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Motherhood, fatherhood, and advertising: How Polish consumers perceive the image of parenthood in femvertising and menvertising?

**Macierzyństwo, ojcostwo i reklama – jak polscy konsumenci postrzegają
obraz rodzicielstwa w femvertisingu i menvertisingu?**

Abstract

Consumer expectations regarding the creation of the world depicted in advertising are constantly evolving. In response to these needs, relatively new trends in marketing communication, such as femvertising and menvertising, which oppose gender stereotypes, are emerging. The main goal of this paper is to explore how Polish consumers aged 23–34 perceive the unconventional portrayal of parenthood depicted in femvertisements and menvertisements. The study was conducted in the form of three focused group interviews in March and April 2023. Participants were individuals who have children or intend to have them in the future – eight women and seven men. The study provided insights into participants' opinions on the portrayal of motherhood and fatherhood in femvertising and menvertising, as well as allowed identifying categories influencing attitudes towards such advertisements. Furthermore, it revealed a range of emotions evoked by them.

Keywords

marketing communication, advertising, femvertising, menvertising, parenthood

JEL: M31, M37

Streszczenie

Oczekiwania konsumentów wobec kreacji świata przedstawionego w reklamie ulegają nieustannej ewolucji – naprzeciw tym potrzebom wychodzą relatywnie nowe nurty komunikacji marketingowej, takie jak femvertising i menvertising, sprzeciwiające się stereotypom płci. Głównym celem artykułu jest zgłębienie tego, jak polscy konsumenci w wieku 23–34 lat postrzegają niekonwencjonalny portret rodzicielstwa ukazany w reklamach zwanych femvertisements i menvertisements. Badanie zostało przeprowadzone w postaci trzech zogniskowanych wywiadów grupowych na przełomie marca i kwietnia 2023 r. Uczestniczyły w nich osoby mające dzieci lub chcące je mieć w przyszłości – osiem kobiet oraz siedmiu mężczyzn. Badanie umożliwiło poznanie opinii uczestników na temat obrazu macierzyństwa i ojcostwa w femvertisingu oraz menvertisingu, a także wyodrębnienie kategorii wpływających na nastawienie do reklam wpisujących się w te nurty komunikacji marketingowej. Pozwoliło ono również na odkrycie wachlarza emocji przez nie wywoływanych.

Słowa kluczowe

komunikacja marketingowa, reklama, femvertising, menvertising, rodzicielstwo

Introduction

Advertisements should be like "magic mirrors in fairytales" – presenting an appropriate mix of societal values, embedding everything in cultural context, and reflecting individuals' dreams, all while reaching the widest audience possible (Lin

& Yeh, 2009, p. 61). But what if then they are merely distorting mirrors that reinforce outdated gender roles? Gender stereotypes have a long history in advertising, where they have been consistently utilized over decades (Ciochetto, 2008; Eisend, 2010; Westkaemper, 2017), influencing our perceptions, prescribing who

women and men should be and how they should behave in society (Ellemers, 2018). Advertisements thus serve two functions: a pragmatic one, involving nurturing consumption habits, and a social one, tied to teaching certain societal roles (Leszczuk-Fiedziukiewicz, 2009).

Over the years, the rising of feminism has contributed to profound changes in the daily lives of people. These social transformations have found their reflection in the advertising sphere (Plakoyiannaki et al., 2008; Grau & Zotos, 2016), prompting researchers to investigate perception of advertisements still using gender stereotypes and consumer reactions to stereotypical portrayals of the same gender (e.g. Wan et al., 2013; Zayer & McGrath, 2020), as well as other genders (Akestam et al., 2021). Importantly, the evolution of consumer expectations regarding corporate actions now extends beyond the mere portrayal of the world in advertising to also include taking a stand on social issues (Accenture, 2018). In response to these desires, relatively new trends in marketing communication have emerged – femvertising and menvertising – which present unconventional portraits of women and men, serving as elements of brand activism aimed at gender equality.

This study, in response to a limited understanding of both femvertising and menvertising from the consumers' perspective, aims to explore how consumers perceive messages containing unconventional depictions of parenthood. This article begins by discussing femvertising and menvertising, followed by a presentation of the chosen method and materials used for data collection with Polish consumers. Factors influencing attitudes towards parenthood depictions in femvertising and menvertising are then presented, along with the spectrum of emotions evoked by them. Finally, findings are subjected to discussion.

