



**MAPPING THE FEMVERTISING LANDSCAPE: A SYSTEMATIC LITERATURE  
REVIEW**

*Femvertising Alanının Haritalanması: Sistemik Bir Literatür İncelemesi*

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### ABSTRACT

In this systematic literature review, the aim is to explore the place of the concept of femvertising in academic literature. Accordingly, articles published in journals indexed in the Web of Science database that use the keyword "femvertising" have been analyzed. The results revealed that research on femvertising has been conducted since 2016, with most studies focusing on the business category. More than half of the articles have employed qualitative research methods. The review of contemporary literature reveals a growing body of research centered around the concept of femvertising, with a particular emphasis on the interplay between social media, women empowerment, and consumer attitudes. A notable gap in the existing literature is the paucity of studies investigating the intersection of femvertising and corporate social responsibility.

After the VOSviewer analysis, the most frequently cited sources are revealed as the Journal of Advertising, International Journal of Advertising, Female Media Studies, and Sex Roles. The presence of Female Media Studies and Sex Roles emphasizes the interdisciplinary aspect of femvertising research, thus suggesting that a comprehensive understanding of the topic requires perspectives from both marketing and gender studies. This underscores femvertising's relevance in both fields. Also, the analyzed articles mainly used qualitative methods, with content analysis, interviews, discourse analysis, and textual analysis being the most common. Quantitative methods like experiments and structural equation modeling were also used, though studies combining both approaches were rare. There is a notable deficiency in research employing big data analytics.

**Keywords:** Femvertising, Consumer Behaviour, Advertising

## ÖZ

Bu sistematik literatür taramasının amacı, femvertising kavramının akademik literatürdeki yerini araştırmaktır. Bu doğrultuda, Web of Science veri tabanında indekslenen dergilerde "femvertising" anahtar kelimesi kullanılarak yayınlanan makaleler analiz edilmiştir. Araştırma sonuçları, femvertising konusunun 2016 yılından bu yana incelenmeye başlandığını ve çalışmaların çoğunun işletme kategorisine odaklandığını göstermektedir. Makalelerin yarısından fazlası nitel araştırma yöntemleri kullanmıştır. Güncel literatürün incelenmesi, femvertising kavramı etrafında büyüyen bir araştırma alanı olduğunu ve özellikle sosyal medya, kadın güçlendirme ve tüketici tutumları arasındaki etkileşimlere odaklandığını ortaya koymaktadır. Mevcut literatürdeki önemli bir boşluk, femvertising ve kurumsal sosyal sorumluluk arasındaki kesişimi inceleyen çalışmaların yetersizliğidir.

VOSviewer analizi sonucunda en sık atıfta bulunulan kaynaklar *Journal of Advertising*, *International Journal of Advertising*, *Female Media Studies* ve *Sex Roles* olarak ortaya çıkmaktadır. *Female Media Studies* ve *Sex Roles* dergilerinin varlığı, femvertising araştırmalarının disiplinlerarası niteliğini vurgulamakta ve bu konunun kapsamlı bir şekilde anlaşılması için hem pazarlama hem de toplumsal cinsiyet çalışmaları perspektiflerine ihtiyaç duyduğunu göstermektedir. Bu durum, femvertising'in her iki akademik alan için de önemini ortaya koymaktadır. Ayrıca, analiz edilen makalelerde en yaygın olarak içerik analizi, mülakat, söylem analizi ve metin analizi gibi nitel yöntemlerin kullanıldığı görülmektedir. Deney ve yapısal eşitlik modellemesi gibi nicel yöntemler de yer almaktadır; ancak nitel ve nicel yaklaşımları birleştiren çalışmalar çok azdır. Büyük veri analitiğinin kullanıldığı araştırmaların hiç yer almaması da dikkat çekmektedir.

**Anahtar Kelimeler:** Femvertising, Tüketici Davranışı, Reklam.

## INTRODUCTION

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Advertising, an ubiquitous form of communication, is designed to gain the attention of the broadest possible audience. Given the intense competition among producers to satisfy the unique demands of consumers, advertising has become an indispensable component of modern marketing. Advertisers employ a multitude of strategies to differentiate their offerings and appeal to diverse consumer segments. Despite the exploration of various innovative approaches, a persistent theme in these attempts is the reinforcement of gender stereotypes concerning women (Mayne, 2000: 56). While the fundamental role of advertising is to promote products and services, it has increasingly been observed that its capacity to influence social values and behaviors has eclipsed its original function. One criticism of this discipline asserts that advertising manipulates people through stereotyping, providing simple narratives to primitive societies in order to control their thoughts and beliefs and give meaning to their world (Dyer, 2002: 4).

The investigation of gender stereotypes, initiated by feminist thought in the 1960s, has continued to the present day, raising ethical concerns about the media's representation of women and questioning the structures of gender roles in society. Today, a new perspective on the stereotyping of women is emerging through the exploration of gender representations, giving rise to novel concepts and debates (Tsieh, 2020: 29). It can be said that significant progress has been made towards gender equality. As a result of these developments, advertisements that empower women and aim to dismantle gender stereotypes have become increasingly important for businesses seeking to target female audiences. There has been a notable surge in scholarly research examining representations of female empowerment and gender stereotypes within advertising (Åkestam et al., 2017; Eisend et al., 2014; Gomes Pereira Santos et al., 2022).

