenging the narrow definition of beauty perpetuated by the beauty industry (Johnston & Taylor, 2008). Since then, many other brands have followed suit, including Always with their "#LikeAGirl" campaign, Nike's "Dream Crazier," and Procter & Gamble's "We See Equal"

campaign, to name a few (Varghese & Kumar, 2020). Femvertising has been credited with success due to its concentration on the female consumer, leading companies like Google, Chevrolet, Verizon, and Procter & Gamble to also endorse women's empowerment in marketing campaigns directed towards women (Davidson, 2014). Therefore, it is important to examine whether consumers view femvertising as sincere and whether these messages lead to positive attitudes and purchase intentions.

Femvertising, a growing trend in contemporary advertising, has garnered significant attention within the marketing domain for its emphasis on empowering women in various facets of their lives. Defined as advertising that challenges conventional female stereotypes and promotes pro-female messages (Åkestam, Rosengren, & Dahlen, 2017; SheKnows Media, 2016), femvertising marks a departure from traditional advertising practices that often objectify or sexualize women, instead celebrating their independence, strength, and confidence (Bahadur, 2014; Karulkar et al., n.d.). Over time, women have strived for gender equality not only within their households but also in their careers, achieving higher education and employment opportunities, leading to shifts in family dynamics (Fugate, Decker, & Brewer, 1988). This feminist movement not only advocates for political equality but also emphasizes social and cultural empowerment (Becker-Herby, 2016). It seeks to promote female agency and acknowledge the diverse choices women make (Becker-Herby, 2016). As femvertising continues to gain momentum, understanding its roots and evolution becomes crucial for comprehending its impact on consumer behavior and societal norms.

Feminism Noun <i>"The advocacy of women's rights on the ground of the equality of the sexes."</i>	Advertising Noun <i>"The activity or profession of producing advertisements for commercial products or services."</i>	Femvertising Noun <i>"Advertising that challenges female stereotypes and empowers women by employing pro-female messages."</i>
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Figure 1: Definition: Feminism, Advertising & Femvertising

Source: Oxford dictionary, 2019a, 2019b; personal interpretation

1.4.Femvertising as a Process:

This section examines the process of Femvertising, tracing its evolution, dissecting its strategies, and evaluating its impact within the advertising landscape. Through an exploration of various case studies and theoretical frameworks, it aims to provide a comprehensive understanding of Femvertising role in shaping contemporary advertising practices and societal perceptions of gender.

1.4.1. Dimensions of Femvertising:

After defining femvertising as a form of female empowerment advertising that challenges gender stereotypes and celebrates women's independence and strength (Åkestam, Rosengren, & Dahlen, 2017; SheKnows Media, 2016), it is essential to delve into its various dimensions or content categories. Table 1 presents an overview of the key content categories found in femvertising campaigns, as identified in the literature. These categories include diversity of female talents, messages promoting female empowerment, breaking down negative stereotypes, minimizing the depiction of sexuality, authentic representation of women, development of critical decision-making skills, proposal of discourse from the perspective of the consumer, promotion of gender equality, and avoidance of violence against women (Becker-Herby, 2016; Porroche-Escudero, 2017; Abreu, 2016; Jalakas, 2016; Karulkar et al., 2019; Carrillo, 2016). Analyzing femvertising through these lenses provides a comprehensive understanding of its aims and implications in contemporary advertising.

Ranking	Content
Dimension 1	Variety of Female Talents: The representation of women with diverse characteristics, including but not limited to complexion, skin color, age, race, size, social class, personality, profession, religion, and preferences (Becker-Herby, 2016).
Dimension 2	Empowering Messages for Women: These messages and content aim to inspire, uplift, and include women, fostering feelings of motivation and self-confidence. Rather than implying inadequacy and suggesting that products can fix perceived flaws, they emphasize positivity and celebrate women's strengths and achievements (Becker-Herby, 2016).
Dimension 3	Challenging Gender Stereotypes: This involves portraying women in diverse and multidimensional roles that defy traditional gender norms. Rather than conforming to outdated stereotypes, women are depicted as independent, modern, professional, hardworking, leaders, and strong individuals who are free from societal constraints (Becker-

	Herby, 2016).
Dimension 4	Minimizing Sexualization: This dimension involves portraying women's sexuality in a way that does not cater to the male gaze or perpetuate sexist stereotypes. Instead, women's bodies and physical attributes are depicted authentically and relevantly, without objectification. For instance, female athletes may be shown exercising in sports bras, emphasizing functionality and athleticism rather than sexual appeal (Becker-Herby, 2016).
Dimension 5	Authentic Portrayal of Women: This aspect involves presenting women, products, scenarios, and messages in an authentic and transparent manner within advertisements. It emphasizes showcasing situations in a natural and non-idealized way, avoiding exaggerated or unrealistic depictions. By capturing real-life experiences and genuine interactions, advertisements strive to resonate with viewers on a more relatable level (Becker-Herby, 2016).
Dimension 6	Development of critical decision-making skills Women are the decision-makers: No one decides for them or tells them what to do or how to do it. Instead, they make decisions for themselves (Porroche Escudero, 2017).
Dimension 7	Promotion of Gender Equality: This dimension entails ensuring that advertisements do not depict gender inequality in their content. It emphasizes portraying women, men, girls, and boys as having equal rights, importance, and roles within society. By promoting gender equality, these advertisements contribute to fostering a more inclusive and equitable representation of individuals across genders (Abreu, 2016; Karulkar et al., 2019).
Dimension 8	Promotion of non-violence against women (physical, psychological, sexual). The advertisements do not contain violence or show violence in situations of subordination or male domination (Carrillo, 2016).

Table 1: Dimensions of Female empowerment advertising

Source: Hernández-Willoughby, S., & Lázaro Pernias, P. (2023).

1.4.2. Companies Challenging Gender Stereotypes and Promoting Gender Equality in Advertising:

According to (Becker--herby, 2016), a substantial change in attitudes towards gender distinctions has been evident in recent years, primarily among the millennial generation and beyond. This shift is marked by a growing emphasis on female empowerment and gender equality movements, resulting in the blurring of traditional gender boundaries. This shift in attitudes towards gender is a significant social trend that has implications for advertising approaches, as it influences the way consumers perceive and respond to advertising messages. Therefore, understanding the impact of this shift on advertising approaches, including the use of femvertising, is crucial to effectively reach and engage consumers. The effects of

femvertising on consumer behavior have been examined through industry in-depth interviews and scholarly research. SheKnows Media conducted a in-depth interview in 2014, revealing that 71% of respondents believed that brands should be held responsible for using their advertisements to promote positive messages to women and girls. Moreover, 45% of the respondents reported sharing a commercial or print ad with a pro-female message, and 52% of the respondents purchased a product because they were impressed by how the brand and its advertising portrayed women (SheKnows, 2014). These findings suggest that femvertising can positively influence consumer behavior.

Research conducted by (Åkestam et al., 2017) supports the effectiveness of femvertising. The study found that femvertising generates higher ad and brand attitudes than traditional advertising. Åkestam et al., 2017 classify femvertising as non-traditional advertising, which challenges gender stereotypes and sends out different gender cues. This highlights the potential of femvertising to transform traditional advertising and promote gender equality. Therefore, it is important to explore the impact of femvertising in industries that have traditionally targeted men, such as the automotive industry, to understand the effectiveness and potential of this advertising approach. The use of femvertising is not limited to industries that primarily target women. In fact, brands with traditionally masculine brand identities are increasingly using femvertising to appeal to women as well. The 2017 Audi Super Bowl ad 'Daughter' is one such example that showcases the potential of femvertising to challenge gender stereotypes and attract a diverse consumer base.

Delarue's talk on feminist advertising at UNESCO Headquarters highlighted the importance of challenging gender stereotypes in the media and promoting gender equality through advertising. She pointed out that women represent the biggest emerging market in the world, yet only 3% of creative directors in the world are women, leading to a lack of understanding and misrepresentation of women in advertising. To combat this issue, Delarue introduced the concept of "Femvertising," which uses pro-female talent, messages, and imagery to empower women and deliver a positive social impact. She also emphasized the need to end the misrepresentation of women and avoid "Femwashing," which stereotypes women to increase sales. The Q&A session following the talk addressed topics such as Mad&Women's work with masculine industries, improving visibility outside of feminist circles, and the role of education in changing gender stereotypes. Overall, Delarue's talk highlights the importance of challenging gender stereotypes in advertising for promoting women's empowerment and gender equality (UNESCO,2018). In response to the growing

demand from women for a more authentic portrayal of their experiences and a rejection of the stereotypes they face, marketers and brands have been encouraged to showcase real-life stories of women in their campaigns (Drake, 2017; Kapoor & Munjal, 2019). This push for less gendered and stereotyped representations has been reinforced by the increasing number of women in leadership positions within marketing teams (Sterbenk et al., 2021).

1.4.3. The Impact of Femvertising on Sales and Empowerment:

A contemporary approach to advertising referred to as "femvertising" has emerged, which emphasizes storylines of women empowerment and has demonstrated to positively impact sales (Castillo, 2014). The impact of advertising on sales can be substantial. For example, after the release of the "real beauty" campaign, Dove experienced a significant increase in sales, from \$2.5 billion to \$4 billion (Castillo, 2014). In addition, research has shown that more than half of women in the US have purchased a product because they appreciated how the brand portrayed women in its campaigns, underscoring the importance of effective advertising in attracting customers (SheKnows Media, 2016). According to Dan (2016), a recent industry in-depth interview showed that 51% of women polled liked femvertising messages, and 52% of them had made a purchase due to the positive portrayal of women in the brand's advertising.

Femvertising has not only boosted individual product sales but also benefited companies. For instance, Unilever, the parent company of Dove, reported a 3% overall growth in sales following the success of their Real Beauty campaign. Therefore, the contrast between the objectifying messages in traditional advertising and the empowering messages in femvertising may explain why femvertising has a positive influence on sales (Abditbol & sternadori, 2016).

1.5. Femvertising in Cosmetic Sector:

The cosmetic sector is one of the industries where femvertising has been increasingly used. As noted by Johnston and Taylor (2008), one of the main stakes of femvertising for cosmetic brands such as Dove is to challenge conventional beauty ideals while still promoting their products. The marketing landscape has witnessed a shift towards promoting body positivity and shifting away from traditional beauty standards in advertising. This shift is often attributed to Dove's groundbreaking "Real Beauty" campaign in 2004 (Johnston &

Taylor, 2008). By featuring women of diverse shapes and sizes, the campaign celebrated natural beauty and challenged the traditional use of size-zero models in advertisements. The campaign's impact on the body positivity movement and its contribution to challenging narrow beauty standards in advertising has been widely recognized. Dove's campaign aligns with the company's mission to redefine beauty standards and promote a positive body image (Johnston & Taylor, 2008). As part of this initiative, Dove conducted a global in-depth interview of women of all ages to gain insight into their self-esteem perceptions, revealing the powerful influence of media on women's perceptions (Bahadur, 2017, as cited in Enkhmandakh & Vlajkovic, 2022). The success of Dove's campaign and its impact on promoting body positivity has paved the way for similar campaigns in the marketing industry.

In 2013, a campaign was launched with the aim of promoting women's self-esteem through a video featuring a sketch artist who drew women based on their self-description and others' descriptions. The sketches based on others' descriptions were found to be more flattering, revealing that the women were more beautiful than they had perceived themselves to be. Within a month, the video had become the most viral ad of all time (Stampler, 2013). For companies that manufacture affordable beauty products targeted towards women, it would be beneficial to adopt a narrow perspective of women's empowerment. It would also be logical for companies that produce inexpensive hygiene products for women to emphasize positive body image and physical strength (such as Dove and Always). Therefore, it is not surprising that consumers viewed Pantene's "not sorry" campaign less favorably than Dove's "real beauty" and Always's "like a girl" campaigns, as the former did not address women's body image (Budgeon & Creighton, 2013 as cited in Abditbol & sternadori,2016).

The impact of Dove's Real Beauty campaign on the marketing industry prompted multiple companies to revise their marketing strategies, as noted by Becker-Herby (2016). One such company was Always, a subsidiary of Procter & Gamble, which had long emphasized women's empowerment in its marketing approach (Procter & Gamble, 2020, as cited in Enkhmandakh & Vlajkovic, 2022).

CHAPTER 2: CONSUMER ATTITUDES AND BEHAVIORS TOWARD FEMVERTISING

This chapter critically examines the role of femvertising within the cosmetic industry, analyzing its impact on consumer attitudes, purchase intention, and perceptions. Through a content analysis of advertisements from various brands, it investigates the visual and textual elements to uncover underlying messages and societal implications, including the objectification of women. Drawing insights from existing studies and empirical research, the chapter sheds light on the evolving dynamics of gender representation in marketing campaigns and explores the effects of femvertising on consumer behavior and brand perceptions.

2.1.Consumer Attitudes Toward Femvertising:

This section examines how consumers feel about Femvertising, which influences whether Femvertising campaigns are effective. Understanding consumer attitudes is important because it affects what people buy and how they see brands. By looking at research and theories, this section explores what consumers think about Femvertising, including if they find it authentic and empowering. This understanding helps advertisers create better Femvertising campaigns that connect with people.

2.1.1. Consumer Attitudes Towards Advertisements:

Marketing literature has researched consumer perceptions of advertising in great detail, providing important insights into how these advertisements affect consumer behavior and brand perception. Researchers have identified many factors affecting consumer attitudes towards advertising, providing insight into the nuances of consumer reactions to advertising. The perceived relevance of advertising to interests and values is an important issue addressed in the literature (Dewi & Hartono, 2019). Ads that address issues important to consumers, such as gender equality and empowerment of female brands, are more likely to drive positive attitudes and participation.

Furthermore, a large part of how brands shape consumers' perceptions is their believability. Advertising that supports social concerns is preferred by consumers especially when it comes from companies that they believe to be trustworthy and authentic (Suhud et al., 2022). Consumers are likely to respond favorably to female advertising efforts that are

perceived as sincere and credible in their advocacy of gender equality and empowerment, which will improve brand attitudes improve and increase buying intent. Another important factor affecting consumers' perceptions of advertising is their emotional appeal. Women's advertising ads often use emotional storytelling and imagery to evoke positive emotions such as motivation or empathy to establish a strong emotional connection with consumers (Johansson & Hiltula, 2021). Consumers are more likely to develop positive attitudes toward a business and its messages when advertising evokes powerful emotions, encouraging engagement and brand loyalty.

Additionally, cultural and social factors influence consumer attitudes towards advertising, especially female advertising. In order to better match advertising with different viewers, marketers need to be aware of cultural variations and social traditions (Jang et al., 2018). Consumers' attitudes toward women's advertising are likely to be positively influenced by its cultural relevance and sensitivity to local norms and traditions, thus increasing its effectiveness and impact on perception a about advertising has grown.

2.1.2. Purchase Intention and Femvertising:

The concept of women's advertising has attracted considerable interest in the contemporary literature as a marketing strategy that seeks to promote gender equality and empower women. As part of this discussion, scholars have examined the relationship between female advertising and consumer purchasing intentions. The literature emphasizes the importance of aligning women's advertising efforts with consumer values. Research shows that female advertising can have a positive impact on consumers' attitudes that align with their attitudes, goals, and social values (Chahal et al., 2019). For example, consumers with the same company values seem to have higher purchase intentions if the campaign promotes ideas of gender equality and empowerment. Furthermore, researchers looked at how female advertising affects consumers' perceptions of social responsibility and corporate trust, which in turn affect their propensity to purchase. Perceived authenticity and authenticity in female advertising have a positive effect on branding psychologically, increasing consumers' purchase intention (Koro & Jusufi, 2023). Consumers are more likely to support companies that support actual causes through their marketing initiatives such as gender equality. Thus, femvertising can act as a catalyst for consumer trust and improve brand trust, which in turn can influence consumer purchasing decisions.

Another important issue addressed in the literature on female advertising and its effects on purchase intentions is emotional engagement. In general, female advertising ads have a greater impact on consumers because they use emotional imagery and strong storytelling (Ambika & Kritika, 2020). This emotional connection encourages brand attachment and loyalty, and makes customers want to buy the company's products or services (Loureiro et al., 2012). For example, if female advertising campaigns that speak to the target audience goals or experiences that can create a strong emotional connection with the audience and encourage them to support the company through a purchase apart from buying it, it is clear that social influence plays an important role in understanding the relationship between women's advertising and purchase intentions. Research shows that when consumers interact with female advertising ads, they are influenced by peer recommendations and social validation (Dehdashti & Jafarzadeh Kenari, 2012). Positive brand recommendations and interactions with female advertising messages on social media can influence consumer behavior and attitudes toward brands, which in turn affects their propensity to purchase. Consumers may be more intentional due to social evidence that women's advertising messages align their purchasing decisions.

2.1.3. Consumer Perception:

In the marketing literature, female advertising has become a popular topic in terms of consumer understanding. The researchers looked at consumer perceptions of female brands and how these perceptions affect consumer behavior and employee image. Central to this discussion is the notion of honesty and authenticity in women's advertising messages. Consumers become more discerning and critical of marketing campaigns that appear opportunistic or disingenuous in their support for gender equality and empowerment, according to research (Poels & Dewitte, 2019). Consumers are more likely to respond positively to women's brand advertising if they perceive it to be authentic and authentic, which improves their perception of the business and its principles.

Moreover, consumers' perceptions of feminist advertisements are influenced by the portrayal of stereotypes and sexist norms in advertisements. Research shows that consumers have more positive attitudes toward female advertising ads that celebrate diversity and challenge traditional gender norms (Abrantes Ferreira et al., 2010). Women's advertising campaigns aim to challenge preconceived notions and promote a more inclusive and progressive approach to femininity, featuring women in historically underrepresented

professions are less well exposed to advertising, such as leaders, entrepreneurs and athletes, and evoke strong emotional responses from viewers. The power of female advertising to produce and make and connect deeply with them is what determines how it takes off effective in its impact on consumer perception. Studies have shown that women's advertising campaigns that incorporate emotional expressions and images tend to create a lasting impression and brand a retention is greater (Eisend et al., 2014). When people connect emotionally with women's advertising messages, they feel more empathy, identification and identification with the brand, which improves their perception of its mission and values.