Femvertising

Although the roots of female liberation in advertising date back to the last century (Ford et al., 1991; Mager & Helgeson, 2011), femvertising is a relatively new concept that was defined during a panel at Advertising Week New York in 2014. The combination of the words feminism and advertising signifies "advertising that employs pro-female talent, messages, and imagery to empower women and girls" (Skey, 2015, p. 16). Some research utilize this definition (e.g. Abitbol & Sternadori, 2020; Buckley et al., 2024), however, there are also works that conceptualize femvertising as "advertising that challenges

traditional female advertising stereotypes" (Akestam et al., 2017, p. 795).

Research focusing on the perception of femvertising indicates a positive consumer attitude towards feminist advertisements (Akestam et al., 2017) and its impact on brand attitudes (Negm, 2024), as well as stronger emotional reactions compared to traditional advertisements (Drake, 2017). When it comes to the influence of attitudes towards femvertisements on purchase intentions, research results are ambiguous (e.g. Kapoor & Munjal, 2019; Karulkar et al., 2019; Abitbol & Sternadori, 2018). Existing research also delves into the possibility of coexistence between the concepts of femvertising and femwashing in consumers' minds (Hainneville et al., 2023; Buckley et al., 2024). Factors influencing the perception of femvertisements include gender (Sternadori & Abitbol, 2019), perceived authenticity of the message (Um, 2021), level of trust in advertising (Elhajjar, 2022), perceptions of gender roles (Lee, 2022), and the level of ambivalent sexism (Teng et al., 2021; Macias, 2021).

Among the motifs present in femvertising, one can distinguish a portrayal of mothers that is not confined to their nurturing role (Hsu, 2018). While many advertisements still perpetuate stereotypical maternal portrayals, suggesting certain practices as morally superior (Heffernan & Wilgus, 2018), femvertisements – in contrast – allow women to break free from the shadow of the Good Mother myth (Ruddick, 1995). However, there is a lack of research exploring consumers' reflections on non-idealized portraits of motherhood, especially in Polish context.

Menvertising

Advertisements serve not only as a site for disseminating dominant discourses on femininity but also consistently present traditional masculine roles (Gentry & Harrison, 2010), referring to hegemonic masculinity (Connell, 2005). In response to this phenomenon, a marketing communication trend called menvertising has emerged, which "redefines masculinity by promoting both masculine and feminine traits as elements of contemporary manhood" (Sternadori & Abitbol, 2022, p. 87). Importantly, however, this is not a symmetrical concept with femvertising, as the origins of these phenomena are different: femvertisements serve an empowering function, while menvertisements operate in the opposite direction, starting from a privileged position. Consequently, men may struggle to accept messages questioning normative forms of masculinity (Pando-Canteli & Rodriguez, 2021).

Previous research has indicated that menververtising generates a positive attitude towards advertisement and brand likeability – however, its impact on female consumers is greater than on male consumers (Knutson & Waldner, 2017). There is a suggestion about a link between men's views on women's roles in society and views on redefining masculinity, influencing the success of campaigns addressing gender equality (Sternadori & Abitbol, 2022). Meanwhile, dadvertisements – which can be described as a subcategory of menververtisements, portraying fathers as active caretakers – are positively evaluated in terms of emotional reactions and perceived progressiveness compared to hypermasculine, traditional portrayals of fatherhood (Mueller et al., 2022), which may be influenced by attitudes towards gender roles (Baxter et al., 2015). Although there is an increase in the number of dadvertisements (Leader, 2019; Janowicz & Jasielska, 2021), research on the perception of unconventional fatherhood images is lacking in the Polish context.

Parenting in Polish socio-cultural context

Family values remain among the most important for Poles (CBOS, 2019), shaped by, among other factors, historical circumstances and the role of the Catholic Church (Kmita, 2016). One prevalent cultural myth is the figure of the Matka Polka (Polish Mother) – a woman who sacrifices her own aspirations to devote herself to raising children (Titkow, 2007; Kaźmierczak-Kałużna, 2016).