Driven by growing consumer expectations, businesses are under increasing pressure to demonstrate their commitment to social causes. Advertising serves as a powerful medium for conveying these corporate social responsibility messages to the broader public. The most

fundamental issue within activist advertising is gender equality, particularly concerning women. (Zeisler, 2016). The decision to engage in activist advertising presents challenges in balancing the brand's marketing strategy with messages that address social issues. For instance, a Pepsi advertisement in the United States featured Kendall Jenner, a celebrity, offering a can of Pepsi to a stern-looking police officer who is blocking a street during a protest. Amidst the cheers of the protesting crowd, the police officer takes a sip of the Pepsi and smiles. Despite the brand's stated intention to foster awareness of social inequality, the campaign was met with widespread criticism due to the use of a privileged model who lacked personal experience with the issues at hand and had no established record of social activism (Champlin et al., 2019: 1241).

"Femvertisements" are a category of advertisements that explicitly aim to empower women by challenging traditional gender roles and societal expectations (Åkestam et al., 2017: 795). A major concern exists within the realm of femvertising. Although the promotion of feminist values is a positive development, there is a risk that these ideals may be co-opted by brands for commercial purposes, reducing their authenticity and undermining their impact (Sánchez- Labella Martín et al., 2024: 483).

This study aims to analyze the current state of research on femvertising by reviewing existing literature and to develop new research questions for future studies. As femvertising is an emerging field with limited detailed research, a systematic literature review and VOSviewer analysis will shed light on future studies in this research area.

## **GENDER IN ADVERTISING**

Prevalent gender role stereotypes within society are mirrored in advertising. These advertisements contribute to the reinforcement and reproduction of societal inequalities (Hainneville et al., 2023: 939). Stereotypes are often described as making claims about

categories of people. For example, "doctors wear white coats" or "Black men are criminals." These stereotypes used in everyday conversation cannot be universal generalizations because they do not encompass all instances of the category in question. Therefore, even a person who states a stereotype such as "women have babies" might acknowledge that not all women in the world have babies. At this point, the question arises: what problem does stereotyping cause? Stereotyping is a cognitive process that involves the categorization of individuals based on their perceived group membership. This process results in the formation of expectations and the adjustment of social interactions, often leading to prejudicial judgments (Beeghly, 2015: 676). Engaging in gender-appropriate behaviors, as frequently depicted in advertisements, is considered a learned behavior in the literature. This behavior can vary depending on the society in which the individual lives. Individuals learn gender-appropriate behavior through socialization, and mass media is a part of this socialization process (Mayne, 2000: 57).

Stereotypes are widely used in advertising. Gender and occupational status are among the most prominent of these stereotypes. As women have made progress in their careers and education, the gap between the portrayal of women in advertising and real life has widened (Eisend, 2010: 436). As a result of this development, the degree of female stereotyping in advertisements has gradually decreased. Advertisements are presented to consumers through marketing strategies that are developed based on the demographic characteristics of the intended audience (Wolin, 2003: 125). Among these attributes, gender is the most commonly used. The primary reasons for this can be summarized as follows: (1) it is easily identifiable, (2) gender segments are accessible, (3) gender segments are measurable and responsive to the marketing mix, and (4) gender segments are large and profitable (Darley & Smith, 1995: 41). One of the primary reasons why consumers are increasingly less likely to take advertising stereotypes seriously is the use of stereotypes as a source of humor in advertising. In terms of gender stereotypes, male stereotypes are more commonly used in humorous advertisements

than female stereotypes (Eisend et al., 2014: 268). On the other hand, it is also emphasized that the stereotyping of women in advertising is decreasing. This decline is observed, particularly in countries with high masculinity scores, due to transformations occurring in those societies (e.g., Japan). In countries with low masculinity scores, where solutions to gender issues have been debated for many years, the progress in addressing stereotyped advertising content related to gender roles seems to be slower compared to countries with high masculinity scores (Eisend, 2010: 436).

### **Femvertising**

In response to the prevalence of stereotypical female representations in advertising, female empowerment advertising, or femvertising, has gained prominence. Research suggests that femvertising has been effective in reducing negative reactions to stereotypical portrayals and has positively influenced advertising and brand attitudes, especially among female consumers (Özata et al., 2023: 64-65). The term "femvertising" was first coined in 2014 at a panel in Advertising Week in conjunction with the lifestyle website SheKnows. In this panel, "femvertising" was defined as a term describing contemporary advertising campaigns that challenge traditional female stereotypes in advertising (Åkestam et al., 2017: 796). There is a growing consensus that advertising can play a pivotal role in fostering societal equality (Vadakkepatt et al., 2022: 516).