Furthermore, an important factor in influencing consumers' perceptions of women's advertising efforts is the cultural and social context within which they are identified. Research has shown how important cultural sensitivity and relevance is for female advertising, especially when the goal is to reach different consumers in different markets (Ganepola, 2022). Consumer perceptions of feminist advertising campaigns can be positive when they align with cultural norms, beliefs, and traditions. This increases the effectiveness of campaigns and increases the impact on brand retention.

2.2.Femvertising And Its Impact on Consumer Perception and Content Analysis:

This section explores how Femvertising influences consumer perception, particularly regarding gender representation and advertising effectiveness. Through an analysis of various advertisements, the focus is on revealing the underlying messages and societal implications embedded within Femvertising campaigns. Utilizing content analysis, the aim is to understand how the portrayal of gender roles in advertising shapes consumer attitudes and behaviors. Drawing from empirical studies and scholarly literature, this section seeks to elucidate the evolving dynamics of Femvertising influence on consumer perceptions and purchasing decisions.

2.2.1. Femvertising 's Effect:

The study conducted by Deepa Kapoor and Alka Munjal (2017) examines the relationship between self-consciousness, emotions, attitude towards femvertising, forwarding intention, and purchase intention. The results of the study showed that self-consciousness and the need for emotion had a significant effect on the attitude towards femvertising. Femvertising was found to help in building self-esteem and promoting empowerment among

women. However, respondents were not too positive about femvertising achieving gender equality or removing social taboos. The study also found that there was no significant effect of attitude towards femvertising on purchase intention. Femvertising was perceived as another strategy of companies to promote their products/services and was thought to manipulate female emotions. Women were more likely to share and discuss femvertising if they had a positive outlook towards it, which led to better word of mouth for the advertisement but may not lead to purchase intent of the advertised brand. The study concludes that liking for advertisements pertaining to feminism may be shared and discussed, but they may not necessarily lead to purchase intent of the advertised brand due to the educated, affluent, and rational decision-making of women today (Kapoor & Munjal, 2017).

The study done by (Drake, 2017) found that exposure to female empowerment messaging in ads has a positive impact on attitudes towards ads and brands and increases purchase intentions. It also elicited a stronger emotional connection to the brands among millennial females. However, the study did not find a strong influence on perceived perceptions of gender representation in advertising, highlighting the need for additional research on this subject. The manipulation in the Femvertising ads was successful, and female respondents who were exposed to them indicated significantly higher positive attitudes towards the ads and brands, as well as higher purchase intentions. The results of the study support previous research findings that show that most women have purchased a product because the ad featured a favorable portrayal of women.

The study done by Um (2020) suggest that perceived congruence between advertising message and brand leads to a favorable attitude towards femvertising, and that authenticity of the advertising message also results in positive attitudes towards femvertising. The study also shows that a positive attitude towards femvertising impacts consumer attitude towards the brand, purchase intention, and e-word-of-mouth intention. The findings are consistent with prior research on advertising evaluation, trust, and consumer behavior. The study highlights the importance of ensuring congruence between the advertising message and brand image and promoting authenticity in femvertising campaigns to enhance consumer trust and brand perception.

The study done by Van & Van (2019) aimed to investigate the direct and indirect effects of femvertising on young women's attitudes, brand gender perception, and purchase intention in the automotive industry. The results showed that femvertising was more effective than traditional advertising in increasing young women's favorable attitudes towards the ad

and purchase intentions of masculine brands in the high-involvement purchase category. Femvertising was also found to neutralize the strongly masculine brand gender and make it less distinct. However, consumers' attitude towards the ad only slightly increased purchase intention, and brand gender perception did not influence purchase intention. The study contributes to the body of literature on femvertising and brand gender and provides insights into the effectiveness of femvertising in changing young women's attitudes and perceptions of brand gender.

2.2.2. Consumer Perception Towards Femvertising:

A key determinant of attitudes, behaviors, and relationships is how consumers view female advertising. Several research projects investigate the subtlety of the consumer's nuances in women's advertising messages of the purchase of the statements. Also, how it affects intentions. The results showed that Turkish consumers generally responded positively to female advertising, especially to females related to issues of inclusion and power in the field of provision. Outside the conservative Turkish culture, women's advertising was seen as a good way to dispel traditional gender stereotypes and promote women's empowerment, research revealed that women's advertising had an impact significantly on brand awareness, as consumers showed a greater tendency to support female companies' participatory advertising campaigns (Büyükdag, 2021). Another study conducted a second study examining how Turkish consumers perceive femvertising messages, highlighting the importance of cultural relevance and authenticity. Consumers indicated a preference for female-friendly companies that they saw as privileged or not authenticity in female advertising programs. Importance of focusing on authenticity included in the study also highlighted the importance of cultural value in female advertising, and emphasizes the need for companies to adapt their messages to Türkiye cultural norms. Also, for its values align confirms that Turkish consumers tend to prefer female brands as they address cultural sensitivities well (Aruna & Gunasundari, 2021).

In addition, (Tefom & Lutz, 2021) conducted a qualitative study to investigate how Turkish consumers perceive female advertising. The findings provide valuable insights into subtle differences in consumer preferences and behavior. This study showed the complexity of consumers' attitudes towards women's brands, ranging from outright support to skepticism and disapproval as some consumers saw women's brands as a force for good in the public domain, while others questioned the intent behind these ads. Both studies highlighted the

importance of female advertising to increase in the changing Turkish consumer landscape, which means that companies that effectively implement female advertising campaigns can gain a competitive advantage in the market.

In study by Mohlin, the inclusion of female empowerment discourses in the YouTube vlogs of Swedish lifestyle influencer Bianca Ingrosso is the subject of qualitative study. The study's objective was to better comprehend what it means to be a feminist in the current Swedish media moment, where the influencer industry is frequently the subject of tensions between feminism and post feminism debates. The study challenges the neoliberal feminism embraced by influencers like Ingrosso, whose feminist alignment primarily appears in content for beauty and fashion products, by critically analyzing the postfeminist expressions of female empowerment in their social media presence. A basic talk examination was performed, using Norman Fairclough's three-layered model, to look at the manners by which Ingrosso uses and builds up postfeminist talks in her job as powerhouse. The review was performed through a women's activist point of view, upheld by women's activist and postfeminist writing, utilizing women's activist media hypothesis and field hypothesis supplemented by hypothesis on orientation and sexual capitals to inspect the material. According to the analysis, Ingrosso is empowered by the social and financial power she possesses as an influencer in a feminized setting. The postfeminist talk permits her to keep a place of power, as her actual traits and support of domineering gentility through utilization line up with the neoliberal orientation standards and assumptions that structure the commercial field were powerhouses' capability. In any case, as the entrepreneur structures permit force to be reckoned with like Ingrosso to commodify their online entertainment presence, the female strengthening that she advances is not the slightest bit adding to the endeavors of the women's activist development.

2.2.3. Examples of Gender Representation Advertising:

A number of advertisements are all over social media which can be accessed with just one click and some of them talk about femvertising (Royo-Vela & Casero-Ripollés, 2016). Some of them also talk about the causes and effects of femvertising, especially on young girls. A known problem is the advertisement and its nature representing women as something to be of an objectified nature (Loke, 2017). In a number of different ads running all over the social media and platforms, women are seen to be as a watchable or desirable object sometimes even in a sexual manner to enhance the product consumption. In this section, we will provide

examples of gender representation advertising to illustrate the various ways in which women are portrayed in marketing campaigns.

Example 1: Arby's Advertisement Analysis

Arby's advertisement in the 2009 Sports Illustrated Swimsuit Issue utilizes visual and textual elements to convey its message. The ad features a model holding oversized roast-beef burgers, symbolically representing female breasts, with the tagline "We're about to reveal something you'll really drool over." The imagery of crossed arms and burger buns positioned as if taking off a bikini top aims to capture the attention of young male viewers by creating a fantasy that consuming Arby's burgers will provide a similar sensation to consuming a woman's body. This representation objectifies women by equating them with food, perpetuating the notion that women's bodies are consumable objects. The ad creates a new social meaning by associating women's breasts with hamburgers, potentially offending and underrepresenting women.



Figure 2: Arby's advertisement Campaign

Source: SI Swimsuit Issue Advertisement (Adams, 2016:73)

Example 2: Red Tape's Advertisement Analysis

Another Indian premium brand RedTape provides a range of bags, shoes, and apparels. They also used women as objects to promote their products. The ad to be discussed here is the shoe ad, which clearly was made to promote the shoes from the brand. However, in the ad a guy get to choose from a total of four women who were sexually dressed and styled. On top of it, they were also placed in a vending machine. This clearly made it clear that how women had been used as an object. Moreover, the tagline chosen for the campaign was

written as “live your dream”. It was quite clear that the advertisement was focused on objectifying women and to promote the sexual desires rather than selling and advertising a pair of shoes.



Figure 3: Red Tape advertising Campaign, 2009

Source : <https://thesocietypages.org/socimages/2009/12/26/redtape-shoes-live-your-fantasy-campaign/>

Example 3: Dove's Advertisement Analysis

Dove's Campaign for Real Beauty, launched in 2004, remains a prominent example of Femvertising. It challenges the narrow and unattainable standards of beauty by featuring women of various ages, races, sizes, and unique attributes. The campaign aims to spark conversations about beauty and challenge stereotypes. Despite evolving over the years, the Campaign for Real Beauty continues to encourage consumers to rethink conventional beauty norms. While subject to both praise and criticism, it is widely regarded as a leading example of Femvertising. Dove's commitment to female empowerment was recognized with the Social Impact award at the 2015 Femvertising Awards. Additionally, the Campaign for Real Beauty has received numerous accolades, including top honors at Cannes Lions and being named Ad Age's top No. 1 Ad Campaign of the 21st Century. (Bahadur, 2014a; Dove, n.d.; Neff, 2014; Monllos, 2015).

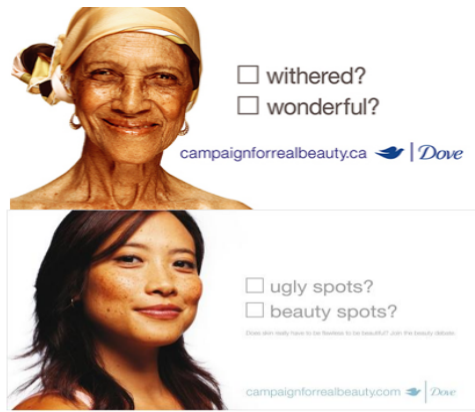


Figure 4:Dove’s campaign real Beauty

Source: Bahadur, 2014a

CHAPTER 3: CONSUMER PERCEPTIONS OF FEMVERTISING: AN EXAMPLE OF SEPHORA IN TÜRKİYE

This chapter will focus on consumer perceptions of Femvertising, using the example of Sephora in Türkiye as a case study. It will delve into how consumers perceive Femvertising campaigns, exploring their attitudes, preferences, and behaviors within a specific cultural and market context. The chapter will detail the research methodology employed, including content analysis and interviews, to uncover insights into consumer responses to Femvertising. Additionally, it will discuss the findings derived from the analysis, shedding light on consumer attitudes towards Femvertising and its impact on purchasing decisions.

3.1 . Research and Methodology:

This part presents the methodology employed to examine consumer perceptions of Femvertising, using Sephora in Türkiye as an illustrative example. It delineates the research design, data collection procedures, and ethical considerations, offering insights into the systematic approach utilized to explore consumer perceptions of Femvertising campaigns. By elucidating the methodology, this section lays the groundwork for the subsequent analysis of consumer perceptions and behaviors towards Femvertising.

3.1.1. Research Design:

The research context of this paper revolves around exploring how companies utilize femvertising as a marketing strategy and its impact on consumers' perceptions. Qualitative research concentrates more on textual data rather than numerical data, with the results presented in written or spoken form. Scholars such as Granot, Brashear, and Cesar Motta (2012) argue that qualitative methods in marketing are valuable as they offer a deeper understanding of the subject matter and allow for the interpretation of human behavior. Moreover, qualitative research focuses on gathering "soft" data, enabling researchers to grasp the nuances and intricacies of consumers' experiences (Patel & Davidson, 2019, as cited in Borssén Myrén & Danås, 2022).

In qualitative research, the primary methods chosen for data collection are case studies, interviews, and observations. However, the core of the empirical data will be gathered through in-depth interviews with female consumers. As described by Bryman and Bell (2013), qualitative research is known for its in-depth and detailed nature, focusing on gaining a deeper

understanding of the subject matter rather than numerical data. By conducting in-depth interviews, this research aims to delve into the thoughts, perceptions, and experiences of female consumers, allowing for a comprehensive exploration of their perspectives on femvertising and its impact on their buying process.

The choice of a qualitative approach was based on its ability to elicit rich and meaningful responses from participants, providing valuable insights that may not have been anticipated by the researcher. Additionally, qualitative methods offer the flexibility to delve deeper into participants' initial responses, allowing for probing to understand the reasons behind their attitudes and behaviors (Denzin, 2002). Qualitative research was selected as the primary approach due to its suitability for exploring the complex and nuanced nature of consumer perceptions and attitudes towards femvertising. This methodological choice aligns with scholars such as Granot, Brashear, and Cesar Motta (2012), who argue that qualitative methods offer a deeper understanding of the subject matter and allow for the interpretation of human behavior within its socio-cultural context. In-depth interviews were deemed appropriate for this study to facilitate a comprehensive exploration of participants' thoughts, perceptions, and experiences regarding femvertising and its influence on their purchasing decisions within the Turkish cosmetic market.

By using in-depth interviews, researchers can delve into the participants' experiences, beliefs, and attitudes, capturing rich and detailed insights (Liamputtong, 2013). The open-ended nature of semi-structured interviews enables participants to freely express their thoughts and provide nuanced responses, contributing to a deeper understanding of their perceptions and behaviors (Fontana & Frey, 2005).

The participants selected for this study underwent in-depth interviews, during which they were exposed to Sephora's "The Unlimited Power of Beauty" campaign advertisements as part of the case study on femvertising in the Turkish cosmetic sector. The interview guide consisted of six main parts: Awareness and familiarity of Femvertising, Perception of beauty, Use of Beauty Products, Perception of Femvertising, Attitudes Towards Femvertising, Perceptions of Sephora's Femvertising Campaigns, and Impact on Purchase Intentions. The questions aimed to delve into participants' perceptions of beauty, femvertising perception and impact, and the brand Sephora. Additionally, participants provided demographic information to allow for a comprehensive analysis of the data. The interviews were recorded and transcribed verbatim for analysis, with field notes capturing non-verbal cues and contextual details, ensuring a comprehensive exploration merging theory with real-world context. By

exploring participants' reactions and interpretations of the Sephora advertisements and their broader attitudes towards femvertising, the study aimed to provide valuable insights into the effectiveness of this advertising strategy in the Turkish cosmetic market.

In this study, semi-structured interviews were chosen as the preferred method of data collection. Semi-structured interviews offer the flexibility to ask follow-up questions, allowing the researchers to gather comprehensive and detailed information from the respondents (Morris, 2015). This approach was deemed appropriate as it allowed the participants to freely express their perceptions and experiences while maintaining a consistent foundation across all interviews.

The interview questions were designed to be open-ended, providing respondents with the opportunity to provide expansive and flexible answers. This approach has several advantages over close-ended questions. Firstly, open-ended questions elicit more detailed information, leading to greater clarity in the responses. Secondly, this method enhances the validity of the data as respondents have the autonomy to structure their answers in the way that best represents their views, although it may require more complex coding during analysis (Aberbach & Rockman, 2002).

3.1.2. The Aim of The Study:

This research is focused on investigating the perceptions of consumers of femvertising in the cosmetic sector within Türkiye. The primary objective of this study is to conduct an in-depth examination of the influence of femvertising within the Turkish cosmetic sector, with a particular focus on Sephora's "The Unlimited Power of Beauty" campaign. Through qualitative research methods, specifically semi-structured in-depth interviews, this study seeks to unravel how individuals in Türkiye perceive beauty standards and the impact of femvertising on their attitudes and purchase intentions regarding cosmetic products. By delving into participants' perceptions of beauty, their attitudes towards Sephora's brand, and their reactions to femvertising messages, we aim to provide comprehensive insights into the effectiveness of Sephora's campaign and its implications for consumer behavior. Moreover, this research will explore the moderating role of demographic factors such as age, gender, and income on the relationship between femvertising and consumer attitudes. Through a meticulous analysis of participant responses and engagement with the interview guide comprising dimensions such as awareness of femvertising, perceptions of beauty, attitudes

towards femvertising, and its impact on purchase intentions, we endeavor to contribute valuable knowledge to the field of marketing, shedding light on the transformative power of femvertising in shaping consumer perceptions and behaviors in the cosmetic industry. Ultimately, this study aspires to offer practical implications for marketers and advertisers, empowering them to leverage femvertising strategies effectively to connect with their target audience and drive consumer engagement and loyalty within the competitive landscape of the Turkish cosmetic sector.

3.1.3. Advertisement Description:

Sephora has launched a series of workshops and events aimed at empowering people from all walks of life as part of its "Unlimited Power of Beauty" campaign to promote diversity and inclusivity. These intelligent meetings give a stage to individuals to impart their own accounts and encounters to excellence, encouraging a feeling of local area and shared help. The initiative launched by Sephora goes above and beyond conventional marketing strategies by actively engaging with customers and encouraging them to embrace their individual beauty journeys. Through these studios, Sephora keeps on supporting its message of strengthening and self-articulation, moving people to reclassify excellence in their own particular manner Sephora (2015).

Advertisement campaign: "The unlimited power of beauty by Sephora"

The new brand campaign by Sephora, titled "The Unlimited Power of Beauty," marks a significant shift in the perception and celebration of beauty. According to Guillaume Motte, President of Sephora for Europe and the Middle East, the campaign aims to emphasize that beauty is not a norm but a universal, plural, and inclusive concept that provides self-confidence and empowerment. Sephora's campaign reflects a new brand identity and posture, which will be further emphasized through mini stories featuring the creators of brands exclusively available at Sephora, such as Fenty, Huda Beauty, Anastasia Beverly Hills, and others. Additionally, testimonials from Sephora's internal teams and top clients will contribute to the personal testimonial aspect of the campaign (CB News, 2023).