In recent years, debates on reproductive rights and gender equality have gained significance, partly due to limited access to contraception (European Parliamentary Forum, 2023) and restrictive abortion laws (Center for Reproductive Rights, 2023). Simultaneously, Poland reports high levels of parental burnout (Mikolajczak et al., 2019) and regret related to parenthood (Piotrkowski, 2021). Nonetheless, society has long pressured individuals to have children (Galwina, 2003), often portraying parenthood as idyllic and free from challenges (Donath, 2015).

Importantly, significant shifts are occurring in the division of parental responsibilities. Fathers are becoming increasingly involved in childcare, as evidenced by the growing use of paternity leave (Suwada, 2021). Their role is being redefined to include emotional aspects, moving beyond the traditional focus on being the breadwinner (Lewicka, 2020).

Research method and materials

This study aims to explore the opinions and attitudes of Polish consumers regarding relatively new trends in marketing communication, specifically advertisements presenting an unconventional image of parenthood. The research problem addressed by this study is: How do Polish consumers view and respond to the portrayal of parenthood in femververtising and menververtising? Therefore, the main research questions are as follows:

- How do representatives of Polish consumers perceive the portrayal of parenthood depicted in femververtising and menververtising?
- What emotions are evoked in representatives of Polish consumers by the depiction of parenthood shown in femververtising and menververtising?

To investigate a wide range of opinions and emotions, a qualitative method in the form of focused group interviews (FGIs) was chosen. A research tool was used in the form of semi-structured interview scenario. The interviews took place remotely in March and April 2023, and the duration of each session ranged from approximately 1 to 1.5 hours. The audio recording was transcribed, and the material was used to conduct thematic analysis.

As an advertisement aligning with femververtising, the Frida Mom "Stream of Lactation"¹ (2021) spot was chosen, addressing the experience of lactation and the challenges mothers face regarding breast pain, breast milk leaks, and doubts about fulfilling their maternal duties. An advertisement referring to the menververtising trend was the Indesit "#DoItTogether"² (2020) spot, suggesting that parents, by setting an example for their offspring, influence the patterns they follow in adult life, emphasizing the importance of a father's involvement in household chores.

Description of the sample

The selection of the sample was aimed at both acquiring as much information as possible on the research topic and ensuring the participants' comfort. The selection criteria common to all participants were having children or a desire to have children in the future. Additionally, differentiating selection criteria were applied, influencing the composition of each group: gender and parenthood status. Purposive sampling was employed.

Eight women and seven men born after 1979 participated in the focused group interviews, divided into three groups. Considering the emotional nature of the topics discussed and the

Table 1. Characteristics of study participants

Subject	FGI 1			FGI 2			FGI 3		
	Gender	Age	Children	Gender	Age	Children	Gender	Age	Children
R1	F	24	No	M	24	No	F	34	Yes
R2	F	25	No	M	23	No	F	27	Pregnant
R3	F	25	No	M	23	No	F	23	No
R4	F	25	No	M	25	No	M	29	Yes
R5	F	25	No	M	25	No	M	26	No

Source: own research.

concern to provide participants with the opportunity for free expression, in line with Morgan's recommendations (1996), smaller groups of five participants were formed. The first group consisted of childless women who desired to have children in the future – the same applied to the second group, but it included only men. The third interview involved individuals with children, a pregnant woman, and individuals planning to have children. Detailed information regarding the characteristics of the participants is presented in Table 1.

Findings

Reactions to depiction of motherhood in femvertising

The variety of reactions to femvertising was noticeable. Some participants expressed their approval of the femvertisement due to its realistic portrayal of motherhood. They appreciated the depiction of the doubts that mothers face and the pressure they feel to be "good mothers." This positive response was also due to the breaking of societal taboos by showing a woman who does not always feel joy in being a parent but sometimes experiences negative emotions. In the eyes of these participants, the femvertisement offered support for mothers – those experiencing lactation problems could identify with the characters in the advertisement, helping them feel less alone in their struggles. Additionally, participants noted that the advertisement deserved recognition for focusing on the mother and portraying her as a person with her own problems, rather than just limiting her to the role of a parent – restoring the subjectivity of mothers, which is somewhat constrained by societal expectations.