A significant aspect of advertising is its role in representing popular culture. Recognizing the power of this role, businesses have begun producing female-targeted advertisements that incorporate elements such as feminism, women's activism, and equality, thereby contributing to the emergence and widespread adoption of the concept of femvertising (Rodríguez Pérez & Gutiérrez Almanzor, 2017: 344-346). It is often argued that the intersection of feminism and marketing can be traced back to Edward Bernays' advertising campaign in 1928 for a cigarette company, which sought to empower women to smoke. This campaign challenged a societal

taboo of the time by encouraging women to smoke in public, not just in private spaces. Subsequently, other cigarette brands followed suit, launching targeted campaigns to sell their products to women (Tablot, 2000). With the globalization of the women's rights movement, feminism has gained significant traction in the digital realm. Social media platforms have provided women with a digital arena to advocate for gender equality and human rights, thereby enhancing the visibility of feminist movements. In this context, social media offers a crucial opportunity for feminist activism to organize globally and amplify its voice effectively (López Vázquez & Rangel-Pérez, 2022: 341).

Whether the empowerment portrayed in femvertising constitutes genuine activism remains a subject of ongoing debate. The question of whether femvertising is merely a marketing ploy or a sincere reflection of corporate commitment to social change persists (Varghese & Kumar, 2022: 442). It would be an oversimplification to assume that all brands are equally committed to the goals of femvertising. Indeed, research has indicated that some companies may employ femvertising as a marketing strategy without making substantial internal changes to promote gender equality (Sterbenk et al., 2022: 503). While it is acknowledged that femvertising can have positive elements, there is a need for a critical examination of whether advertisements designed to empower women may inadvertently undermine the political power of feminism (Windels et al., 2020: 29). While femvertising emphasizes women's control over their bodies, self-esteem, and choices, it has also been criticized for reinforcing traditional notions of femininity and beauty as means of female empowerment (Tsai et al., 2021: 29). To overcome this, it is suggested that an authentic feminist discourse should be adopted in the creation of femvertising content (Duan, 2020: 240).

The proliferation of femvertising can be attributed to five interconnected factors. According to Varghese and Kumar (2022), these factors are:

- 1) a surge in activism advocating for more equitable representation of women in advertising;



- 2) the rising prominence of brand activism, cultural marketing, and conscious capitalism;
- 3) intensified critiques of corporate and meta feminism;
- 4) growing public awareness of gender stereotypes; and
- 5) increased regulatory oversight of gender role portrayals in advertising

A significant body of literature has examined the concept of femvertising, providing valuable insights into its impact. One study identified consumer gender, level of support for women's rights, self-perceived feminism, political orientation, and trust in advertising as key predictors of attitudes toward femvertising (Sternadori & Abitbol, 2019: 746).

Another study in the literature suggests that consumers' personal attributes influence their cognitive mechanisms toward advertising campaigns presented in the form of femvertising. If the social anxieties conveyed through the female figure in the advertisements align with feminist beliefs, consumers are more likely to develop a positive attitude and respond favorably to these ads (Waqar et al., 2024: 10). Social media, a valuable tool for consumer-brand interaction, can leverage femvertising content to increase engagement by incorporating motivating elements unrelated to the brand itself, such as self-development, self-validation, and social acceptance (Rudeloff & Bruns, 2024). Research suggests that femvertising campaigns have a positive impact on consumer perceptions of brand image, fostering greater brand affection and loyalty. Consumers tend to develop more positive attitudes towards brands that engage in femvertising (Misra et al., 2024: 74).

Research indicates that femvertising has the potential to enhance male consumers' awareness of and perceptions regarding contemporary gender roles. The study underscores the role of femvertising in addressing gender inequality. Nevertheless, the findings suggest that male consumers' purchase intentions are not significantly influenced by exposure to femvertising campaigns (Negm, 2024: 1092). Another study involving women found that self-identified feminists tend to have lower levels of trust in brands and hold more negative perceptions of

femvertising. Conversely, the same study revealed that trust in and congruence with a brand positively influence attitudes toward femvertising, thereby positively impacting purchase intentions. Given the importance of trust in consumer-brand relationships, firms must strive for congruence between their communications and behaviors, as highlighted by Martínez-Aguirre et al., (2024). Research by Teng et al., (2021: 265) suggests that femvertising content can enhance positive consumer responses and increase purchase intentions among female consumers exposed to these advertisements. A study analyzing consumer responses to a femvertising video found that while consumers who espouse gender equality reject the notion that women are less capable than men, they are also hesitant to make claims about women's superior abilities (Chen & Feng, 2024: 55). Consumers who are highly involved in women's empowerment exhibit more positive attitudes toward femvertising compared to those who are less involved (Park et al., 2023: 243). Another study found a positive interaction between consumers self-identifying as feminists and their attitudes towards femvertising content in terms of sharing intentions, but no significant impact on purchase intentions (Özata et al., 2023: 64). A study on luxury products and femvertising found that luxury personal care brands engage in less femvertising and employ more stereotypical gender expressions compared to non-luxury personal care brands. Conversely, non-luxury personal care brands feature more femvertising content (Michaelidou et al., 2022: 1294). Another study examining jewelry advertisements within the luxury segment yielded similar findings. The analyzed brands' advertisements lacked femvertising content, suggesting the existence of a consumer segment that is indifferent to corporate social responsibility and femvertising messages (Pankiw et al., 2021: 320). Consumers' awareness of stereotypes embedded within advertising messages makes them more receptive to advertising that challenges these stereotypes. This, in turn, can foster more positive attitudes toward both the advertisement and the brand, while simultaneously promoting broader societal changes (Åkestam et al., 2017: 802).