The campaign emphasizes Sephora's commitment to celebrating and embracing beauty in all its forms, reinforcing the brand's position as a leader in the cosmetics industry (LVMH, 2023). Sephora believes that every woman has her own definition of beauty, and through self-affirmation, beauty becomes a powerful force. The campaign seeks to challenge traditional

beauty standards and promote inclusivity and diversity. With its inclusive vision and celebration of individual beauty, "The Unlimited Power of Beauty" campaign aligns with the evolving perception of beauty in society. Sephora aims to empower individuals to embrace their unique beauty and redefine beauty norms (LVMH, 2023). The campaign signifies Sephora's commitment to driving societal change through its brand activism and cultural footprint.

The film campaign, "The Unlimited Power of Beauty," launched by Sephora, invites viewers on a captivating journey of self-reflection and empowerment. Directed by Jonas Lindstroem, the film depicts the various stages of a person's life, showcasing moments of doubt, joy, and strength. It emphasizes the idea that beauty is not confined by age, appearance, or style, but is a powerful tool for self-expression (CB News, 2023). The campaign challenges societal norms and promotes inclusivity by celebrating the diversity of beauty. Through its inspiring storytelling and authentic representation, Sephora's film campaign encourages individuals to embrace their unique beauty and redefine traditional beauty standards. By embracing "The Unlimited Power of Beauty," Sephora reaffirms its commitment to empowering individuals and solidifies its leadership in the cosmetics industry (LVMH, 2023). Nadine Ijewere, a British photographer, contributes to the campaign by capturing a series of portraits that showcase the richness of beauty across different ages, genders, physiques, and styles. The chosen cover of "I'm not In Love" by Kelsey Lu enhances the emotional power of the campaign (CB News, 2023).

The campaign of Sephora leaves a long-lasting impression on the audience. The paper will further view is deeply (Sephora Switzerland, 2020).

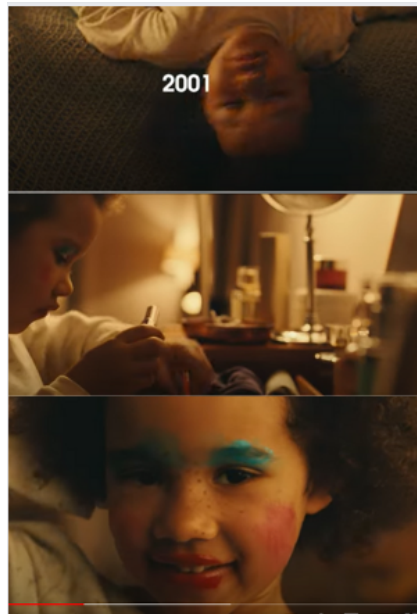


Figure 5: Visual Representation of Beauty Empowerment in 'The Unlimited Power of Beauty' Advertisement: The girl in 2001

Source : <https://www.creativereview.co.uk/sephora-betc-the-unlimited-power-of-beauty/>

In 2001, one is a young child and does not know what the future holds or where. One does not know if they are beautiful or not. But, can make themselves pretty. Though they think that who is the other to decide.



Figure 6: Visual Representation of 'The Unlimited Power of Beauty' Advertisement: The girl in 2006

Source:<https://in.pinterest.com/pin/musique-pub-sephora-im-not-in-love-kelsey-lune-reprise-de-10cc--604960162454461769/>

In 2006, one the same person, when growing up is worried about her body when wearing a swimsuit in camp. Also, she questions if her freckles are supposed to be this way or are hers in a wrong way.



Figure 7: Visual Representation of the advertisement 'The Unlimited Power of Beauty': The girl in 2011

Source : <https://betc.com/en/lifestyle/the-unlimited-power-of-beauty1>

In 2011, the person becoming women tries moew to start living like a women. She wears makeup and tries perfume. She likes what she is doing. And, wants to keep holding the feeling she gets while being pretty.



Figure 8 : The Unlimited Power of Beauty' Advertisement: Representation of the Girl in the Year 2014

Source:<https://lacriaturacreativa.com/2020/02/19/the-unlimited-power-of-beauty-la-campana-con-la-que-sephora-quiere-acabar-con-las-normas-establecidas-sobre-la-belleza/>

Moving on to 2014, after a bad breakup the women looks at herself in the mirror and sees herself closely. She questions herself. And then concludes to love herself again all over. Thinking, it is hard to fall in love with herself again but, never too late to try again.

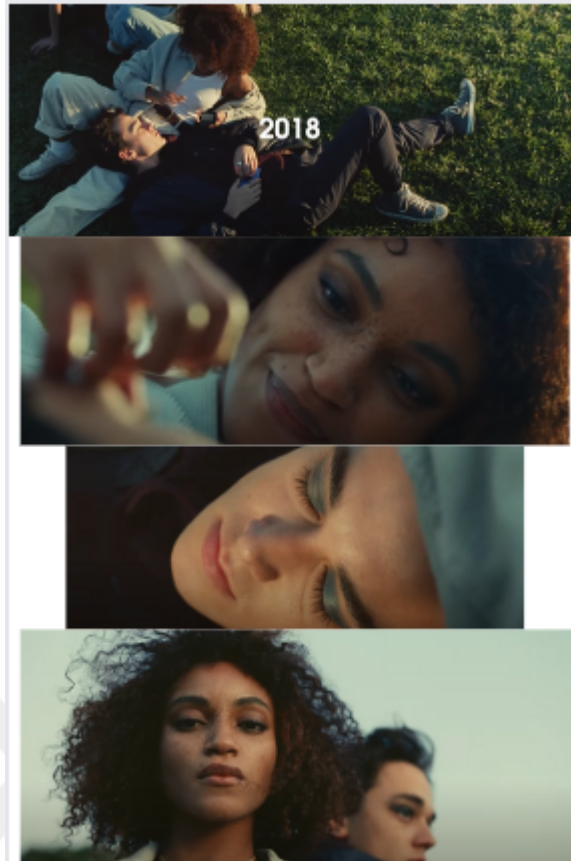


Figure 9 : The Unlimited Power of Beauty' Advertisement: Representation of the Girl in the Year 2018

Source: <https://www.itsnicethat.com/news/jonas-lindstroem-nadine-ijewere-betc-sephora-the-unlimited-power-of-beauty-advertising-180220>

In 2018, she comes to realize that it is much easier to love others and look at them. But, if one looks at themselves through the eyes of others, they would look much pretty too. The eyes are an object to remove the borders that stood in the first place.

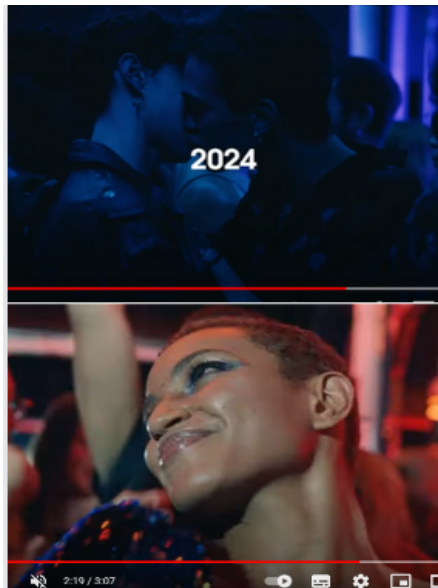


Figure 10: Visual Depiction of Beauty Empowerment in 'The Unlimited Power of Beauty' Advertisement: Character Representation in 2024

Source: <https://www.creativereview.co.uk/sephora-betc-the-unlimited-power-of-beauty/>

In 2024, everything changed for her. She is much confidence now. She is beautiful and feels like it is the most powerful thing. She dances around in clubs and feels life is going just perfect.

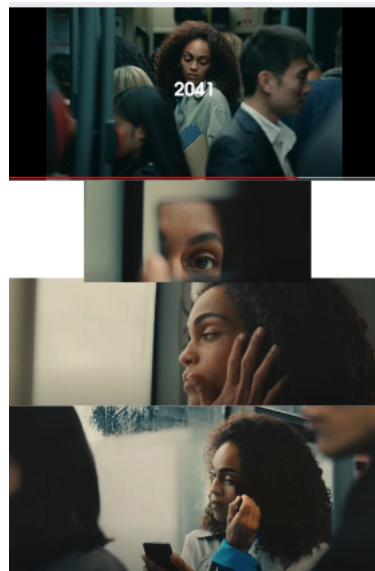


Figure 11. Visual Depiction of Beauty Empowerment in 'The Unlimited Power of Beauty' Advertisement: Character Representation in 2024

Source : <https://getyarn.io/yarn-clip/6f5f1b24-9dc9-4e41-b9fd-169e7adeb54d>

By 2041, she feels different. She does not have that energy again. She feels worthless. First, she thinks it is because she got old. She gets wrinkles as she checks in the mirror. Then she quickly applies more makeup to hide her flaws. And, suddenly she remembers something else.

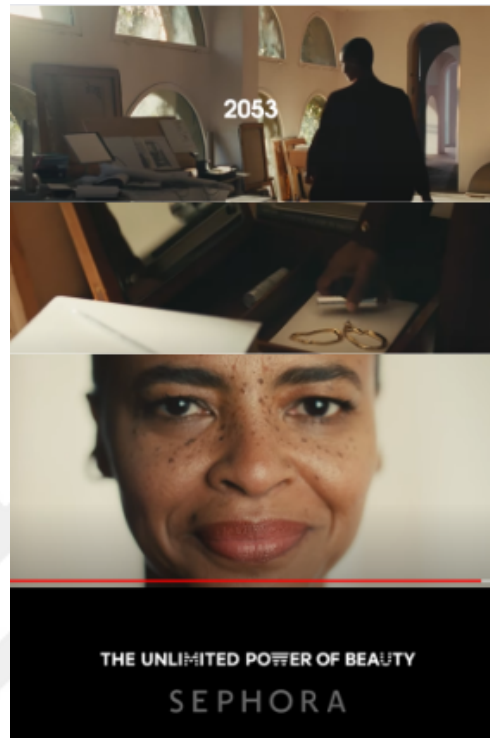


Figure 12: 'The Unlimited Power of Beauty' Advertisement: Portrayal of the Girl in 2053

<https://katakita.petra.ac.id/index.php/sastra-inggris/article/download/13150/11514>

Then in 2053, she suddenly comes to a point where she recalls the power of beauty. She heads to the place. She opens a box and remembers the power of beauty. The unlimited power of beauty that is SEPHORA.

Hence, overall the ad talks of life of every ordinary girl. How she walks through her path of life and meets different emotions. All through that, she comes to realize that the only thing that works well for her is Sephora as it is the unlimited power of beauty for each.

3.1.4. Data Collection Procedure, Tools, and Materials:

The data collection for this qualitative study will involve conducting in-depth interviews with individuals living in Türkiye. The interviews will be the primary method to

gather rich and detailed insights into participants' attitudes and perceptions towards femvertising in the cosmetic sector and its impact on their purchase intentions. The interviews were conducted using a combination of face-to-face, Zoom, and phone call methods, accommodating participants' preferences and availability.

Participants will be selected through purposive sampling, aiming to include a diverse range of individuals representing different age groups, socioeconomic backgrounds, and educational levels. The selection process will be conducted with the objective of capturing a variety of perspectives and experiences related to femvertising and the cosmetic industry in Türkiye.

Prior to the interviews, an interview guide was developed, drawing insights from the relevant literature, including the work of "*The Impact of Femvertising on Consumer Attitudes and Purchase Intentions: A Qualitative Study of Swedish Gen Z Consumers*" by Lovisa Borssén Myrén and Annie Danås.

In this study, great care and consideration were given to formulating well-thought-out questions that would provide the most relevant and valuable data for the research purpose. The questions used in the interviews were carefully reviewed and approved by our supervisor to ensure their effectiveness and relevance to the study (see Appendix 1). As emphasized by Yin (2016), the quality of questions is crucial in collecting accurate and meaningful information for research purposes.

To encourage free and unrestricted responses, all questions were designed to be open-ended, allowing the respondents to express their views without being guided in any direction (Granot et al., 2012).

Participants will be contacted and informed about the research's purpose, confidentiality, and voluntary nature. Prior to the interview, they will be briefed about femvertising and its significance in advertising campaigns. For participants who are not aware of the term "femvertising," a clear definition will be provided during the interview. This definition was aimed at ensuring that the participants were well-informed about the term and could respond based on a common understanding. The definition used for femvertising in this study was: "*Femvertising is all about advertisers promoting their support of women through female empowerment*" (Sterbenk et al., 2021). By providing this context, we aimed to establish a shared foundation for the interview discussions and enhance the accuracy and relevance of the data collected.

The interview guide consisted of six main parts, designed to explore various aspects related to femvertising and consumer behavior in the cosmetic sector. The parts included:

1. Introduction and Familiarity with Femvertising and Sephora Brand
2. Display Advertisement
3. Attitudes and Towards Femvertising
4. Perceptions of Sephora Femvertising Campaigns
5. Impact on Purchase Intentions for beauty products
6. Follow-up Questions and Probing
7. Demographic Information

During the interview, the participants will be shown Sephora's advertisements "the unlimited power of beauty". After advertisement is shown, participants will be asked about their initial thoughts, emotional responses, and perceptions of the messages conveyed.

During the interview detailed notes were taken to capture essential information. Additionally, to ensure accuracy and completeness, the interviews were also recorded and later transcribed. Seeking permission from the respondents to record the interviews aligns with Yin's (2016) recommendation. The audio recordings proved beneficial during the coding process, as stated by Bell and Waters (2016). To safeguard the data, the transcriptions were created using Microsoft Word, providing an added layer of protection even in the event of computer malfunctions. Once the transcriptions were completed, the audio files were securely deleted to protect the respondents' confidentiality and prevent any risk of unauthorized sharing (Yin, 2016, as cited in Borssén Myrén & Danås, 2022). The respondents were made fully aware of the confidentiality measures, encouraging them to provide truthful and honest responses (Patel & Davidson, 2019). Consequently, only their first names and birth years are used in this study to maintain anonymity and protect their privacy.

Both primary research and secondary data play important roles in academic research in generating insights and arguments. Let's break each one down and, if requested, provide some literature information.

3.1.4.1. Secondary Data:

Secondary data refers to information that has already been collected, processed, and published by others. This data can originate from various sources such as books, journals,

reports, and online datasets. The literature review is typically a central component of a thesis that utilizes secondary data.

A literature review involves critically analyzing existing literature on a specific topic or research question. It entails summarizing, synthesizing, and evaluating past research findings, theories, and methodologies relevant to the study being conducted. The purpose of the literature review is to underpin the theoretical framework, provide context for the study, and identify research gaps.

Several insightful resources discuss the significance and methodology of conducting a literature review. For example, Jose L. Galvan's "Writing Literature Reviews: A Guide for Students of the Social and Behavioral Sciences" and Lawrence A. Machi and Brenda T. McEvoy's "The Literature Review: Six Steps to Success" offer comprehensive guidance on conducting a thorough literature review. Additionally, academic journals such as the "Annual Review of Psychology" and the "Journal of Management" frequently publish literature reviews on various topics, providing examples of how to structure and present a comprehensive review of existing research.

3.1.4.2. Primary Data:

The collection of original data straight from the source is known as primary research. This can incorporate strategies like trials, overviews, perceptions, and meetings (Glass, 1976).

For this thesis, primary data collection was conducted through two key methods: content analysis of Sephora's advertisements over the years and in-depth interviews with consumers.

A longitudinal content analysis was carried out to examine the evolution of Sephora's advertising strategies, particularly focusing on femvertising campaigns. Content analysis is a research technique used to systematically analyze the content of communication by categorizing verbal or behavioral data to classify, summarize, and tabulate the data (Krippendorff, 2018). This method provided a comprehensive understanding of how Sephora's advertising campaigns have adapted to changing societal norms while maintaining their core identity.

In-depth interviews were conducted as a qualitative research technique to gain detailed insights into consumer perceptions of Sephora's femvertising campaigns. An in-depth

interview is a qualitative method characterized by open-ended, conversational dialogue designed to elicit detailed responses from participants (Boyce & Neale, 2006).

Semi-structured interviews are a subjective examination technique that considers adaptability in questioning while at the same time ensuring key points are covered (Rubin & Rubin, 2012). These interviews include a set of open-ended questions that have been predetermined, but they also allow for additional questions and probing to delve deeper into the responses of the participants.

There are a few assets accessible that examine the procedure and best practices for directing semi-organized interviews. "Subjective Talking: The Specialty of Hearing Information" by Herbert J. Rubin and Irene S. Rubin gives an extensive manual for leading subjective meetings, including semi-organized interviews.

In addition, articles on qualitative research methods, including interviews, are frequently published in journals like "Qualitative Research" and "Qualitative Inquiry," providing researchers with useful insights and examples.

3.1.5. Research Questions:

This part outlines the specific research questions guiding the investigation into consumer perceptions of Femvertising, with a focus on the example of Sephora in Türkiye. These research questions serve as a framework for the study, providing clear objectives for exploring how consumers perceive Femvertising campaigns within a cultural and market context. By delineating the research questions, this section sets the stage for the subsequent analysis and discussion of findings, aiming to contribute to a deeper understanding of the effectiveness and impact of Femvertising on consumer behavior.

1. How do consumers in Türkiye perceive Sephora's "The Unlimited Power of Beauty" femvertising campaign within the cosmetic sector, and how does this perception influence their attitudes towards advertised products and purchase intentions?
2. What are the underlying factors that shape consumers' perceptions of femvertising messages in the cosmetic industry of Türkiye, and how do these perceptions vary across different demographic groups?

3. To what extent do consumers' perceptions of femvertising in Türkiye reflect shifts in beauty standards, self-concept, and brand image within the context of the cosmetic sector, and how do these perceptions influence their purchasing behavior?

3.1.6. Questionnaire Design:

Table 1 demonstrates the alignment between the research purpose, research questions, interview questions (see Appendix 1), and the theoretical framework. Interview questions were formulated based on the research purpose and questions. The concepts derived from the theoretical framework are also included, connecting them to the purpose, research questions, and the data collected. This table provides a clear overview of how these elements interconnect to guide the research process.