Importantly, during the third interview, one of the female participants was critical of the presented advertisement. In her opinion, the femvertisement presents motherhood in a negative light and focuses primarily on unpleasant experiences, which may also deprive women of hope for overcoming lactation problems through natural methods. Two participants also pointed out the risk of a negative reception of the advertisement due to the portrayal of nudity – showing naked female breasts while breast-feeding. Additionally, it was mentioned that despite presenting women in an unconventional way, the advertisement still reinforces another stereotype: it does not include a father being involved in childcare. Sample comments in this regard are included in Table 2.

The femvertisement evoked positive emotions in some participants, such as joy and delight, stemming from the perceived change in the portrayal of the world in the advertisement. There were mentions of curiosity and hope for the further evolution of this image. Some even reported feeling an inner peace due to the authenticity of this portrayal of motherhood. On the other hand, one female participant in the third interview pointed out feelings of aversion or a kind of disappointment, attributing it to the insufficient number of positive scenes.

Additionally, among some female participants in the first interview, an ambivalence of emotions could be observed: although they expressed joy at the depiction of the realities of motherhood, the advertisement invoked a sense of apprehension in them. The portrayal of lactation problems made these participants wonder if they too might experience similar difficulties in the future, sparking a kind of anxiety. Additionally, one male participant raised doubts about the sincerity of the company's intentions, which influenced his feelings. While watching the spot, he began to think about the purpose of commercials, causing

Table 2. Factors influencing attitudes towards femvertising

Positive attitude towards femvertising	
Realistic portrayal of motherhood	"I like this ad because it shows a real, human side of motherhood and the things that mothers of newborns experience. (...) it's good that it also shows the side of motherhood that isn't so colorful and exaggerated." [R2, FGI2]
Breaking taboos	"(...) you can really see this breaking of taboos because for many years in our world, nothing was talked about, there were many taboo topics, and motherhood was one of them. (...) [this advertisement] just shows the everyday life that many moms go through." [R2, FGI3]
Support for mothers	"It would be a good ad for mothers who experience some lactation problems. (...) And it's a support because such an ad allows them to identify to some extent with the people shown there and may make someone feel that they are not alone in these difficulties." [R1, FGI3]
Restoring subjectivity to mothers	"And I see it as a shift of focus from just the child to the mother, which is very rare in my opinion in advertisements. Because generally, even when a woman is pregnant, society often turns her into sort of an incubator for the child and tells her what to do, like what to eat to ensure the child's health. (...) It shows that she is also a human in this situation and she also has her own problems, and there's a product for her." [R4, FGI1]
Negative attitude towards femvertising	
Negative portrayal of motherhood	"In my opinion, it's shown somewhat a little bit selfishly (...). And also, this ad takes away hope from those mothers that they will overcome these lactation problems naturally because it focused mainly on the negative portrayal of that experience, without enough positive moments." [R3, FGI3]
Depiction of nudity	"As a controversy in Poland is that the mother breastfeeds (...). Even nudity in ads or something like that is still unacceptable or very rarely acceptable." [R1, FGI1]
Stereotype of the uninvolved father	"There was no father in this ad, that the mother could extract the milk from her breasts and pass it to the father, who takes care of the child for a few hours. (...) It would be good if, when making an ad fitting into this trend, they showed that the father is visible in this parenthood and helps and supports the mother." [R3, FGI2]

Source: own research.

him to reflect on the actual intentions of the creators of the advertisement. Sample statements in this regard are visible in Table 3.

Reactions to depiction of fatherhood in menvertising

It can be argued that the menvertisement evoked somewhat more diverse reactions than the femvertisement. Participants who expressed approval of the advertisement pointed out that it carries an important message – they appreciated the depiction of the essence of cooperation and how parents' actions shape certain behavioural patterns in their offspring. Furthermore, the call to abandon the traditional division of responsibilities and encourage the creation of a com-

munity was acknowledged. The importance of presenting partners' cooperation was mentioned, as children absorb behavioural patterns from media such as advertisements.

Despite some participants expressing approval of the message conveyed in the menvertisement, several individuals signalled reluctance toward the commercial. This was argued due to its failure to reflect social changes, as they believed more men are getting involved in domestic work. Furthermore, in their opinion, such an advertisement could offend men who are engaged in household duties, discouraging them from it. Therefore, it was indicated that this advertisement aiming to break traditional patriarchal patterns simultaneously contains a gender stereotype referring to the incompetent man. Sample comments on this issue are presented in Table 4.