## RESEARCH METHOD

A systematic literature review (SLR) was employed to examine the existing body of research on femvertising, thereby providing a current assessment of the knowledge base within this field (Paul et al., 2021). Systematic literature reviews evaluate the evidence and the quality of that evidence related to the research topic. Throughout the process, scientific evidence is synthesized in a transparent manner (Lame, 2019: 1634). For sound research, transparent and complete reporting is crucial. This allows readers to gain an accurate understanding of how the research was conducted and is also critical for the reproducibility of the research. To conduct a thorough and detailed review, using the PRISMA checklist provides both authors and readers with information about what was done and what was found during the research process, as well as demonstrating the quality of the reporting (Sarkis-Onofre et al., 2021: 1). By offering a structured protocol, the PRISMA checklist serves as a valuable roadmap for conducting systematic reviews and meta-analyses, ensuring transparency and rigor in the research process (Moher et al., 2015: 3).

### Scope of the Research

This study aims to conduct a systematic literature review of articles published in journals indexed in the Web of Science (WoS) that explore the concept of femvertising. By synthesizing these studies, the objective is to provide a roadmap for future research. While existing systematic literature reviews have examined femvertising through lenses such as the 4N1K analysis (Gomez-Borquez et al., 2024: 1) and critical perspectives on theoretical frameworks (Vandellos et al., 2023), this study offers a more comprehensive overview by incorporating these findings and expanding the scope of the analysis.

### Inclusion and Exclusion Criteria

To ensure a comprehensive and high-quality dataset, this study exclusively utilized articles indexed in the Web of Science Core Collection (WoS). The search term "femvertising" was

employed in the “topic” field on July 9, 2024, to retrieve all relevant publications. This approach allowed for a broad temporal scope, as suggested by Rojas-Sánchez et al. (2023). Of the 72 initial articles retrieved, 5 were conference papers, 2 were book chapters, and 7 were not written in English or Turkish, resulting in a total of 58 articles. Of these, 3 were written in Turkish but were included in the analysis as they were authored by native Turkish speakers. After excluding 2 articles for which full texts could not be obtained, the final sample consisted of 56 articles.