A comprehensive interview guide was meticulously formulated. This guide was meticulously informed by a thorough review of pertinent literature, which notably encompassed scholarly works such as "The Impact of Femvertising on Consumer Attitudes and Purchase Intentions: A Qualitative Study of Swedish Gen Z Consumers" authored by Lovisa Borssén Myrén and Annie Danås.

The letters "a," "b," and "c" are utilized as identifiers for various sub-parts or perspectives inside each examination question. They help to separate the fundamental examination question into more modest, more unambiguous areas of request that can be tended to during the screening. The purpose of these sub-components is to investigate various facets of the overarching research question to collect extensive data and insights. The various components of the research questions, interview questions, and concepts derived from the theoretical framework are represented by the elements labeled 1a, 1b, 1c, 2, 3a, 3b, 3c, 6a, 6b, 6c, 7a, 7b, 4a, 4b, 4c, 4d, 5a, 5b, and 5c in Table 1. We should separate every component and its importance:

Questions for Research:

These are general requests that guide the exploration study. A number of research questions marked with "1" and "2" in the table. Each exploration question tends to a particular part of your review's targets.

Questions for Interview:

During the process of gathering data, specific inquiries are posed to participants in the form of interview questions. The interview questions are denoted in the table by the letters "a," "b," and "c," which denote the various sub-questions or subjects that are investigated within each main research question.

The interview questions in this study were carefully designed to explore consumers' perceptions of femvertising in the context of the cosmetic sector, particularly focusing on Sephora's advertising campaign, "The Unlimited Power of Beauty." Drawing inspiration from existing literature on femvertising and consumer behavior, the questions were structured to elicit responses regarding participants' familiarity with femvertising, their perceptions of beauty standards, attitudes towards femvertising, and the influence of femvertising on purchase intentions. Additionally, questions were formulated to assess participants' reactions to Sephora's femvertising campaigns specifically, aiming to understand how these campaigns shape consumer perceptions and purchase decisions in the beauty retail sector. Prior to the interviews, considerable effort was invested in crafting a comprehensive interview guide, drawing insights from scholarly literature, notably inspired by the influential work of *Lovisa Borssén Myrén* and *Annie Danås* in their study on femvertising and its impact on consumer behavior.

The formulation of interview questions underwent a meticulous process, ensuring their precision and relevance in capturing nuanced insights crucial for the research objectives. Each question was subjected to thorough validation by our supervisor, ensuring its alignment with the study's purpose and methodological rigor (refer to Appendix 1 for the finalized interview questions). As emphasized by Yin (2016), the quality of questions plays a pivotal role in eliciting accurate and profound data for research purposes. Furthermore, to foster uninhibited and authentic responses, all questions were intentionally designed to be open-ended, allowing participants the freedom to express their viewpoints without constraint (Granot et al., 2012). This rigorous approach to question construction reinforces the credibility and robustness of the research findings, thereby upholding the integrity of the research process.

Concepts:

Ideas allude to the hypothetical builds or thoughts that support the exploration study. The theoretical framework, which serves as a theoretical foundation for comprehending the investigated phenomenon, is the source of these. In your table, the ideas are recorded close by the examination questions and inquiries to exhibit how they connect with one another.

(Grønmo, S., & Gjems, L. 2008), Solomon, M. R. 2014), (Carroll, A. B., & Shabana, K. M. 2010) et al.

Research questions	Interview questions	Concepts
How do individuals in Türkiye perceive femvertising messages in the cosmetic sector?	1a, 1b, 1c	- 1a: Familiarity with Femvertising - 1b: Awareness of Advertisements - 1c: Brand awareness
What is the impact of femvertising in the cosmetic sector on consumers' attitudes towards the advertised brand and product in Türkiye?	2,3a ,3b, 3c	- Initial thoughts, - Emotional response - Consumer perception - Beauty concept - Beauty standards
How does exposure to femvertising in cosmetic advertisements influence participants' purchase intentions?	6a, 6b, 6c	- Influence in femvertising - Purchase intention for Sephora
How do participants perceive the relationship between femvertising practices and brand loyalty in the cosmetic sector in Türkiye?	7a, 7b	- Brand personality - Brand image and loyalty
How do socio-demographic factors such as age, gender, and income moderate the impact of femvertising on consumer attitudes and purchase intention in the cosmetic sector in Türkiye?	4a, 4b, 4c, 4d	- Effectiveness of femvertising - Consumer perception - Purchase decisions -
What are the participants' general attitudes towards femvertising as a marketing strategy, and how does it align with their beliefs about gender representation and empowerment?	5a, 5b, 5c	- Attitudes toward femvertising - Perception of Beauty - Perception of femvertising

Table 2: Alignment of Research Purpose, Research Questions, Interview Questions, and Theoretical Framework

Author's own analysis,2024

3.1.7. Sampling:

Sampling is an essential component of the research methodology, particularly in the context of a thesis proposal. It involves the systematic selection of a subset of individuals, items, or elements from a larger population for the purpose of study and inference-making (Burns & Grove, 2019). By employing sampling techniques, researchers can acquire data in a manner that is both cost-effective and efficient, while ensuring that the chosen sample adequately represents the characteristics of the entire population (Polit & Beck, 2017). Sample size refers to the quantity of members or components included in the study (Polit & Beck, 2017). Deciding the suitable sample size is vital to ensure that the sample is adequately large to provide sufficient statistical power for analysis while also being feasible in terms of time and resources (Sekaran & Bougie, 2016).

The sampling procedure outlines the steps taken to select participants for the study, detailing how participants will be recruited, inclusion and exclusion criteria, and any ethical considerations associated with sampling.

In a thesis, sampling serves several crucial purposes. Firstly, it allows researchers to examine a subset of the population rather than the entire population, making the research process more efficient in terms of time, resources, and effort (Polit & Beck, 2017). Factors such as time constraints, budget limitations, or the sheer size of the population may make it impractical or impossible to study the entire population comprehensively. Sampling makes it feasible to collect data from a manageable subset of the population, making the research more practical and feasible. Conducting research on a sample is often more cost-effective than studying the entire population (Sekaran & Bougie, 2016). Sampling reduces the expenses associated with data collection, analysis, and other research activities by enabling researchers to gather data from a representative subset of the population.

By selecting a representative sample from the population, researchers can generalize findings and draw inferences about the larger population. While the findings may not apply to every individual in the population, they can provide valuable insights into patterns, trends, and relationships likely to exist within the population as a whole (Burns & Grove, 2019). Sampling also enables researchers to achieve sufficient statistical power for their analyses. By selecting an appropriately sized sample, researchers can ensure that their study includes

enough participants to detect significant effects or relationships, thereby enhancing the reliability and validity of their findings (Polit & Beck, 2017).

Moreover, sampling allows researchers to focus their efforts and resources on specific subgroups or segments of the population that are particularly relevant to their research objectives. This enables researchers to tailor their study to address specific research questions or hypotheses more precisely (Sekaran & Bougie, 2016).

In this thesis, multiple sampling methods are used including:

4.7.1. Purposive Sampling:

Purposive sampling is employed to select participants based on specific criteria relevant to the research objectives. In this study, participants are deliberately chosen by the researcher to ensure diversity in social backgrounds, age groups, economic statuses, and educational levels (Guest, Bunce, & Johnson, 2006). This method enables the selection of individuals who are likely to offer a broad spectrum of perspectives on the topic under investigation, which in this case is femvertising in the Turkish cosmetic industry.

4.7.2. Snowball Sampling:

According to the text, snowball sampling is also employed in the participant selection process. This method involves using participant referrals to recruit additional participants. Initially identifying potential participants from various social backgrounds in Turkey through convenience sampling methods likely facilitated the snowball effect, whereby additional participants were recruited through the social networks of the initial contacts, thereby expanding the diversity of social backgrounds represented in the study (Biernacki & Waldorf, 1981).

The sample in this study refers to the participants providing primary data (Alvehus, 2019). In this research, the sample will consist of both men and women living in Türkiye who are consumers of cosmetic products. Participants will be selected through purposive sampling to ensure a diverse representation of individuals in different age groups, socioeconomic backgrounds, and educational levels. The goal is to capture a wide range of perspectives and experiences related to femvertising and the cosmetic sector in Türkiye. Purposive sampling is a non-probability sampling technique where participants are selected by the researcher based on their familiarity or expertise with the study's subject. Because it enables the researcher to

choose participants who are likely to provide in-depth information on the issue, this strategy is frequently utilized in qualitative research (Patton, 2015).

During the interview sessions, participants will first be asked if they are familiar with the concept of femvertising to gauge their existing knowledge and understanding of the topic. If any participants are not familiar with the term "femvertising," a clear and concise explanation will be provided before proceeding with questions related to the advertisements. This approach ensures that all participants have a common understanding of femvertising before expressing their opinions on the subject matter, including the femvertising campaigns of Sephora, such as "The Unlimited Power of Beauty."

The findings from this diverse sample of participants will contribute valuable insights to understanding how femvertising influences consumer attitudes and purchase intentions in the cosmetic sector in Türkiye, shedding light on the impact of empowering and challenging gender stereotypes through advertising campaigns.

The participant selection for this study employed a purposive sampling technique to ensure diversity in cultural backgrounds among residents of Türkiye. The primary objective was to encompass a wide array of perspectives influenced by the varied cultural dynamics within Türkiye (Patton, 2002). The target demographic included 18 individuals aged between 20 and 36. Potential participants were initially identified using convenience and snowball sampling methods, reaching out to individuals from diverse cultural backgrounds residing in Türkiye. These initial contacts subsequently facilitated the recruitment of additional participants through their social networks, thereby expanding the scope of cultural backgrounds and experiences represented in the study (Guest, Bunce, & Johnson, 2006).

Participants were selected to ensure diversity in terms of cultural backgrounds, age, allowing for a comprehensive exploration of their perceptions and experiences related to the brand campaign. Ethical considerations were adhered to throughout the study, ensuring informed consent, confidentiality, and anonymity of the participants.

This table provides a breakdown of participants by gender and age group, indicating the total number of participants in each category.

Gender	Age group	Total Participants
Female	20-25	7
	26-30	4

	31-36	2
Male	20-25	2
	26-30	1
	31-36	2

Table 3: Participants by age and gender

3.1.8. Quality Criteria:

To ensure the quality of this qualitative research, various criteria were considered. Credibility was achieved by allowing respondents to review and confirm the interpretations and transcriptions of their interviews. To enhance transparency, all interview transcriptions were provided in the original language. The study acknowledges its limitations in terms of generalizability but aims to offer valuable insights into consumers' perceptions of femvertising and its impact on their purchase intentions. Dependability, like reliability, emphasizes the clear presentation of the methodology to enable potential replication, despite the inherent complexity of individual experiences. Lastly, to maintain confirmability, the researchers strived to remain objective and unbiased throughout the study, ensuring that their own values did not influence the results (Gill, Gill & Roulet, 2018; Merriam & Tisdell, 2016; Noble & Smith, 2015, as cited in Borssén Myrén & Danås, 2022).

3.1.9. Ethical Considerations:

This study strictly followed ethical guidelines to ensure respondent confidentiality and integrity (Bryman & Bell, 2013). Participants were informed about the study's purpose and voluntary nature of their involvement. Their confidentiality was safeguarded, and data protection measures were implemented (Bryman & Bell, 2013). Respondents' anonymity was preserved, with only their first name and year of birth used for identification. The recorded interviews were deleted after transcription to eliminate any potential risk of identification. By upholding these ethical principles, the study aimed to create a respectful and secure research environment for the participants.

3.1.10. Importance of Study:

The significance of this thesis lies in its examination of the concept of femvertising within the context of marketing, specifically focusing on the cosmetic sector in Türkiye.

While femvertising has garnered attention in various disciplines such as sociology, women's studies, media studies, and public relations, its exploration within the realm of marketing has been scarce, particularly in the Turkish context (Bozbay et al., 2019; Kürüm, 2022). This research will address this gap in the literature by delving into the impact of femvertising on consumer attitudes and purchase intentions in the cosmetic industry in Türkiye.

By adopting a marketing lens, this study aims to offer valuable insights to both academia and the marketing industry. Firstly, it will contribute to the growing body of knowledge on femvertising within the marketing domain, shedding light on how empowering and challenging gender-stereotype advertisements can influence consumer behavior and brand perception. Secondly, this research will provide practical implications for companies and brands operating in the cosmetic sector. The findings will inform companies about the latest trends in the industry, enabling them to enhance their marketing and advertising strategies by leveraging the potential of femvertising to connect with their target audience effectively.

By investigating consumers' responses to femvertising advertisements, this study seeks to equip marketers with the knowledge to create impactful and authentic campaigns that resonate with their audience and foster brand loyalty. Understanding the implications of femvertising on consumer behavior is vital in the competitive landscape of the beauty industry, where effective marketing strategies can significantly influence purchase decisions.

Furthermore, the study's focus on the Turkish context adds to its importance, as cultural and societal factors can shape consumer responses to advertising messages. The findings will offer specific insights into how femvertising resonates with Turkish consumers, thereby guiding companies in tailoring their marketing efforts to align with the cultural values and preferences of their target market. This study is poised to offer valuable insights that can inform marketing strategies in the cosmetic sector and contribute to the broader understanding of consumer behavior in response to empowering advertising campaigns.

3.1.11. Limitations of The Study:

The study acknowledges several limitations that warrant consideration regarding the interpretation and generalizability of its findings. Firstly, while the sample size aligns with qualitative research standards, its relatively small scale may constrain the broader applicability of the results beyond the specific context under investigation. Secondly, the study's focus on specific cultural groups may offer insights into particular segments of the

population but may not fully encapsulate the diverse cultural tapestry of Türkiye. Thirdly, time constraints during the study period may have curtailed the depth of exploration into certain aspects, potentially limiting the comprehensiveness of the analysis.

Additionally, the study's exclusive emphasis on Sephora as a single brand, coupled with its reliance on a specific advertisement, introduces constraints on the transferability of the findings to other beauty brands or alternative advertising campaigns within the cosmetic sector. Moreover, the subjective nature inherent in thematic analysis poses challenges in consistently interpreting the data, potentially influencing the conclusions drawn from the study.

In light of these limitations, the study underscores the importance of future research endeavors to address these constraints and attain a more comprehensive understanding of femvertising campaigns' dynamics and their impact on consumer perceptions within the beauty industry. By mitigating these limitations, future studies can contribute to advancing knowledge in this domain and provide insights that are more robust and applicable across diverse contexts within the field of marketing and advertising.

3.1.12. Data Analysis:

In this study, the collected data underwent a rigorous analysis process to derive meaningful insights and address the research objectives. The interviews conducted with female consumers were recorded and transcribed to facilitate thorough examination. These transcribed data were compiled and organized in an Excel document, with a focus on identifying the most pertinent findings. To protect the confidentiality of the respondents, each participant was anonymized and assigned alphabetical aliases (A-R).

The analysis approach employed for this qualitative study was thematic analysis, as suggested by Braun and Clarke (2006). Thematic analysis is particularly suited for identifying patterns and themes that align with the study's objectives. The process of thematic analysis entailed coding the transcribed data to identify meaningful segments, which were subsequently grouped into themes. These themes were then compared and aligned with the underlying theoretical framework to draw comprehensive conclusions about the impact of femvertising campaigns.

Through this method, recurring patterns, themes, and insights within the data set were discerned. The systematic categorization of coded data into themes enabled a holistic understanding of the participants' perspectives and experiences concerning femvertising campaigns and their influence on consumer behavior. This thorough data analysis process ensures that the study's findings provide valuable and relevant insights into the way's companies utilize femvertising as a marketing strategy and its implications on consumers' buying process.

3.2 . Analysis and Findings:

This chapter presents the findings derived from the analysis of participants' responses to the interview questions outlined in the interview guide. Each section of participants' findings delves into their responses to the interview questions, providing detailed insights into their perceptions and experiences related to various aspects of femvertising, brand perception, and purchase intentions within the cosmetic sector in Türkiye. Through thematic analysis, the findings illuminate the diverse perspectives and attitudes of participants, shedding light on the effectiveness of Sephora's "The Unlimited Power of Beauty" campaign and its influence on consumer behavior.

3.2.1. Findings from the Content Analysis:

This part gives a comprehensive overview of Sephora's brand identity, core identity, augmented identity, value propositions, and relationship with its customers. Also provide the content analysis of Sephora's femvertising campaign.

3.2.1.1. Examination of Sephora's Brand Identity, Core Identity, Augmented Identity, Value Propositions, and Relationship:

Sephora's brand identity encompasses its core values, mission, and personality. It's known for offering a diverse range of beauty products and fostering a sense of community and inclusivity among its customers. Sephora's brand identity is characterized by its commitment to innovation, quality, and diversity in the beauty industry.

Core Identity: Sephora's core identity revolves around its core values and principles that remain consistent over time. These include providing customers with access to a wide

range of high-quality beauty products, offering expert advice and personalized services, and creating an inclusive and welcoming environment for beauty enthusiasts of all backgrounds.

Augmented Identity: Sephora's augmented identity includes elements such as its product offerings, target demographic, brand personality, symbols, slogans, and messages.

Product Offerings: Sephora offers a vast selection of cosmetics, skincare, haircare, fragrance, and beauty tools from both established and emerging brands.

Target Demographic: Sephora caters to a diverse demographic, including women, men, and non-binary individuals of various ages, backgrounds, and beauty preferences.

Brand Personality: Sephora's brand personality is characterized by traits such as innovation, inclusivity, expertise, and empowerment. It positions itself as a beauty authority that encourages self-expression and celebrates individuality.

Symbols: Sephora's iconic black and white striped shopping bags, as well as its distinctive black and white color scheme, serve as recognizable symbols of the brand.

Slogan: Sephora's current slogan, "We Belong to Something Beautiful," reflects its commitment to inclusivity and diversity within the beauty community.

Messages: Sephora's marketing messages focus on empowering customers to explore and express their unique beauty identities. They emphasize the transformative power of makeup and skincare in boosting confidence and self-expression.

Value Propositions: Sephora offers functional, hedonic, and emotional value propositions to its customers.