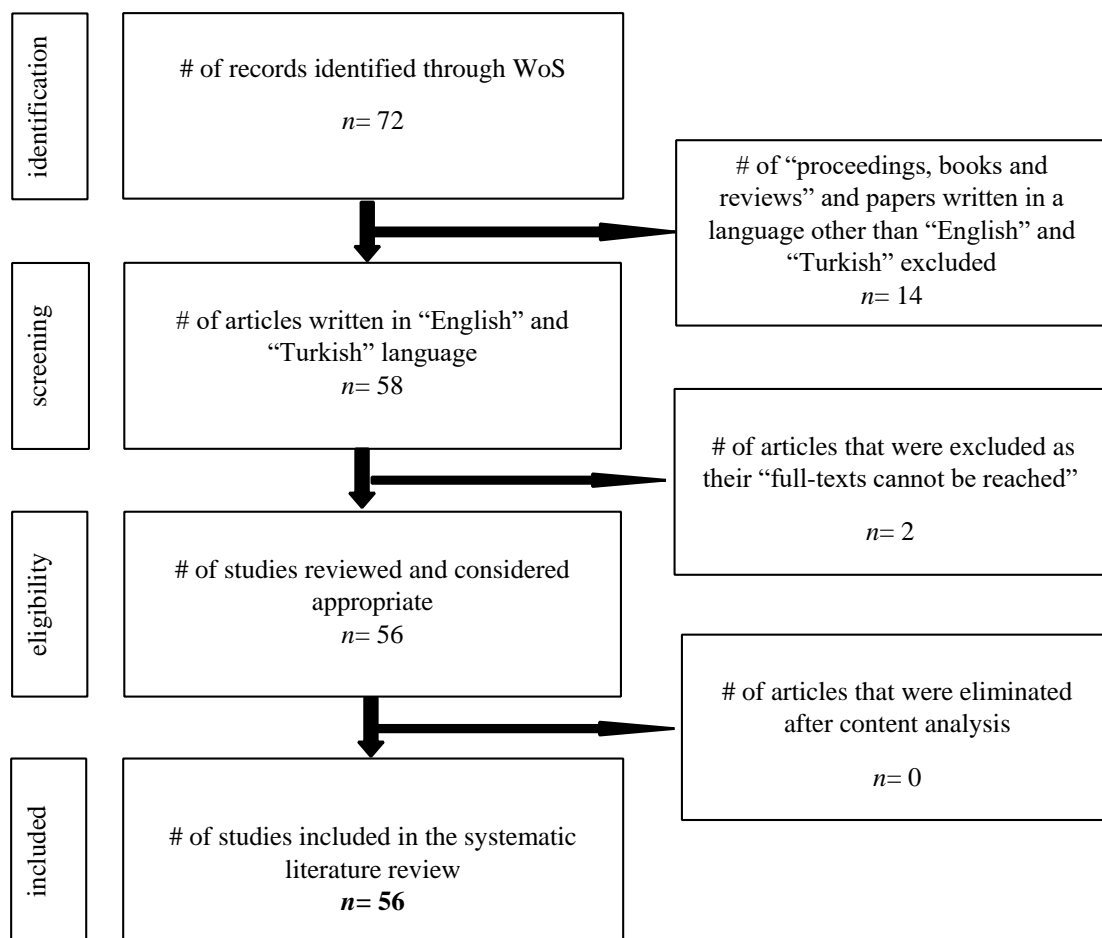


Figure 1. PRISMA method

Bibliometric mapping was performed using VOSviewer software to visualize the intellectual structure of the field through citation, co-citation, and bibliographic coupling analysis. Content analysis was conducted manually using an online word cloud program to identify recurring themes and keywords. An Excel sheet was created to list the articles and additional information

was retrieved by a through analysis of each article such as the method used, data type and methodology employed.

### Findings

An examination of the Web of Science (WoS) categories of the included articles revealed that femvertising research is most frequently conducted in the fields of business and communication. This is followed by research in women's studies (Figure 2).

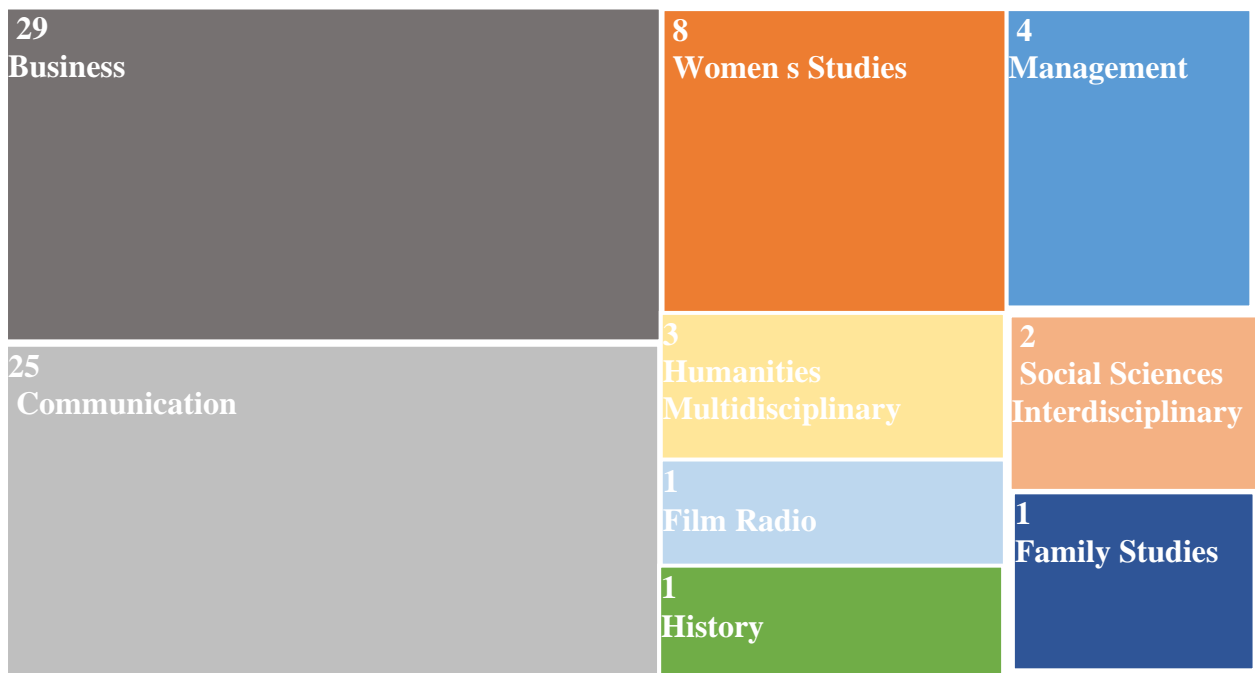


Figure 2. WoS categories of publications subject to scanning

The methods used in the articles reviewed were listed in excel sheet prepared by the author. The findings that are illustrated in Figure 3 reveal that qualitative methods were qualitative methods were the most prevalent, accounting for 52% of the studies. Quantitative methods were employed in approximately 32% of the articles, while mixed methods were used in only 5%. It is noteworthy that 6 articles did not involve empirical research.

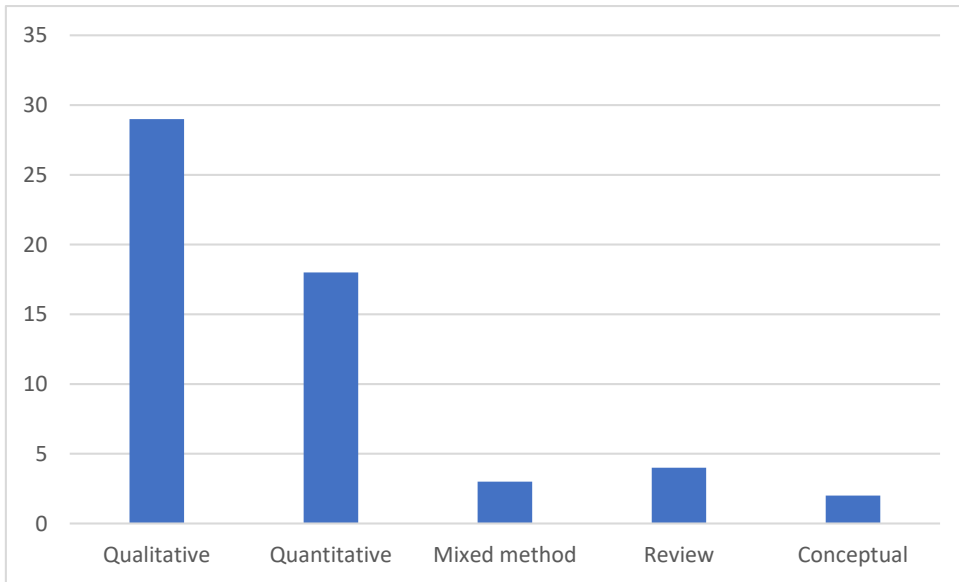


Figure 3. Methods Used in Articles

Of the articles conducted as an empirical study, 22 contained primary data, 29 contained secondary data, and 1 contained both primary and secondary data.

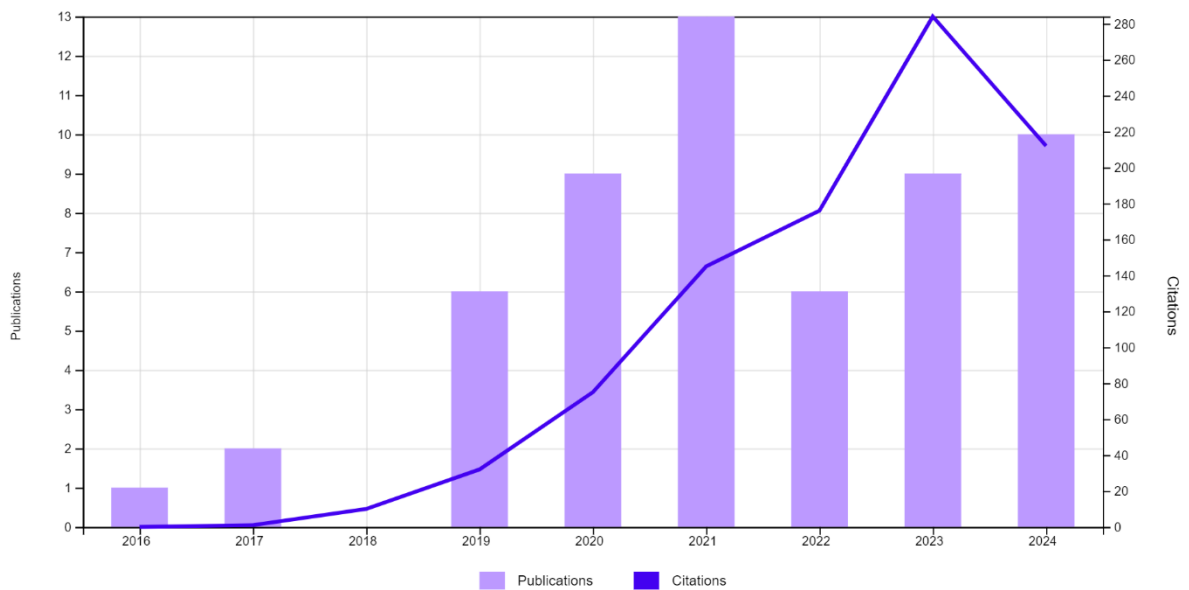


Figure 4. Citations and Years of Publications

No time constraint was imposed on the search. The findings indicate that the term "femvertising" first appeared in a publication in 2016. The highest number of publications was in 2021, and the most citations were received in 2023 (Figure 4). Regarding methodologies,

content analysis was the most frequently used method (18 times), followed by experiments (6), structural equation modeling (6), interviews (7), discourse analysis (5), and textual analysis (4).