Functional Value Proposition: Sephora offers a wide range of high-quality beauty products, both in-store and online, catering to diverse customer needs and preferences. Customers can easily find products for skincare, makeup, haircare, and fragrance, along with tools and accessories to enhance their beauty routines. Sephora's online platform provides convenient shopping experiences, including user-friendly navigation, product reviews, and fast delivery options. Additionally, Sephora's YouTube channel offers valuable tutorials, tips, and product demonstrations, empowering customers to make informed purchasing decisions.

Hedonic Value Proposition: Sephora offers customers an immersive and enjoyable shopping experience that goes beyond mere product acquisition. Through engaging events, interactive tutorials, and collaborations with influencers, Sephora creates a vibrant community

where customers can discover new trends, share beauty tips, and connect with like-minded individuals. The influence of influencers adds an element of excitement and inspiration, enhancing the overall enjoyment of the shopping experience. Customers derive pleasure from exploring the latest beauty innovations, trying out new looks, and indulging in self-care rituals that promote well-being and happiness.

Emotional or Personal Value Proposition: Sephora empowers customers to embrace their individuality and celebrate their unique beauty. By offering a diverse selection of products and fostering an inclusive community, Sephora promotes self-expression and self-respect. Customers feel confident and empowered to explore new trends, experiment with different looks, and express their personal style. Sephora's commitment to promoting self-respect encourages customers to prioritize their physical and emotional well-being as part of their beauty journey, fostering a sense of confidence and empowerment that extends beyond cosmetics.

Relationship: If Sephora were a person, it would likely be perceived as a trusted friend or beauty advisor. Customers rely on Sephora for expert advice, high-quality products, and personalized recommendations, fostering a sense of loyalty and connection akin to a friendship. Sephora's commitment to customer satisfaction and dedication to helping individuals look and feel their best solidify its position as a trusted ally in the pursuit of beauty and self-expression. This relational approach enhances the overall customer experience and strengthens Sephora's brand identity.

3.2.1.2. Content Analysis of Sephora's Advertisement:

The content analysis was conducted to gain insights into consumer perceptions regarding femvertising in the cosmetic sector in Türkiye, focusing on Sephora's femvertising campaign "The Unlimited Power of Beauty." The analysis revealed multifaceted perspectives, attitudes, and responses among participants, addressing various aspects outlined in the research questions.

Sephora's "The Unlimited Power of Beauty" advertisement serves as a poignant exploration of the evolving concept of beauty in contemporary society. Through a meticulous examination of various semiotic and symbolic elements, including visuals, language, music, and colors, the advertisement conveys a powerful message of empowerment, self-discovery, and self-love:

The advertisement meticulously curates a diverse cast of individuals, showcasing a broad spectrum of ethnicities, ages, body types, and gender identities. This intentional inclusivity reflects the multifaceted nature of beauty and challenges traditional beauty norms by celebrating diversity and individuality.

Symbolic imagery, such as mirrors, reflections, and facial expressions, serves as visual metaphors for self-examination, personal evolution, and growth. Close-up shots capture intimate moments of introspection and vulnerability, inviting viewers to empathize with the characters' emotional journeys of self-discovery and self-acceptance.

➤ **Narrative Structure:**

The advertisement follows a narrative structure that unfolds through a series of poignant vignettes, each depicting a different stage of a woman's life journey. From moments of doubt and insecurity to moments of strength and self-assurance, the narrative chronicles the evolution of beauty and self-perception over time.

The intimate and emotional tone of the narrative invites viewers to reflect on their own experiences of self-perception and self-acceptance. By portraying beauty as a deeply personal and transformative journey, the advertisement encourages viewers to embrace their unique identities and celebrate their individuality.

➤ **Language and Text:**

The use of language in the advertisement is deliberate and thought-provoking, reinforcing the message of empowerment and self-affirmation. Phrases such as "The Unlimited Power of Beauty" and "Beauty is not a standard, a size or a filter" challenge conventional beauty norms and redefine beauty as a source of strength and self-expression.

The narrator's introspective monologue poses thought-provoking questions about beauty standards, self-image, and societal expectations, prompting viewers to reflect on their own perceptions of beauty and identity. This rhetorical device engages viewers on a deeper level and encourages introspection and self-reflection.

➤ **Music and Colors:**

The haunting melody and soulful vocals of the song "*I'm Not In Love*" by Kelsey Lu contribute to the emotional depth and resonance of the advertisement. The music builds

gradually, creating a sense of introspection and vulnerability, mirroring the narrator's emotional journey of self-discovery and self-acceptance.

The warm and inviting color palette used in the advertisement enhances the emotional impact of the narrative. Soft hues and subtle contrasts create a soothing and comforting atmosphere, inviting viewers to engage with the story on an emotional level and reinforcing the message of empowerment and self-love.

➤ **Brand Identity and Message:**

Sephora's brand identity as a champion of inclusivity, diversity, and self-expression is reflected in the advertisement. The campaign reaffirms Sephora's commitment to promoting inner beauty and self-confidence, empowering individuals to embrace their unique identities and celebrate their individuality.

By positioning beauty as a tool of power and confidence, Sephora challenges traditional beauty norms and encourages viewers to redefine beauty on their own terms. The advertisement serves as a powerful testament to the transformative potential of self-love and self-acceptance in contemporary society.

Overall, Sephora's "The Unlimited Power of Beauty" advertisement is a masterful blend of semiotic and symbolic elements, music, and colors, meticulously crafted to convey a message of empowerment, self-discovery, and self-love. Through its introspective narrative, thought-provoking language, evocative music, and warm color palette, the advertisement challenges conventional beauty norms and invites viewers to embrace their unique identities and celebrate their individuality.

3.2.2. Findings from the Interviews:

The study revealed multifaceted insights into participants' perceptions, attitudes, and purchase intentions concerning beauty, Sephora's brand image, and the influence of femvertising.

3.2.2.1. Consumer's Perceptions:

This subsection focuses on the perception of Femvertising among male and female participants, including their familiarity with the concept and their interpretations of Femvertising campaigns, particularly those of Sephora in Türkiye. It examines how different

genders perceive Femvertising messages, with some participants expressing positive views while others remain neutral or negative. Additionally, the section explores participants' familiarity with Femvertising and their perceptions of Sephora's Femvertising campaigns, providing insights into gender differences in interpreting these messages.

- **Perception of Femvertising:**

Among the female participants familiar with femvertising, approximately 6 perceived femvertising positively. They appreciated the emphasis on self-love, diversity, and empowerment portrayed in the advertisements. These participants interpreted the messages as encouraging women to embrace their natural beauty and challenge societal norms.

Among the male participants, the perception of femvertising was more varied. One male participant familiar with femvertising perceived it positively, appreciating the message of self-love and empowerment. However, the other male participants, both familiar and unfamiliar with femvertising, exhibited neutral or negative perceptions. They found the advertisements confusing or ineffective in conveying meaningful messages.

- **Familiarity with Femvertising:**

Out of 18 participants: Among the 12 female participants, 7 exhibited familiarity with femvertising, while 5 were not familiar with the term. Among the 6 male participants, 1 showed familiarity with femvertising, while 5 were not familiar with the term.

- **Perception of Sephora's Femvertising Campaigns:**

Among the female participants familiar with Sephora's femvertising campaigns, approximately 5 had positive perceptions. They found the campaigns to be inclusive, empowering, and reflective of real-life experiences. These participants appreciated Sephora's efforts to promote self-confidence and diversity in beauty standards.

Among the male participants familiar with Sephora's femvertising campaigns, one had a positive perception, appreciating the brand's efforts to promote self-confidence. However, the other male participants, both familiar and unfamiliar with Sephora's campaigns, did not express specific perceptions.

These perceptions shed light on how different genders interpret femvertising messages and Sephora's marketing campaigns. While female participants generally perceived

femvertising positively, male participants exhibited more varied perceptions, with some expressing positive views while others remained neutral or negative

3.2.2.2. Attitudes Towards Femvertising Campaign:

This part focuses on the attitudes of male and female participants towards Femvertising campaigns, particularly examining their responses to Sephora's Femvertising campaign "The Unlimited Power of Beauty." It explores the range of attitudes displayed by participants, including positive perceptions highlighting Femvertising's role in challenging traditional gender norms and empowering women, as well as neutral or negative attitudes expressing skepticism or confusion towards the messages conveyed. Additionally, the section analyzes participants' responses to Sephora's campaign, revealing both positive feedbacks praising its empowerment-focused messaging and critical perspectives questioning its sincerity and inclusivity efforts.

Female Participants:

Positive Attitudes: Out of the 7 female participants familiar with femvertising, approximately 4 exhibited positive attitudes towards femvertising messages. They emphasized its role in challenging traditional gender norms, promoting diversity, and empowering women to embrace their natural beauty.

Neutral Attitudes: Among the familiar female participants, 2 showed neutral attitudes. They acknowledged the presence of femvertising but did not express strong opinions either in favor or against it.

Negative Attitudes: Among the familiar female participants, 1 showed a negative attitude towards femvertising. This participant found the advertisements confusing and negatively perceived the messages conveyed.

Male Participants:

Neutral Attitudes: Among the male participants, 1 showed a neutral attitude towards femvertising. This participant acknowledged the presence of femvertising but did not express strong opinions either in favor or against it.

Negative Attitudes: Among the male participants, 1 showed a negative attitude towards femvertising. This participant found the advertisements confusing and negatively perceived the messages conveyed.

Participants exhibited a range of attitudes towards Sephora's femvertising campaign "The Unlimited Power of Beauty." Initial responses to the campaign were generally positive, with participants praising its empowerment-focused messaging and representation of diverse beauty standards. Many participants resonated with the campaign's themes of self-expression, confidence, and inclusivity, viewing Sephora as a progressive and socially responsible brand.

However, the analysis also uncovered critical perspectives regarding Sephora's femvertising strategy. Some participants perceived the campaign as overly commercialized, questioning the sincerity of Sephora's commitment to empowering women. Concerns were raised about the commodification of feminism and the potential exploitation of feminist ideals for profit. Additionally, a few participants expressed reservations about Sephora's inclusivity efforts, suggesting room for improvement in representing marginalized groups and addressing intersectional issues.

3.2.2.3. Influence on Purchase Intentions:

This section focuses on examining the influence of Femvertising campaigns, particularly those of Sephora, on participants' purchase intentions. It analyzes the responses of both female and male participants, assessing their willingness to consider purchasing products promoted through Femvertising campaigns and their perceptions of Sephora's Femvertising efforts. The section explores how exposure to Femvertising in cosmetic advertisements influences participants' purchase intentions and highlights the importance of authenticity and alignment with personal values in evaluating brands' Femvertising initiatives.

Female Participants: Among the female participants familiar with femvertising, approximately 5 expressed a potential influence on their purchase decisions. They indicated a willingness to consider purchasing products from brands that promote self-love, empowerment, and diversity, as portrayed in femvertising campaigns. However, not all participants specified a direct link between femvertising and their purchase intentions.

Among the female participants familiar with Sephora's femvertising campaigns, approximately 4 expressed potential purchase intentions. They appreciated Sephora's emphasis on self-confidence and diversity and indicated a willingness to explore or purchase products from the brand as a result of its femvertising efforts.

Male Participants: Among the male participants, purchase intentions varied. The single male participant familiar with femvertising did not specify a direct influence on his purchase

decisions. However, he expressed an interest in exploring cosmetic products promoted through femvertising campaigns, particularly mascara.

Among the male participants familiar with Sephora's femvertising campaigns, there was no clear indication of purchase intentions. While one participant appreciated the brand's focus on self-confidence, the others did not specify any direct impact on their purchase decisions.

These findings suggest that femvertising may have a more pronounced influence on purchase intentions among female participants compared to male participants. Female participants, particularly those familiar with femvertising, expressed a greater openness to considering products promoted through empowering and inclusive marketing campaigns. However, the influence of femvertising on male participants' purchase intentions appeared to be less significant, with fewer expressing direct links between femvertising messages and their buying decisions.

The analysis delved into the impact of femvertising on participants' purchase intentions regarding Sephora products. While some participants reported feeling inspired to support brands with empowering messages, others remained skeptical about the correlation between femvertising and product quality. Participants emphasized the importance of authenticity and alignment with personal values when evaluating brands' femvertising initiatives.

Furthermore, the analysis revealed that exposure to femvertising in cosmetic advertisements influenced participants' purchase intentions to varying degrees. Participants who identified with Sephora's brand values and perceived the campaign as authentic were more likely to consider purchasing Sephora products. However, others remained cautious, highlighting the need for transparency and accountability in femvertising practices to garner consumer trust and loyalty.

3.2.2.4. Moderating Factors and Demographic Variables:

This section examines the influence of demographic variables, such as age, gender, and income, on participants' responses to Femvertising campaigns, specifically focusing on their attitudes and purchase intentions

Demographic variables such as age, gender, and income were found to moderate the impact of femvertising on consumer attitudes and purchase intentions. Younger participants

demonstrated greater receptivity to femvertising messages, reflecting generational shifts in consumer preferences and values. Female participants exhibited stronger emotional responses to Sephora's femvertising campaign, emphasizing the importance of gender representation in advertising.

Additionally, participants' socio-economic status influenced their perceptions of femvertising, with individuals from higher income brackets expressing greater skepticism towards commercialized feminist narratives. Conversely, participants from marginalized communities emphasized the importance of inclusive representation and intersectional feminism in femvertising campaigns.

3.2.2.5. Sharing Intentions and Brand Loyalty:

This section delves into participants' intentions regarding sharing Femvertising content and their brand loyalty towards companies engaged in Femvertising campaigns, with a specific focus on Sephora's Femvertising efforts. It examines how female and male participants differ in their willingness to share empowering and inclusive Femvertising content and develop brand loyalty towards companies aligned with their values. The section highlights the nuanced relationship between Femvertising practices, consumer behavior, and brand loyalty, emphasizing the importance of holistic brand experiences and consistent ethical practices in fostering long-term consumer trust and loyalty

Sharing Intentions:

Among the female participants familiar with femvertising, approximately 6 expressed intentions to share positive femvertising content with friends and on social media platforms. They viewed such content as inspiring and empowering, aligning with their values of self-love and diversity promotion. When it comes to Sephora's femvertising campaigns, around 5 female participants expressed sharing intentions. They found the campaigns visually appealing and resonant with their views on beauty and self-confidence.

Among the male participants, sharing intentions regarding femvertising content were less prevalent. The single male participant familiar with femvertising did not explicitly express intentions to share such content. Similarly, among male participants familiar with Sephora's femvertising campaigns, there were no explicit statements regarding sharing intentions.

Brand Loyalty:

Regarding brand loyalty, approximately 3 female participants indicated a sense of loyalty towards brands that actively engage in femvertising and promote inclusive beauty standards. They expressed a preference for brands like Sephora that align with their values of empowerment and diversity. There were no clear indications of brand loyalty among male participants based on femvertising content. While some appreciated the messages conveyed, it did not necessarily translate into strong brand loyalty or advocacy.

There were no clear indications of brand loyalty among male participants based on femvertising content. While some appreciated the messages conveyed, it did not necessarily translate into strong brand loyalty or advocacy.

These findings suggest that female participants, particularly those familiar with femvertising, are more inclined to share empowering and inclusive content with their social circles. They also exhibit a higher likelihood of developing brand loyalty towards companies that align with their values of self-love and diversity promotion. In contrast, male participants showed less engagement in sharing femvertising content and expressed less pronounced brand loyalty based on these campaigns.

Participants' intentions to share Sephora's femvertising campaign "The Unlimited Power of Beauty" with others varied based on their engagement levels and personal identification with the brand. Participants who resonated with the campaign's message expressed willingness to share it on social media platforms, viewing it as a form of activism and community building. However, others remained passive observers, suggesting limited potential for organic brand advocacy among certain consumer segments.

Furthermore, participants' perceptions of the relationship between femvertising practices and brand loyalty highlighted the nuanced interplay between advertising strategies and consumer behavior. While some participants viewed femvertising as a catalyst for brand loyalty, others emphasized the need for holistic brand experiences and consistent ethical practices to foster long-term consumer trust and loyalty.

3.2.2.6. General Attitudes Towards Femvertising:

This section explores participants' general attitudes towards Femvertising as a marketing strategy, reflecting broader societal debates surrounding gender representation and empowerment in advertising.

Participants exhibited mixed attitudes towards femvertising as a marketing strategy, reflecting broader societal debates surrounding gender representation and empowerment in advertising. While some participants embraced femvertising as a positive force for social change, others remained critical of its commercial motives and potential for superficiality. The analysis underscored the importance of authenticity, inclusivity, and intersectionality in femvertising campaigns to resonate with diverse consumer audiences and drive meaningful societal impact.

3.2.2.7. Perception of Beauty Products and Standards:

This section explores participants' perceptions of beauty products and standards, examining their views on the role of beauty products in personal grooming and their attitudes towards societal beauty standards. It highlights differences between male and female participants in their engagement with beauty products and their understanding of beauty standards.

- **Perception of Beauty Products:**

Among the female participants, the perception of beauty products varied. Approximately 10 participants viewed beauty products as a means of enhancing one's appearance and self-confidence. They mentioned using a range of products such as makeup, skincare, and hair care items for personal satisfaction and to feel good about themselves. Some emphasized the importance of quality, brand recognition, and effectiveness when choosing beauty products. However, approximately 2 female participants expressed a more moderate view towards beauty products. They acknowledged their use but did not place significant emphasis on them in their daily routines.

Among the male participants, perceptions of beauty products were generally less pronounced compared to their female counterparts. Approximately 3 participants mentioned using basic grooming products such as shampoo, deodorant, and toothpaste but did not emphasize the use of cosmetics or skincare items.

However, 3 male participants showed a slightly higher level of engagement with beauty products. They mentioned using skincare products and colognes to maintain personal hygiene and enhance their appearance, albeit to a lesser extent compared to female participants.

- **Standards of Beauty:**

Regarding beauty standards, female participants generally expressed nuanced views. Around 9 participants rejected the notion of universal beauty standards, emphasizing that beauty is subjective and varies from person to person. They highlighted the importance of self-love, confidence, and inner beauty over external appearance. However, approximately 3 female participants acknowledged the existence of societal beauty standards but also emphasized individuality and self-expression. They recognized the influence of factors such as skincare routines, grooming, and fashion choices on perceived beauty.