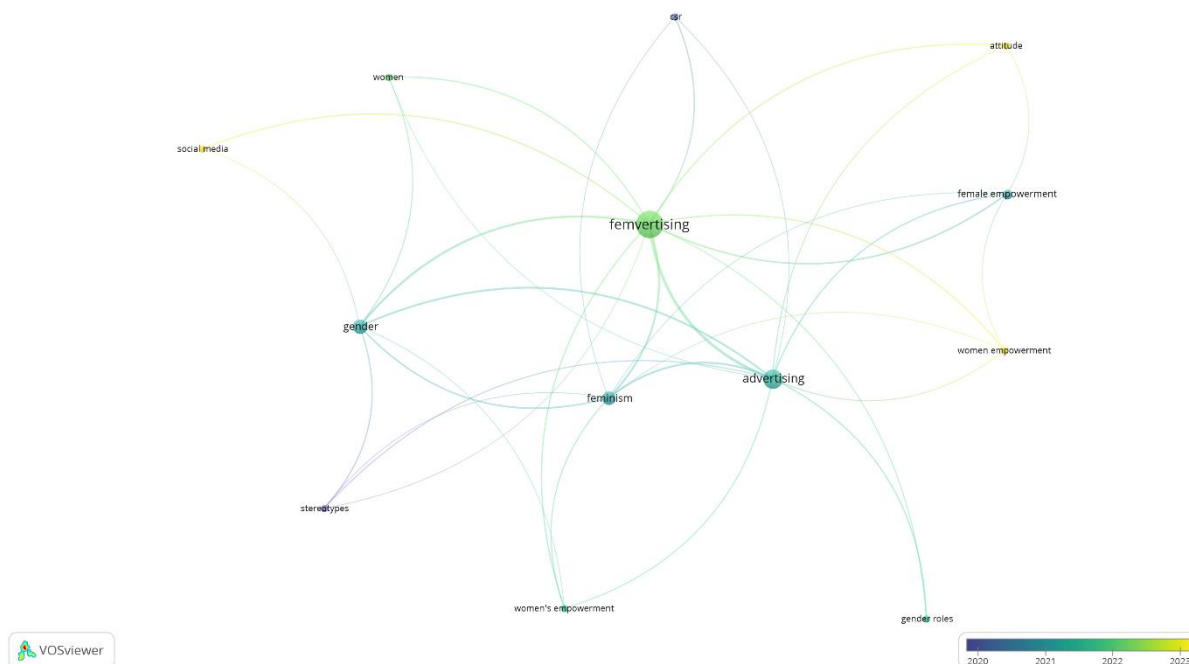


Figure 5. VOSviewer output of co-occurrence of keywords

Figure 5 illustrates the evolution of research themes related to femvertising. In 2020, the primary focus was on examining the intersection of femvertising with stereotypes and corporate social responsibility. However, in subsequent years, the research landscape broadened to encompass concepts such as gender, feminism, and female empowerment. By 2023, the emphasis had shifted towards exploring the role of social media in shaping attitudes towards women's empowerment through femvertising.

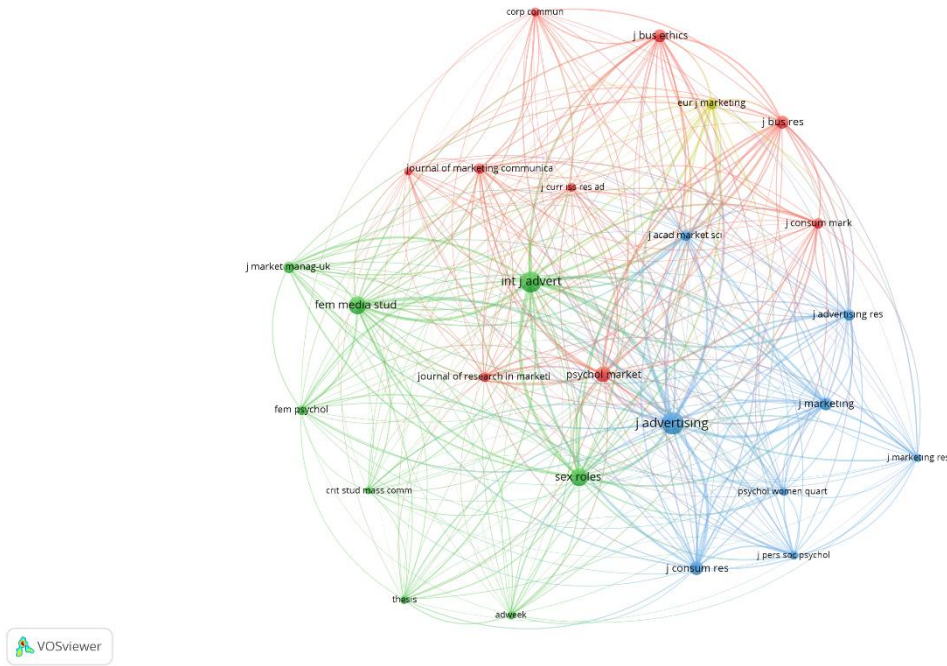


Figure 6. VOSviewer output of Co-citation of cited sources

When analyzing the highly cited sources identified through VOSviewer, it became evident that the Journal of Advertising, the International Journal of Advertising, Female Media Studies, and Sex Roles were the most influential publications in the field.



Figure 7. Word cloud of keywords



When a word cloud was generated based on the keywords in the articles, the most frequent keyword was "femvertising," followed by "advertising" and "gender." Other frequently used keywords in studies on this topic included "feminism," "female empowerment," "women empowerment," and "consumer behavior."

Table 1. Top 5 Most Cited Articles

Rank	Name of Article	Journal	Authors	Affiliation	Country	Citation
1	Gender stereotypes in advertising: a review of current research	International Journal of Advertising (2016)	Stacy Landreth Grau	Department of Marketing	USA	154
			Yorgos C. Zotos	Communication and Internet Studies	Cyprus	
2	Woke-washing: "intersectional" femvertising and branding "woke" bravery	European Journal of Marketing (2020)	Francesca Sobande	School of Journalism	UK	131
3	Advertising "like a girl": Toward a better understanding of "femvertising" and its effects	Psychology and Marketing (2017)	Nina Akestam	Stockholm School of Economics	Sweden	119
			Sara Rosengren			
			Micael Dahlen			
4	Is Femvertising the New Greenwashing? Examining Corporate Commitment to Gender Equality	Journal of Business Ethics (2022)	Yvette Sterbenk	Roy H. Park School of Communications	USA	64
			Sara Champlin	Mayborn School of Journalism		
			Kasey Windels	University of Florida		
			Summer Shelton	Idaho State University		
5	Selling Feminism: How Female Empowerment Campaigns Employ Postfeminist Discourses	Journal of Advertising (2019)	Kasey Windels	University of Florida	USA	54
			Sara Champlin	University of North Texas		
			Summer Shelton	Idaho State University		
			Yvette Sterbenk	Ithaca College		
			Maddison Poteet	University of North Texas		

Among the most cited articles, a significant proportion were authored by researchers affiliated with the US universities. Published between 2016 and 2022 in marketing and advertising journals, these articles received a maximum of 154 citations. Notably, only one of these five highly cited publications was single-authored.

## DISCUSSION

Femvertising, a contemporary and significant research topic, resides at the intersection of consumer behavior, gender studies, and marketing ethics. This study adopts a systematic literature review approach to comprehensively examine the femvertising literature and identify knowledge gaps in this field. A significant portion of the analyzed articles were rooted in the fields of business and communication. The notion that femvertising plays a crucial role in enabling businesses to challenge gender biases provides a compelling rationale for this research focus (Sobande, 2019: 2724). Moreover, crafting femvertising content can be instrumental in securing customer approval and attention. Marketers can devise effective strategies by tailoring these innovative ad contents to the specific personality traits of their target audience (Waqar et al., 2024: 11). Consequently, this topic is more extensively studied in these two fields due to their potential to yield industry-benefiting outcomes. However, the most cited sources were predominantly found in advertising and media studies journals. Although the content may pertain to business, the dominant presence of communication journals in this area is evident.

The emergence of these advertisements has revealed significant insights and perspectives across genders, enabling a better understanding of their impact on consumers' gender roles, brand perceptions, and purchase intentions. Female consumers, in particular, tend to adopt a critical perspective on how gender roles are portrayed in advertising (Negm, 2024: 1092). While the use of a feminist perspective in advertising has traditionally been avoided, the growth of femvertising has increased attention and interest in this area. As a result, messages promoting

women's empowerment have become more prevalent and widespread (Windels et al., 2020: 29).

When the most cited sources are examined as a result of the VOSviewer analysis, it is seen that the prominent sources are the Journal of Advertising, International Journal of Advertising, Female Media Studies and Sex Roles journals. The inclusion of Female Media Studies and Sex Roles highlights the interdisciplinary nature of femvertising research. It implies that understanding femvertising requires insights from both marketing and gender studies, showcasing its significance in both academic fields.

This concept can be seen as a product of contemporary cultural contexts and is appealing to individuals who advocate for gender equality. Although its success is steadily increasing, reaching consumers who are reluctant to embrace feminism through these advertisements appears to be challenging (Sternadori & Abitbol, 2019: 746).

The analyzed articles predominantly employed qualitative methods, with content analysis, interviews, discourse analysis, and textual analysis being the most common techniques. Among quantitative methods, experiments and structural equation modeling were the most frequently used. However, studies combining both qualitative and quantitative approaches were relatively scarce. Furthermore, there was a notable dearth of research employing big data analytics.

A VOSviewer co-occurrence analysis of keywords revealed that the most recent studies frequently included the term "social media." Advertisers must now closely monitor social media trends when developing their brand communication strategies. For instance, social media movements such as #MeToo and #TimesUp have heightened consumer awareness of femvertising and fostered positive attitudes toward such content. Consumers expect businesses to take concrete steps in this area. By engaging with social media, businesses can achieve positive outcomes through social media communication. (Rudeloff & Bruns, 2024; Waqar et al., 2024: 11). Fourth wave feminism is a movement that emphasizes the use of new

communication methods such as social media to develop ideas and raise awareness about women's empowerment, and it is seen that with the rise of digital technology and social media, feminism movements have become more visible (Gomez-Borquez et al., 2024: 4). By leveraging social media, businesses can effectively manage the content of their marketing communication messages to reach a wider audience. An analysis of the top five most-cited articles from a sample of 56 revealed that only one was single-authored. These five articles were collectively written by 15 authors, 10 of whom were affiliated with US universities.

A primary limitation of this study is that it was confined to a single database. Future research could expand the scope by including additional databases. Specifically, the relationships revealed by the VOSviewer analysis, such as the relatively lower frequency of studies on femvertising and CSR, could be explored further. Additionally, a more in-depth examination of the intersection between social media and femvertising research could be conducted.

The growing role of digital platforms and social media in advertising is apparent. Therefore, future research could focus on how femvertising is evolving on newer platforms (e.g., TikTok, Instagram) and the specific features of these platforms that make femvertising more or less effective. Another engaging subject can be that as femvertising is primarily targeted at women, future research could explore its impact on male audiences, particularly in terms of changing perceptions of gender roles and its influence on male purchasing behavior.

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