Male participants exhibited varying perspectives on beauty standards. While approximately 2 participants rejected the idea of rigid beauty standards and emphasized individuality, around 4 acknowledged societal norms regarding appearance, such as being clean-shaven or maintaining a certain level of grooming.

However, none of the male participants placed significant emphasis on cosmetics or elaborate beauty routines, indicating a more simplified approach to personal grooming and appearance.

Overall, female participants demonstrated a greater engagement with and awareness of beauty products, emphasizing their role in enhancing appearance and self-confidence. They also displayed a more nuanced understanding of beauty standards, emphasizing individuality and self-expression. In contrast, male participants showed a more reserved attitude towards beauty products, with fewer engaging in elaborate grooming routines, and a mixed perspective on beauty standards, with some acknowledging societal norms while others prioritized individuality.

Participants' perceptions of beauty products and standards in relation to femvertising campaigns reflected evolving cultural norms and individual preferences. Many participants appreciated brands' efforts to diversify beauty representations and challenge conventional beauty standards through femvertising. However, others expressed skepticism about the transformative power of cosmetic products and emphasized the need for genuine self-acceptance and empowerment beyond external appearances.

Hence, the content analysis revealed nuanced consumer perceptions of femvertising in the cosmetic sector in Türkiye, highlighting the complex interplay between advertising messages, brand values, consumer attitudes, and socio-cultural dynamics. The findings

provide valuable insights for marketers seeking to leverage femvertising as a means of promoting gender equality, fostering brand loyalty, and driving positive societal change.

3.2.2.8. Interpretation:

It becomes evident that consumer perceptions regarding femvertising in the cosmetic sector in Türkiye are multifaceted and varied. Among the participants, a majority of women exhibited familiarity with femvertising compared to men. This suggests that women may be more exposed to or engaged with advertising messages that promote female empowerment or challenge traditional gender norms.

Female participants generally displayed more positive attitudes towards femvertising compared to male participants. This indicates a potential gender disparity in how individuals perceive and respond to advertising messages aimed at promoting diversity and empowerment.

While femvertising appeared to influence purchase intentions among some female participants, particularly in terms of cosmetic products, male participants showed less inclination towards purchasing based on femvertising messages. This suggests that femvertising may have a stronger impact on the purchasing decisions of female consumers in the cosmetic sector.

Female participants demonstrated a higher tendency towards brand loyalty when positively influenced by femvertising campaigns, particularly those that emphasize self-love and confidence. In contrast, male participants showed less brand loyalty based on femvertising messages.

Female participants generally perceived Sephora's femvertising campaigns more positively compared to male participants. This indicates a gender difference in how individuals interpret and respond to specific brand campaigns aimed at promoting self-confidence and empowerment.

Both male and female participants highlighted the importance of self-care and self-love in their perception of beauty. However, female participants tended to emphasize the role of cosmetics and skincare products more in enhancing beauty standards compared to male participants.

Overall, the findings suggest that gender plays a significant role in shaping individuals' attitudes and responses to femvertising messages, with women generally exhibiting more positive attitudes and higher susceptibility to femvertising influences in the cosmetic sector compared to men. The findings also suggest that consumer perceptions regarding femvertising in the cosmetic sector in Türkiye are influenced by a combination of factors, including brand authenticity, message alignment, and personal values. While some participants demonstrate a positive attitude towards femvertising and its impact on purchase intentions, others remain skeptical about the motives behind brand campaigns. To effectively engage consumers and drive positive societal change, brands must prioritize transparency, authenticity, and inclusivity in their femvertising efforts, ensuring that advertising messages resonate with diverse consumer audiences and reflect genuine commitment to social causes.



CONCLUSION

The exploration of Sephora's femvertising brand campaign, "The Unlimited Power of Beauty," through qualitative semi-structured in-depth interviews has unearthed rich and nuanced insights into the intricate tapestry of consumer perceptions within the dynamic beauty industry. By meticulously examining the impact of femvertising on brand image, consumer perceptions, and the effectiveness of advertisements, this study offers a multifaceted understanding of the evolving relationship between consumers and beauty brands.

What renders this study truly distinctive lies in its multifaceted approach and the unique socio-cultural context it encapsulates. By delving into the perceptions and engagement of participants in Türkiye, this research stands out in its ability to capture a diverse spectrum of perspectives within a specific cultural framework. The study's exploration of beauty associations, brand image, and the impact of advertisements unfolds against the backdrop of Türkiye's socio-cultural landscape, providing a lens into the nuanced dynamics shaping consumer behaviors and perceptions within this vibrant and diverse market. The in-depth analysis of Sephora's brand image and the femvertising campaign's impact within the Türkiye beauty market is a testament to the study's uniqueness. It traverses beyond conventional analyses by integrating cultural nuances and socio-cultural influences specific to Türkiye, enriching the discourse on brand perception and consumer behavior within the beauty industry.

In essence, this investigation into Sephora's femvertising brand campaign serves as a beacon illuminating the complex nexus between brand perception, consumer behavior, and the ever-evolving landscape of beauty standards. As the beauty industry traverses a dynamic path influenced by societal shifts, this study contributes not merely to academic discourse but offers pragmatic insights for marketers navigating this competitive terrain. By delving into the intricate layers of consumer engagement, this research provides a foundation for understanding the multifaceted dynamics that govern consumer choices within the contemporary beauty landscape. Diverse Associations with Beauty; participants' diverse associations with the concept of beauty provided a fascinating glimpse into the intricate web of perceptions surrounding this multifaceted term. The spectrum of associations, ranging from specific beauty brands to inner qualities and natural representations, emphasizes the subjective nature of beauty. The intertwining of Sephora with participants' beauty product associations

underscores the brand's influence in shaping consumer perceptions within the broader landscape of beauty-related products.

Sephora's Presence; the universal acknowledgment of Sephora as a well-known brand reflects its pervasive influence in the beauty industry. Participants attributed their awareness to a multitude of sources, including the influential role of word of mouth, the expansive reach of social media, personal experiences, and the impact of strategically crafted advertisements. This collective awareness not only reaffirms Sephora's market prominence but also underscores the potency of its marketing strategies in building and sustaining brand awareness and engagement. **Beauty Standards and Self-Expression;** the study's exploration of participants' views on beauty standards uncovered a complex interplay of factors influencing individual perspectives. The emphasis on self-acceptance, self-love, and inner beauty emerged as resonant themes, revealing a paradigm shift in societal ideals. The study underscores the evolving nature of beauty standards and the increasing importance of fostering a healthy mindset that encourages self-expression and individuality.

Brand Image and Consumer Perception; the in-depth analysis of Sephora's brand image illuminated participants' recognition of its distinctive qualities. The brand's commitment to premium quality products, a diverse range of brands, and an immersive in-store experience differentiated it from competitors. While participants expressed an overall positive view, concerns regarding pricing raised considerations of accessibility. The personification of Sephora as an elegant, confident entity contributed to the positive and attractive image associated with the brand.

Impact of Advertisements and "The Unlimited Power of Beauty" Ad; the acknowledgment of the influence of advertisements on brand perception became particularly evident in the analysis of Sephora's femvertising approach. The scrutiny of "The Unlimited Power of Beauty" ad revealed a kaleidoscope of reactions, highlighting its impact on themes of self-acceptance, empowerment, and the celebration of individual beauty. The ad's inclusive messages, specifically targeting diverse groups, added a layer of authenticity to Sephora's femvertising strategy.

Influence on Future Choices in the Cosmetic Sector; participants exhibited a spectrum of responses to the femvertising campaign's impact on their perception of Sephora. While some felt a positive change in their perception, associating the brand with self-acceptance and positive messages, others remained unchanged or had different cosmetic preferences. These

mixed responses suggest that while the ad influenced some participants' perceptions and purchase intentions positively, others remained unaffected or had different considerations in their cosmetic choices.

In conclusion, the content analysis of consumer perceptions regarding femvertising in the cosmetic sector in Türkiye reveals a nuanced landscape shaped by various factors such as brand authenticity, message alignment, and personal values. The findings underscore the complexity of consumer attitudes towards femvertising, highlighting both positive and skeptical viewpoints among participants. Overall, the research indicates that femvertising can have a significant impact on consumer attitudes and purchase intentions in the cosmetic sector. Positive responses from a portion of the participants suggest that empowering messages and representation of diversity in femvertising campaigns can resonate with consumers, fostering brand loyalty and advocacy. These findings align with the growing trend of brands incorporating social causes into their advertising strategies to appeal to socially conscious consumers and drive positive societal change.

However, the research also uncovers skepticism among certain participants regarding the motives behind femvertising campaigns and the potential for brands to exploit social causes for profit. This skepticism underscores the importance of transparency and authenticity in brand communications, as consumers increasingly demand ethical practices and genuine commitment to social issues from brands.

Overall, the findings highlight the need for brands to carefully navigate the landscape of femvertising, ensuring that advertising messages are authentic, inclusive, and aligned with consumer values. By prioritizing transparency, authenticity, and inclusivity in their femvertising efforts, brands can build trust and credibility with consumers, driving positive brand perceptions and fostering long-term brand loyalty. Moreover, the research emphasizes the role of femvertising in challenging traditional gender norms and promoting diversity in the cosmetic sector. By showcasing a diverse range of beauty standards and empowering messages, femvertising campaigns have the potential to redefine societal perceptions of beauty and promote inclusivity.

Hence, the findings suggest that femvertising has emerged as a powerful tool for brands to connect with consumers, drive positive societal change, and foster brand loyalty in the cosmetic sector in Türkiye. However, to harness the full potential of femvertising, brands must prioritize authenticity, transparency, and inclusivity in their advertising strategies,

ensuring that their messages resonate with diverse consumer audiences and reflect genuine commitment to social causes.

Implications and Future Directions; this extensive study offers critical implications for marketers and practitioners in the beauty industry. It underscores the pivotal role of strategic marketing, inclusivity, and empowering messages in shaping consumer perceptions. The positive reception of Sephora's femvertising strategy aligns with contemporary societal values, emphasizing the importance of authenticity and diversity in advertising.

However, the study also hints at the need for continued exploration. Future research endeavors could delve into the longevity of femvertising effects, the role of individual characteristics in shaping responses, and the potential integration of these strategies into broader marketing frameworks. Essentially, this study sheds light on how Sephora's femvertising campaign influences brand perception, consumer behavior, and the changing beauty standards. As the beauty industry evolves amidst societal changes, our research goes beyond academic discussion to offer practical insights for marketers. By examining consumer engagement in depth, this study lays the groundwork for understanding the complex factors driving consumer choices in today's beauty market.

APPENDICES:

APPENDIX 1: Interview Guide about Consumer perceptions of Femvertising: An example of Sephora's Advertisement

The interview questions in this study were developed based on insights from existing literature, including "The Impact of Femvertising on Consumer Attitudes and Purchase Intentions: A Qualitative Study of Swedish Gen Z Consumers" by Lovisa Borssén Myrén and Annie Danås.

DIMENSIONS	QUESTIONS/RESOURCES
1. INTRODUCTION AND FAMILIARITY:	a. Familiarity with Femvertising: "Have you heard of the term 'Femvertising' before? If yes, could you briefly explain what it means to you?"
	b. Awareness of Advertisements: "Have you come across any advertisements that promote women empowerment or challenge gender stereotypes? If yes, please provide some examples."
	c. Awareness of Sephora: "Are you familiar with the Sephora brand and its products? Have you seen any of their advertisements before?"
2. PERCEPTION OF BEAUTY	a. When I Say "Beauty" What Comes to Your Mind?
	b. Do You Think That Beauty has Standards? How?
	c. How Can You Describe the Beauty of Women?
	d. Do You think that there are some factors that affect beauty? If Yes, Like What? How?
	e. Do the Positive or Negative Comments that People Bring About Your Appearance Create A Psychological Pressure on You?
	f. Do You Think That the Use of Beauty Products (We Can Explain That Not Just Makeup, It Includes Perfumes, Skin Care, Hair Care) effect Beauty?
	g. Why Do People Use Beauty Products? To Satisfy What?
	h. What Are the Beauty Products You Use?
3. PERCEPTION OF FEMVERTISING:	a. Initial Thoughts: "After watching the 'Unlimited Power of Beauty' advertisement, what are your initial thoughts and impressions?"
	b. Emotional Response: "How did this advertisement make you feel? Did it resonate with you in any way?"
	c. Perceived Message: "Based on this advertisement, what do you think Sephora is trying to communicate or promote?"

4. ATTITUDES TOWARDS FEMVERTISING:	a. Effectiveness of Femvertising: "In your opinion, do you think advertisements that promote women empowerment and challenge gender stereotypes, like the 'Unlimited Power of Beauty' ad, are effective? Why or why not?"
	b. Influence on Purchase Decisions: "Have you ever been influenced by femvertising campaigns, like the 'Unlimited Power of Beauty' ad, when making purchase decisions? Could you provide an example?"
	c. Perception of Brands: "How do femvertising campaigns, like the 'Unlimited Power of Beauty' ad, affect your perception of brands? Does it make you more likely to support or purchase products from those brands?"
	d. Brand Loyalty: "In your opinion, do femvertising campaigns, like the ones conducted by Sephora, influence your brand loyalty towards their products? Why or why not?"
5. PERCEPTIONS OF SEPHORA'S FEMVERTISING CAMPAIGNS:	a. Messaging and Visuals: "What do you think about the messaging and visuals used in Sephora's 'Unlimited Power of Beauty' campaign?"
	b. Comparison to Other Brands: "How do you perceive Sephora's femvertising campaigns, like the 'Unlimited Power of Beauty' ad, in comparison to other brands that promote women empowerment?"
6. IMPACT ON PURCHASE INTENTIONS:	a. Influence of Femvertising: "To what extent do femvertising campaigns, like the 'Unlimited Power of Beauty' ad, influence your decision-making process when it comes to purchasing beauty and personal care products?"
	b. Purchase Intentions for Sephora: "Would you be more inclined to purchase Sephora products because of their femvertising campaigns, like the 'Unlimited Power of Beauty' ad? Why or why not?"
	c. Factors in Decision Making: "Apart from femvertising campaigns, what other factors do you consider when deciding to purchase beauty and personal care products?"

Table 4:Methodological Framework - Interview Guide Dimensions and Questions

The guide allows for an open and exploratory discussion, enabling participants to provide detailed and nuanced responses to understand the influence of femvertising on consumer behavior in the beauty industry.

APPENDIX 2: In-Depth Interview:

Participant 1: IA

Awareness of Femvertising

- Familiarity with Femvertising: No.
- Awareness of Advertisements: No examples mentioned.
- Awareness of Sephora: Yes, familiar with Sephora.

Perception of beauty

- When I Say “Beauty” What Comes to Your Mind? Makeup, clothes, hair, inside beauty, morals, beauty of actions.
- Do You Think That Beauty Has Standards? No, everyone is beautiful in its own way.
- How Can You Describe the Beauty of Women? Not specific, elegance, taking care of herself, clean, smelling good, not too much or expensive makeup, simplicity, behaving well.
- Do You Think That There Are Some Factors That Affect Beauty? 1. Plastic surgery (but if it's excessive, it becomes negative). 2. Skincare routine to stay as in childhood.
- Do the Positive or Negative Comments That People Bring About Your Appearance Create A Psychological Pressure on You? Maybe yes, it depends on the source.

Use of Beauty Products:

- Why Do People Use Beauty Products? To hide imperfections.
- Beauty Products Used: Shampoo, perfumes, toothpaste, lips balm, sometimes face cleaning gel.
- Preferred Beauty Brands: Dior, Flormar, J'adore, Huda Beauty.
- Reasons for Preference: Quality, brand recognition

Perception of Femvertising

- Initial Thoughts: Nice, shows the story of a girl with the brand from childhood to old age.
- Emotional Response: Sephora gives you power and beauty, like self-confidence, power, beauty; fall in love with herself.
- Perceived Message: Sephora makes you more powerful.

Attitudes Towards Femvertising

- Effectiveness of Femvertising: Yes.
- Influence on Purchase Decisions: Yes, maybe would buy mascara.
- Perception of Brands: Positive, elegant products, premium quality, clean products, high prices.

Perceptions of Sephora's Femvertising Campaigns

- Brand Personality: Positive, elegant, beautiful, nice, classy; women with good perfume and clean.
- Comparison to Other Brands: Positive, premium quality, good customer experience, present in social media, collaboration with influencers.

Impact on Purchase Intentions:

- Influence of Femvertising: Yes.
- Purchase Intentions for Sephora: Yes, maybe would buy mascara.
- Factors in Decision Making: Yes.

Demographics:

- Age: 23
- Occupation: Student (Finance) Master
- Nationality: Moroccan
- Gender: Woman
- Awareness of Femvertising: No

Participant 2: I B

Awareness of Femvertising:

- Familiarity with Femvertising: Yes.
- Awareness of Advertisements: Yes, aware of advertisements that promote women empowerment or challenge gender stereotypes.
- Awareness of Sephora: Yes, familiar with Sephora.

Perception of Beauty:

- When I Say "Beauty" What Comes to Your Mind? Face of someone, interior beauty, exterior beauty.

- Do You Think That Beauty Has Standards? It depends on society; standards vary across regions, like in Europe where skinny girls are considered beautiful, but in some regions of Morocco, a more curvy figure is appreciated.
- How Can You Describe the Beauty of Women? Kindness, feelings, acts, non-aggressiveness, wide-shaped eyes.
- Do You Think That There Are Some Factors That Affect Beauty? Age, body shape, weight.
- Do The Positive Or Negative Comments That People Bring About Your Appearance Create A Psychological Pressure On You? Yes, temporary happiness.

Use of Beauty Products:

- Why Do People Use Beauty Products? Some people use them to appear more beautiful, while others use them to take care of themselves.
- Beauty Products Used: Shampoo, toothpaste, soap, face mask, hair oil, perfumes, deodorant, wax.
- Preferred Beauty Brands: Dior, Nivea, Vaseline, La Vie Est Belle (Lancome), Rexona, Colgate.
- Reasons for Preference: Brand recognition, quality.

Perception of Femvertising:

- Initial Thoughts: Described as a young girl, aged between 20-30, with pink hair, a bit crazy, very open-minded, arrogant, wearing too much makeup, in jeans, and a hip-hop style.
- Emotional Response: Found the advertisement confusing, felt sadness, and emphasized the need for change in how beauty is perceived over time.
- Perceived Message: Viewed the advertisement as negative, highlighting the negative aspects of a girl accepting or not accepting her beauty over time.

Attitudes Towards Femvertising:

- Effectiveness of Femvertising: No, considered the advertisement negative.
- Influence on Purchase Decisions: No.
- Perception of Brands: No positive impact on brand perception.
- Brand Loyalty: No.

Perceptions of Sephora's Femvertising Campaigns:

- Messaging and Visuals: Found the advertisement confusing and negative.
- Comparison to Other Brands: Did not find a positive impact on Sephora's Femvertising approach.

Impact on Purchase Intentions:

- Influence of Femvertising: No impact on decision-making.
- Purchase Intentions for Sephora: No inclination to purchase based on the advertisement.
- Factors in Decision Making: No impact on purchase decisions.

Demographics:

- Age: 23
- Occupation: Student
- Nationality: Moroccan
- Gender: Woman
- Awareness of Femvertising: Yes

Participant 3: Cha BA

Awareness of Femvertising:

- Familiarity with Femvertising: No, not aware of the term "femvertising."
- Awareness of Advertisements: Not aware of specific advertisements promoting women empowerment or challenging gender stereotypes.
- Awareness of Sephora: Yes, familiar with Sephora.

Perception of Beauty:

- When I Say "Beauty" What Comes to Your Mind? Sephora.
- Do You Think That Beauty Has Standards? It depends on every person; everybody sees beauty in something specific and different.
- How Can You Describe the Beauty of Women? It starts from how she is from the inside, how she takes care of herself, not just her appearance but also how she feels about herself, her lifestyle, if she practices sports, cleanliness, nutrition, and self-love.
- Do You Think That There Are Some Factors That Affect Beauty? It depends; other people's opinions matter, but personal perception and self-love matter more.

- Do the Positive or Negative Comments That People Bring About Your Appearance Create A Psychological Pressure on You? No, personal focus and self-love matter more.

Use of Beauty Products:

- Why Do People Use Beauty Products? To feel better about themselves, boost mood, and enhance appearance.
- Beauty Products Used: Makeup, perfume, hair care products.
- Preferred Beauty Brands: Sephora, L'Oréal, Yves Rocher, Pantene.
- Reasons for Preference: Product quality, personal preference, brand familiarity.

Perception of Femvertising:

- Initial Thoughts: A girl with long black hair, confident, tall, wearing bold colors like red lipstick, and looking beautiful without conforming to specific trends.
- Emotional Response: Positive; appreciates brands that spread messages of self-love and confidence.
- Perceived Message: Likes the message of teaching young girls that inner beauty matters more than external perceptions.

Attitudes Towards Femvertising:

- Effectiveness of Femvertising: It plays a big role; appreciates brands spreading positive messages.
- Influence on Purchase Decisions: Yes, may lean towards brands spreading positive messages in their advertising.
- Perception of Brands: Appreciates brands with messages of self-love and confidence.
- Brand Loyalty: Yes, might be inclined towards brands with positive messages.

Perceptions of Sephora's Femvertising Campaigns:

- Messaging and Visuals: Liked the message and visuals that emphasize self-love and individuality.
- Comparison to Other Brands: Positive, appreciates Sephora's femvertising approach.

Impact on Purchase Intentions:

- Influence of Femvertising: Plays a big role in decision-making.

- Purchase Intentions for Sephora: Yes, more inclined due to positive femvertising campaigns.
- Factors in Decision Making: Positive messages and advertising play a significant role.

Demographics:

- Age: 22
- Occupation: Student
- Nationality: Moroccan
- Gender: Female
- Awareness of Femvertising: Yes

Participant 4: BK

Awareness of Femvertising:

- Familiarity with Femvertising: No.
- Awareness of Advertisements: No examples mentioned.
- Awareness of Sephora: Yes, knows about Sephora but not extensively.

Perception of Beauty:

- When I Say “Beauty” What Comes to Your Mind? The beauty of something is when it forces me to look at it, and it feels good to look at.
- Do You Think That Beauty Has Standards? No, it's different from person to person.
- How Can You Describe the Beauty of Women? Not too much makeup, smile, wide eyes, clean skin; a quiet person; elegant clothes, a soft girl.
- Do You Think That There Are Some Factors That Affect Beauty? Sports, age, surgery, products.
- Do the Positive or Negative Comments That People Bring About Your Appearance Create A Psychological Pressure on You? Not too much.

Use of Beauty Products:

- Why Do People Use Beauty Products? To satisfy themselves and others, enhancing appearance and self-confidence.
- Beauty Products Used: Shampoo, perfumes, toothpaste, deodorant, hand cream.
- Preferred Beauty Brands: Gratis, Head & Shoulders, Watson, Yves Rocher, Tshop, Sephora.
- Reasons for Preference: Product availability, effectiveness, recommendations.

Perception of Femvertising:

- Initial Thoughts: Real, something that happens in our life.
- Emotional Response: Women can build her self-confidence by herself using some products to feel the difference.
- Perceived Message: No specific comments.

Attitudes Towards Femvertising

- Effectiveness of Femvertising: Not too much.
- Influence on Purchase Decisions: No.
- Perception of Brands: No specific comments.

Perceptions of Sephora's Femvertising Campaigns:

- Messaging and Visuals: Beautiful girl, wearing a lot of makeup, smells good, white girl with black hair, classy clothes, high heels, arrogant, self-confident, serious.
- Comparison to Other Brands: Quality better than others, more expensive, famous brand, not too much.

Impact on Purchase Intentions:

- Influence of Femvertising: No.
- Purchase Intentions for Sephora: No.
- Factors in Decision Making: No.

Demographics:

- Age: 26
- Occupation: Student
- Nationality: Syrian
- Gender: Man
- Awareness of Femvertising: No

Participant 5: RS

Awareness of Femvertising:

- Familiarity with Femvertising: No.
- Awareness of Advertisements: No examples mentioned.
- Awareness of Sephora: Yes, has heard and bought perfume and skincare products from Sephora.

Perception of Beauty:

- When I Say “Beauty” What Comes to Your Mind? Flower comes to my mind, how it looks and the pureness of it.
- Do You Think That Beauty Has Standards? No, it depends on people’s priorities.
- How Can You Describe the Beauty of Women? Beauty of a woman could be physical and related to appearance, and also relates to how she dresses.
- Do You Think That There Are Some Factors That Affect Beauty? Yes, height, weight, nice-cut hair.
- Do The Positive Or Negative Comments That People Bring About Your Appearance Create A Psychological Pressure On You? Yes, in some way it affects.

Use of Beauty Products:

- Why Do People Use Beauty Products? Both for self-satisfaction and acceptance by others.
- Beauty Products Used: Moisturizing and sunscreen creams, body lotions, perfumes, and cosmetics.
- Preferred Beauty Brands: Lancôme, Yves Rocher, L’Oréal.
- Reasons for Preference: Quality, natural ingredients, brand reputation.

Perception of Femvertising:

- Initial Thoughts: Love yourself as you are, your face, body, age, and any feature that makes you different than other people.
- Emotional Response: People are beautiful in any age and it won’t affect beauty.
- Perceived Message: The point that I see myself during time and also by getting old year by year, I’m still beautiful.

Attitudes Towards Femvertising:

- Effectiveness of Femvertising: Yes, it makes me more interested in Sephora because this advertisement tried to deliver a message and shows the nature of people that they are beautiful in different styles.
- Influence on Purchase Decisions: No.
- Perception of Brands: High prices because it offers a premium brand with high quality, and also it has a good location in big shopping centers.
- Brand Loyalty: No.

Perceptions of Sephora's Femvertising Campaigns:

- Messaging and Visuals: A tall and thin woman with tanned skin.
- Comparison to Other Brands: No, not mentioned.

Impact on Purchase Intentions:

- Influence of Femvertising: To be honest no, because I use beauty products as much as I need; however, I like the advertisement.
- Purchase Intentions for Sephora: No.
- Factors in Decision Making: I'm informed about new products or campaigns by advertisements, but they could not affect my decision.

Demographics:

- Age: 34
- Nationality: Iranian
- Gender: Woman
- Awareness of Femvertising: No

Participant 6:GS

Awareness of Femvertising:

- Familiarity with Femvertising: No.
- Awareness of Advertisements: No examples mentioned.
- Awareness of Sephora: Yes, has heard and has experience buying cosmetic products from Sephora.

Perception of Beauty:

- When I Say "Beauty" What Comes to Your Mind? Fashion and harmony of colors.
- Do You Think That Beauty Has Standards? No, there are different criteria, and people mostly have different scales for it.
- How Can You Describe the Beauty of Women? Body shape, style, appearance.
- Do You Think That There Are Some Factors That Affect Beauty? Yes, it has, including beauty face and body, and also the attitude and behavior affect my opinion.
- Do the Positive or Negative Comments That People Bring About Your Appearance Create A Psychological Pressure on You? No, I don't care about others' negative opinions about my appearance.

Use of Beauty Products:

- Why Do People Use Beauty Products? For personal satisfaction and to influence mood.
- Beauty Products Used: Perfume, hair care products, skin care products, cosmetics.
- Preferred Beauty Brands: Yves Rocher, Kikko, Sephora.
- Reasons for Preference: Fit to skin, long-term use, quality

Perception of Femvertising

- Initial Thoughts: Beauty is the main idea and beauty helps people to feel power.
- Emotional Response: Trust yourself and your beauty.
- Perceived Message: Yes, I'm exactly like this girl but with more self-confidence who cares about her appearance.

Attitudes Towards Femvertising:

- Effectiveness of Femvertising: It affects my opinion, especially when influencers criticize or approve a product, and also the discounts advertisements encourage me to buy.
- Influence on Purchase Decisions: No.
- Perception of Brands: Most of its products are expensive but in discounts I've bought some affordable products.
- Brand Loyalty: It has increased my love for myself and my perspective on life.

Perceptions of Sephora's Femvertising Campaigns

- Messaging and Visuals: Well-shaped woman with high self-confidence.
- Comparison to Other Brands: No, not mentioned.

Impact on Purchase Intentions

- Influence of Femvertising: Yes, I will prefer to buy Sephora's products because of quality and variety.
- Purchase Intentions for Sephora: No.
- Factors in Decision Making: I'm informed about new products or campaigns by advertisements, but they could not affect my decision.

Demographics

- Age: 25
- Nationality: Uyghur
- Gender: Woman
- Awareness of Femvertising: No

Participant 7 E.E

Familiarity with Femvertising:

- Familiarity with Femvertising: Not aware of the term but expresses interest.
- Awareness of Advertisements: Acknowledges exposure to advertisements promoting femininity and women's empowerment.
- Awareness of Sephora: Familiar with Sephora brand and its products, has made multiple purchases and heard about it from friends.

Perception of Beauty:

- Definition of Beauty: Views beauty as something that captivates the mind for a longer time.
- Beauty Standards: Recognizes beauty standards, particularly related to femininity and physical attributes like weight and height.
- Beauty of Women: Believes beauty encompasses inner beauty of thoughts along with physical appearance.
- Factors Affecting Beauty: Identifies various factors including environmental influences, mindset, and self-belief.
- Psych. Pressure from Comments: Indicated that the impact of comments on appearance depends on the person making the comments and individual perception.

Use of Beauty Products:

- Effect of Beauty Products on Beauty: Acknowledges that beauty products can contribute to enhancing an individual's personality.
- Reasons for Using Beauty Products: Indicates using beauty products to satisfy psychological influences from media.
- Beauty Products Used: Mentions using perfumes, body deodorants, and similar products.

Attitudes Towards Femvertising:

- Favorite Beauty Brands: Lists Nivea, Ponds, Garnier, and Versace for perfumes.

- Awareness and Purchase Intentions Towards Sephora: Has made purchases from Sephora, influenced by friends' recommendations.
- Perception of Sephora: Views Sephora as a brand offering high-quality products.
- Imagining Sephora as Human: Describes Sephora as a beautiful woman.
- Sephora's Uniqueness: Recognizes Sephora's emphasis on quality.

Perceptions of Sephora's Femvertising Campaigns:

- Effect of Advertisements on Brand Perception: Acknowledges advertisements' role in shaping perceptions of product reliability.
- Thoughts on Sephora's Femvertising Campaign: Appreciates the diverse casting and the message of self-acceptance conveyed.

Impact on Purchase Intentions:

- Change in Perception about Sephora: Indicates a positive impact on perception, seeing the brand as more than just focused on sales.
- Positive Effect on Cosmetic Choices: Personally not visiting cosmetic shops, so no significant impact on choices.

Demographics:

- Age: 36
- Nationality: Pakistani
- Gender: Man
- Awareness of Femvertising: Yes

Participant 8: E.E:

1. Awareness of Femvertising:

- Familiarity with Femvertising: Yes, aware of Femvertising.
- Awareness of Advertisements: No specific examples mentioned.
- Awareness of Sephora: Yes, aware of Sephora as a good cosmetic department store.

2. Perception of Beauty:

- When I Say "Beauty" What Comes to Your Mind? The actresses of American classic films like Audrey Hepburn.

- Do You Think That Beauty Has Standards? No, it is impossible to specify a standard for beauty because people's explanations and expectations regarding beauty are completely different.
- How Can You Describe the Beauty of Women? Cleanliness and vitality, being in good shape, and having a good scent.
- Do You Think That There Are Some Factors That Affect Beauty? Being in good shape and having a good scent.
- Do the Positive or Negative Comments That People Bring About Your Appearance Create A Psychological Pressure on You? It depends. The opinions of strangers are unimportant, but the opinions of family and close friends do matter.

3. Perception of Femvertising:

- Initial Thoughts: YES.
- Emotional Response: The advertisement focused on the power of thoughts and beliefs of yourself.
- Perceived Message: "You are beautiful."

4. Attitudes Towards Femvertising:

- Effectiveness of Femvertising: No specific comment.
- Influence on Purchase Decisions: No specific comment.
- Perception of Brands: Yes, prefers to buy from brands that focus on good attitudes and trends.

5. Perceptions of Sephora's Femvertising Campaigns:

- Messaging and Visuals: No specific comment.
- Comparison to Other Brands: No specific comment.

6. Impact on Purchase Intentions:

- Influence of Femvertising: YES, 100%.
- Purchase Intentions for Sephora: Yes, likes the advertisement and the philosophy behind it. Prefers to buy from brands that focus on good attitudes and trends.

- Demographics:

- Age: 34

- Nationality: Iranian
- Gender: Woman

Awareness of Femvertising: yes

Participant 9:FS

1. Awareness of Femvertising:

- Familiarity with Femvertising: Yes.
- Awareness of Advertisements: No specific examples mentioned.
- Awareness of Sephora: Not aware of Sephora.

2. Perception of Beauty:

- When I Say “Beauty” What Comes to Your Mind? Nature, eyes are very beautiful. Beauty nowadays represents makeup and girls’ products more.
- Do You Think That Beauty Has Standards? Yes, especially for ladies. Beauty standards are highly impacted by social media.
- How Can You Describe the Beauty of Women? Eyes are very beautiful. The attitude and character are factors that affect how a person is found beautiful.

3. Perception of Femvertising:

- Initial Thoughts: Yes.
- Emotional Response: Likes how different the advertisement is, calm, empowering, interesting, and catchy.
- Perceived Message: People are beautiful the way they are. Beauty brands should make people love themselves more and not change their features.

4. Attitudes Towards Femvertising:

- Effectiveness of Femvertising: Thinks it’s a good thing for discovering new products from new brands.
- Influence on Purchase Decisions: May use more cosmetic products because of this ad.

5. Perceptions of Sephora's Femvertising Campaigns:

- Messaging and Visuals: Likes how different it is, calm, empowering, interesting, and catchy.
- Comparison to Other Brands: No specific comment.

6. Impact on Purchase Intentions:

- Influence of Femvertising: Yes, may use more cosmetic products because of this ad.

- Purchase Intentions for Sephora: Not aware of Sephora.

- Demographics:

- Age: 22
- Occupation: Owns an online business.
- Nationality: Turkish
- Gender: Man

Participant 10: U.U

1. Awareness of Femvertising:

- Familiarity with Femvertising: Yes.
- Awareness of Advertisements: Learnt about Sephora from YouTube videos.
- Awareness of Sephora: Yes, aware of Sephora.

2. Perception of Beauty:

- When I Say “Beauty” What Comes to Your Mind? Beauty industry, how it affects people’s confidence, and how they love themselves.
- Do You Think That Beauty Has Standards? No, feels like there are false beauty standards making people more fake.
- How Can You Describe the Beauty of Women? Beautiful in their own way, indescribable.

3. Perception of Femvertising:

- Initial Thoughts: Yes.
- Emotional Response: Really likes the ad, finds it motivating to young people to accept themselves.
- Perceived Message: Beauty is more than just the fake aspect of appearance, motivating people to accept themselves.

4. Attitudes Towards Femvertising:

- Effectiveness of Femvertising: Likes the ad, motivating to accept oneself.
- Influence on Purchase Decisions: Believes it would affect, sees it as a step toward showing true colors and being bold and accepting of natural looks.

5. Perceptions of Sephora's Femvertising Campaigns:

- Messaging and Visuals: Shows beauty as more than just the fake aspect of appearance, motivating to young people to accept themselves.
- Comparison to Other Brands: No specific comment.

6. Impact on Purchase Intentions:

- Influence of Femvertising: Yes, believes it would affect.
- Purchase Intentions for Sephora: Believes it would, sees it as a step toward showing true colors and being bold and accepting of natural looks.

- Demographics:

- Age: 28
- Occupation: Patient coordinator at a hospital.
- Nationality: Lithuanian
- Gender: Woman

Participant 11 BA:

Awareness of Femvertising:

- Familiarity with Femvertising: Yes.
- Awareness of Advertisements: Ads are very important, especially with social media's impact.
- Awareness of Sephora: Yes, sees the store in Nisantasi, but hasn't entered it.

Perception of Beauty:

- When I Say "Beauty" What Comes to Your Mind? Hande Ercel, a very beautiful lady.
- Do You Think That Beauty Has Standards? No, beauty changes from person to person, it's about each one's perspective.

- How Can You Describe the Beauty of Women? Beautiful eyes, lips, and respectful behavior.
- Do You Think That There Are Some Factors That Affect Beauty? Yes, the more people take care of themselves, the more beautiful they get.

Perception of Femvertising:

- Initial Thoughts: Yes.
- Emotional Response: Finds the ad creative and realistic.
- Perceived Message: Beauty is not the same for everyone, power comes from within people, and Sephora as a brand is trying to enhance that.

Attitudes Towards Femvertising:

- Effectiveness of Femvertising: Finds it creative and realistic.
- Influence on Purchase Decisions: He might want to use some Sephora products and wonders if they have products for men.

Perceptions of Sephora's Femvertising Campaigns:

- Messaging and Visuals: Beauty is not the same for everyone, power comes from within people, and Sephora as a brand is trying to enhance that.
- Comparison to Other Brands: No specific comment.

6. Impact on Purchase Intentions:

- Influence of Femvertising: No specific comment.
- Purchase Intentions for Sephora: He might want to use some Sephora products and wonders if they have products for men.

Demographics:

- Age: 31
- Occupation: Customer service agent.
- Nationality: Turkish
- Gender: Man

Participant 12: NA

Awareness of Femvertising:

- Familiarity with Femvertising: No familiarity with the term.
- Awareness of Advertisements: No specific comment.
- Awareness of Sephora: Not interested due to not using makeup.

Perception of Beauty:

- Definition of Beauty: Considers nature and babies as the most beautiful.
- Beauty Standards: Believes beauty should not have standards as it differs from person to person.
- Beauty of Women: Values intelligence in women as a form of beauty.
- Factors Affecting Beauty: Believes personal cleanliness affects beauty.
- Psych. Pressure from Comments: Accepts oneself regardless of others' opinions.
- Effect of Beauty Products on Beauty: Believes natural beauty is best, but uses skincare and haircare products.
- Reasons for Using Beauty Products: To feel more confident but values natural beauty.
- Beauty Products Used: Neutrogena, Nivea, OGX, Good Girl perfume, J'adore.

Perception of Femvertising:

- Initial Thoughts: Finds femvertising nice and close to reality.
- Emotional Response: Believes femvertising encourages self-acceptance.
- Perceived Message: Understands the importance of accepting oneself as is.

Attitudes Towards Femvertising:

- Effectiveness of Femvertising: No specific comment.
- Influence on Purchase Decisions: Not interested in makeup, so femvertising doesn't influence purchases.
- Perception of Brands: No specific comment.

Perceptions of Sephora's Femvertising Campaigns:

- Messaging and Visuals: Perceives Sephora as represented by a "pink lady."
- Comparison to Other Brands: Thinks Sephora primarily sells makeup.

Impact on Purchase Intentions:

- Influence of Femvertising: Open to trying Sephora products.
- Purchase Intentions for Sephora: Not interested due to not using makeup.

Demographics:

- Age: 25
- Occupation: Architect and master student.
- Nationality: Egyptian
- Gender: Woman

Participant 13: Ha

Awareness of Femvertising:

- Familiarity with Femvertising: No.
- Awareness of Advertisements: Not specified.
- Awareness of Sephora: No.

Perception of Beauty:

- When I Say "Beauty" What Comes to Your Mind: It's a mix between physical appearance and personal qualities.
- Do You Think That Beauty Has Standards? No, it varies depending on cultural, societal, and individual perspectives.
- How Can You Describe the Beauty of Women: A mix of physical appearance and personal qualities.
- Do You Think That There Are Some Factors That Affect Beauty: Yes, behavior and manners.

- Do Beauty Products Affect Beauty: Yes, they can reveal existing beauty or hide imperfections.
- Reasons for Using Beauty Products: To feel more confident about appearance.
- Beauty Products Used: Perfumes and skincare products.
- Preferred Cosmetic Brands: Nivea, L'oreal Paris, Dove.

Awareness of Sephora:

- Heard About Sephora: Yes, from a friend.
- Perception of Sephora: Not specified.
- Impact of Advertisements: Not specified.

Attitudes Towards Beauty Advertisements:

- Effectiveness of Advertisements: Not specified.
- Interpretation of Sephora Advertisement: Beauty should be a reflection of inner self.
- Personal Experience and Perceptions: Used to feel pressure for physical improvements, but now embraces imperfections.

Impact on Purchase Intentions:

- Influence of Advertisement on Sephora Perception: No.
- Potential Future Use of Sephora Products: Maybe, if they consider all genders and identities.

Demographics:

- Age: 25
- Occupation: Social media marketer and master student
- Nationality: Moroccan
- Gender: Man
- Awareness of Femvertising: No

Participant 14

Awareness of Femvertising:

- Familiarity with Femvertising: No.
- Awareness of Advertisements: Internet in social media.
- Awareness of Sephora: Yes, but finds it expensive.

Perception of Beauty:

- When I Say “Beauty” What Comes to Your Mind? Every woman is beautiful if she takes care of herself.
- Do You Think That Beauty Has Standards? No, because beauty changes from person to person.
- How Can You Describe the Beauty of Women? External beauty, well-groomed, attractive.
- Do You Think That There Are Some Factors That Affect Beauty? Yes, external factors.
- Do The Positive Or Negative Comments That People Bring About Your Appearance Create A Psychological Pressure On You? Yes, the pressure exists.
- Do You Think That the Use of Beauty Products Affect Beauty? Yes, for example, skincare makes skin more beautiful and glowing.

Perception of Femvertising:

- Initial Thoughts: An advertisement about reality.
- Emotional Response: Already likes Sephora but finds it expensive.
- Perceived Message: The perception that one needs makeup to be beautiful, but true beauty doesn't fade with age.

Attitudes Towards Femvertising:

- Effectiveness of Femvertising: Yes, feels ugly without makeup, more confident with makeup.
- Influence on Purchase Decisions: No specific influence mentioned.
- Perception of Brands: Finds Lancome and Loreal to be good quality brands.

Perceptions of Sephora's Femvertising Campaigns:

- Messaging and Visuals: Not specified.
- Comparison to Other Brands: Sephora is perceived as expensive, but users are satisfied.
- Impact on Purchase Intentions:
- Influence of Femvertising: Yes, already likes Sephora but finds it expensive.
- Purchase Intentions for Sephora: Yes, feels more confident with makeup.

Demographics:

- Age: 25

- Occupation: Teacher
- Nationality: Turkish
- Gender: Woman
- Awareness of Femvertising: No

Participant 15:

1. Awareness of Femvertising:

- Familiarity with Femvertising: No.
- Awareness of Advertisements: Everywhere, it is famous.
- Awareness of Sephora: Yes, everywhere. All the products mentioned are sold there.

2. Perception of Beauty:

- When I Say “Beauty” What Comes to Your Mind? Esthetic, beautiful people, beautiful faces, gorgeous people.
- Do You Think That Beauty Has Standards? No, I feel that you can find beauty in everything.
- How Can You Describe the Beauty of Women? 20 percent of her face in their breast; and 80 percent what she brings to the table, how she thinks, her achievement, how she is confident.
- Do You Think That There Are Some Factors That Affect Beauty? Yes, someone can be beautiful inside and outside, but when they are having problems or issues that will make them not balanced and lose some of their beauty. Also, when passing through hard times, they may lose beauty, not physical, even their characters.

3. Perception of Femvertising:

- Initial Thoughts: No specific comment.
- Emotional Response: No specific comment.
- Perceived Message: No specific comment.

4. Attitudes Towards Femvertising:

- Effectiveness of Femvertising: It might but mostly helps, I think.
- Influence on Purchase Decisions: It might, but mostly it helps, I think.
- Perception of Brands: She sells every brand.

5. Perceptions of Sephora's Femvertising Campaigns:

- Messaging and Visuals: A really beautiful woman smelling so good, her hair and her makeup is so good.
- Comparison to Other Brands: She is the mother of them, she sells every brand.

6. Impact on Purchase Intentions:

- Influence of Femvertising: Yes, for sure.
- Purchase Intentions for Sephora: Yes, a bit, not a lot.
- Factors in Decision Making: I was thinking that Sephora only pushes into perfection, but then I saw that they are supporting to be beautiful in your own way.

7. Demographics:

- Age: 20
- Occupation: Bachelor student
- Nationality: Algerian
- Gender: Woman
- Awareness of Femvertising: No

Participant 16: So; Be

Awareness of Femvertising:

- Familiarity with Femvertising: No, never heard of the term.
- Awareness of Advertisements: Yes, seen examples on Instagram or videos promoting feminine solidarity, women's success, and leadership.
- Awareness of Sephora: Yes, familiar with Sephora brand and its makeup-related advertisements on social media and YouTube.

Perception of Beauty:

- When I Say "Beauty" What Comes to Your Mind? Natural beauty, clean features, unique facial features.
- Do You Think That Beauty has Standards? Yes, standards vary and can be influenced by factors like weight and societal norms.
- How Can You Describe the Beauty of Women? Confidence plays a significant role in a woman's beauty.
- Do You think that there are some factors that affect beauty? Yes, factors include environment, stress, mental health, and financial status.

- Do the Positive or Negative Comments that People Bring About Your Appearance Create A Psychological Pressure on You? No.
- Do You Think That the Use of Beauty Products Affect Beauty? Yes.
- Why Do People Use Beauty Products? To satisfy ego, inner personality, or to satisfy others.
- What Are the Beauty Products You Use? Fenty Beauty, Estee Lauder, Loreal, Lancome, Serace; chosen for matching skin tone and achieving desired looks.

Perception of Femvertising:

- Initial Thoughts: Beauty standards change over time, impacting individuals' perceptions of themselves.
- Emotional Response: Neutral; discomfort with inclusion of LGBTQ+ individuals in the ad.
- Perceived Message: Sephora targets "brown girls" with their products.

Attitudes Towards Femvertising:

- Effectiveness of Femvertising: Yes, effective in motivating women to be better and productive.
- Influence on Purchase Decisions: Yes, influenced by La Roche Posay skin care ad on social media.
- Perception of Brands: Prefers brands owned by women, like "Yan&One" in Morocco.
- Brand Loyalty: Yes, influenced by femvertising campaigns.

Perceptions of Sephora's Femvertising Campaigns:

- Messaging and Visuals: Sephora would be like a flexible, white man who knows how to exploit opportunities.
- Comparison to Other Brands: Sephora offers diversity in makeup and beauty products with affordable prices.

Impact on Purchase Intentions:

- Influence of Femvertising: Yes, influenced by femvertising campaigns.
- Purchase Intentions for Sephora: Yes, more inclined to purchase Sephora products due to femvertising.
- Factors in Decision Making: Also considers friends' feedback when purchasing beauty and personal care products.

Demographics:

- Age: 22
- Occupation: Bachelor student
- Nationality: Moroccan
- Gender: Woman
- Awareness of Femvertising: No

Participant 17: Cha

Awareness of Femvertising:

- Familiarity with Femvertising: No, never heard of the term.
- Awareness of Advertisements: No examples mentioned.
- Awareness of Sephora: Yes, familiar with Sephora brand and its products.

Perception of Beauty:

- When I Say “Beauty” What Comes to Your Mind? Femininity, colors.
- Do You Think That Beauty has Standards? No, everyone has their own beauty.
- How Can You Describe the Beauty of Women? Simplicity, confidence.
- Do You think that there are some factors that affect beauty? Yes, factors like money and availability of beauty products.
- Do the Positive or Negative Comments that People Bring About Your Appearance Create A Psychological Pressure on You? No.
- Do You Think That the Use of Beauty Products Affect Beauty? Yes.
- Why Do People Use Beauty Products? To satisfy themselves or others.
- What Are the Beauty Products You Use? Skincare, haircare, makeup.

Perception of Femvertising:

- Initial Thoughts: Beauty standards shouldn't exist; beauty should be perceived from within.
- Emotional Response: The advertisement made me feel confident.
- Perceived Message: Sephora is promoting self-confidence and self-acceptance.

Attitudes Towards Femvertising:

- Effectiveness of Femvertising: Yes, ads make us feel more confident and surer about ourselves.

- Influence on Purchase Decisions: Yes, influenced by ads from Nike, Ordinary, and Fenty Beauty.
- Perception of Brands: Femvertising campaigns make brands appear powerful and encouraging.
- Brand Loyalty: Yes, but not significantly; depends on the product.

Perceptions of Sephora's Femvertising Campaigns:

- Brand Personality: Sephora would be like a confident, feminine lady who likes lots of colors.
- Comparison to Other Brands: Likes Sephora's campaigns; appreciates quality and price.

Impact on Purchase Intentions:

- Influence of Femvertising: Yes, but not the sole factor.
- Purchase Intentions for Sephora: Yes, inclined to purchase due to campaigns, but not solely because of them.
- Factors in Decision Making: Considers quality, efficacy, and product components.

Demographics:

- Nationality: Algerian
- Occupation: Working in an international company, graduated from master's program.
- Age: 30
- Gender: Woman
- Awareness of Femvertising: No

Participant 18: Ad Bo

Familiarity with Femvertising:

- Familiarity with Femvertising: Not aware of the term but provides an interpretation suggesting empowerment and challenging stereotypes.
- Awareness of Advertisements: Recalls encountering advertisements promoting women empowerment, including campaigns for rural women and breast cancer awareness.
- Awareness of Sephora: Familiar with Sephora brand and its recent support for Palestine but hasn't paid much attention to its advertisements.

Perception of Beauty:

- Definition of Beauty: Associates beauty with art, music, and personal relationships.
- Beauty Standards: Believes beauty standards are subjective and vary from person to person.
- Beauty of Women: Focuses on manners, expression, and personality rather than physical appearance.
- Factors Affecting Beauty: Attributes beauty to dressing, speech, habits, and principles.
- Psych. Pressure from Comments: Indicates that comments about appearance do not create psychological pressure.
- Effect of Beauty Products on Beauty: Acknowledges that beauty products can have an impact on appearance.
- Reasons for Using Beauty Products: Suggests that people use beauty products for both personal satisfaction and to garner attention from others.
- Beauty Products Used: Uses men's beauty products.

Perception of Femvertising:

- Initial Thoughts: Finds the "Unlimited Power of Beauty" ad well-constructed and appreciates its relatable characters and message.
- Emotional Response: Feels that beauty correlates with confidence and self-esteem, which the ad portrays effectively.
- Perceived Message: Believes the ad communicates that beauty products are not just objects but a way of life.

Attitudes Towards Femvertising:

- Effectiveness of Femvertising: Expresses belief in the effectiveness of advertisements promoting women empowerment.
- Influence on Purchase Decisions: Indicates that femvertising may influence purchase decisions for their wife but not for themselves.
- Perception of Brands: States that femvertising campaigns can change their perception of brands.

- Brand Loyalty: Affirms that femvertising campaigns can influence brand loyalty.

Perceptions of Sephora's Femvertising Campaigns:

- Brand Personality: Envisions Sephora as a powerful couple, with a strong man and a beautiful woman.
- Comparison to Other Brands: Does not provide a direct comparison.

Impact on Purchase Intentions:

- Influence of Femvertising: Suggests that femvertising may influence their decision-making process.
- Purchase Intentions for Sephora: Expresses inclination to purchase Sephora products due to their femvertising campaigns.
- Factors in Decision Making: Considers product practicality in addition to femvertising campaigns.

Demographics:

- Nationality: Tunisian
- Occupation: Freelancer
- Age: 28
- Gender: Man

APPENDIX 3: Extract From The Excel Sheet Used For The Analysis of TheCollected Data From Interviews.

Participants abbreviations of names	Participants 1	Participant 2	Participant 3	Participant 4
	LA	lb	Cha	B.K
"beauty"	makeup; clothes; hair; inside beauty; morals, beauty of actions	Face of someone, interior beauty, exterior beauty.	SEPHORA	when i say beauty of somethings i mean it's force me to look at it and it feels good look at it
beauty has standards?	No	Yes	No	No
why?	Everyone is beauty on it's own way	, it depends on society, how they look at it like in europe beautiful girls is the skinny girls but in some regions of Morocco ,fat girl is more beautiful	It depends on every person, because everybody see beauty in something specific and different, on his own way	it's different from a person to another
Beauty of women	not specific, elegance, take care of herself, clean, smells good, not too much or expensive makeup,	Being kind, feelings, acts, not agressive, shape of eye wide	It start from how she is from the inside and then how she takes care of herself, not just her appearance but also how she feels about herself, how she takes care about it her lifestyle, if she practice sport she is clean if she takes	not too much makeup, smile, wide eyes, clean skin; a quite person; elegant clothes, soft girl

How do you find sephora(products, price..)	Elegant products , premium quality, clean products, high Prices; found it at mall, promoted at social media (influencers) and by selena gomez	They have different brands in different places; it's like a mall or like Gratis. For perfumes Sephora it's less expensive and they sell original perfumes	Their products are good, good quality, little bit high prices; you can't find them everywhere especially in morocco;	i was thinking about it as a company for girls and makeup, but after that i learned that they sells perfumes for men	High prices because it offers premium brand with high quality, and also it has good location in big shopping centers
If sephora was human how it will be look like	Elegant; beautiful; Nice; class; women with good perfum ; and she is clean	young girl, between 20-30, pink hair, crazy , very open mind, arrogant, wearing too much makeup, jean, hiphop style	a girl with a long hair maybe black, beautiful, her beauty does not go with a specific trend or a specific place; tall; wearing those hot color like red lipstick, her features looks clearly with pop in colors; strong girl; confident	beautiful girl, wearing lot of makeup, smells good, white girl with a black hair, classy clothes, high heel, arrogant, self confident, serious	A tall and thin woman with tanned skin
What is special about sephora comparing to the competitors	Premium quality; and the experience they offer inside the store like makeup ; good customer experience; the way they advertise their brand they are present in social media; collaboration with influencers	what is special is the price	don't know	quality better than other, more expensive, famous brand,	The assurance of buying original products with high quality even in high price

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