Table 3. Spectrum of emotions evoked by femvertising

Type of emotions	Sample statement
Positive emotions	"It evoked positive emotions in me. This advertisement is quite different because you won't encounter it on the Polish market, at least I haven't encountered it so far. It doesn't idealize that time, those first moments with the child, when the bond is formed." [R1, FGI1]
Negative emotions	"I felt aversion because it shows that this woman doesn't quite cope, and the child keeps crying, and the blame is somewhat pushed onto her." [R3, FGI3]
Ambivalence of emotions	"On one hand, there's a fear that... that in the future maybe I'll also be in such a situation, that I'll need exactly such a product or I'll just have some problems, that my breasts will hurt, and on the other hand... I was glad that there are such advertisements, that more daring advertisements are being created. (...) on the one hand, it's okay, on the other hand, I just have mixed feelings." [R5, FGI1]

Source: own research.

Table 4. Factors influencing attitudes towards menvertising

Positive attitude towards menvertising	
Portrayal of parents' cooperation	"(...) I liked what they wanted to show in this ad, that the essence lies in unity and cooperation, and somewhere maybe in equality and in an equal division of roles." [R2, FGI1]
Education of younger generations	"It's an ad that very well showed that children absorb from a very young age how these roles are formed. So they then perceive these roles, how a dad should behave or how a mom should behave, and they already have these entrenched from a very young age. It's worth paying attention to how children perceive these ads and behaviors at home." [R1, FGI2]
Negative attitude towards menvertising	
Lack of reflection of social changes	"The boy imitates his father, showing that the father really does nothing, just sits with headphones on, throws clothes around, and the poor mom has to clean up after him. (...) we're trying to move away from the idea that a father does nothing. I think men also want to show that they can do things around the house, that they can take care of the home and children too." [R3, FGI1]
Inclusion of gender stereotypes	"It was shown in a very stereotypical way. I perceived it as 'See, man, how easy it is, and even you can handle pressing a button to turn on some device.'" [R4, FGI3]

Source: own research.

The message of the advertisement elicited positive feelings, such as satisfaction, contentment, and joy, due to the emphasis on the importance of cooperation in parenthood and the encouragement to share responsibilities. This was even described as a "delicate poke at men" [R4, FGI2] prompting reflection on their behaviour.

On the other hand, some participants felt negative emotions, such as irritation and, to some extent, anger. They explained that although they

understood that the advertisement aimed to highlight a social issue, they felt it was done in an exaggerated manner. They perceived it as an excessive exploitation of stereotypical norms and portraying men as incompetent individuals, which made them feel discouraged. Additionally, these participants stated that the family community at the end of the advertisement was not shown clearly enough because it was the man preparing the meal.

Table 5. Spectrum of emotions evoked by menvertising

Type of emotions	Sample statement
Positive emotions	"I think it's a good message that children see the roles parents take on and it's nice how they concluded the ad with a call to run the household together, not just leaving it to mom." [R4, FGI1]
Negative emotions	"It stirred up some aversion in me. Because I understand that the stereotypical portrayal at the beginning was intentional and aimed to highlight a certain problem, but then at the end, there's only the man cooking, while the woman sits at the table with the children. (...) that sense of togetherness was lacking at times." [R5, FGI3]
Ambivalence of emotions	"I got a bit emotional at the end. [laughs] I liked how they showed the issue of dividing responsibilities and how children see it. And that it can be changed, and things can be done together. It's just that at the end, when the ad finishes and the product brand appears, the whole image gets shattered. The awareness that it's playing on emotions, that it's a marketing ploy, makes the magic disappear. Well, not all of it, but part of it." [R2, FGI2]
Emotional neutrality	"I think this ad was good. In terms of visual presentation, it wasn't boring, but on the other hand, I feel like there are so many ads like this lately, so it wasn't anything particularly surprising to me." [R3, FGI2]

Source: own research.

Similar to the case of femvertising, some participants were skeptical about the company's intentions, which triggered ambivalent emotions. One male participant said that he was slightly moved, but the brand's logo appearing on the screen made him question the company's motives. Besides this, while the femvertisement elicited rather intense emotions, one of male respondents mentioned relative neutrality towards the menvertisement, arguing that the commercial is not surprising or distinctive because such a portrayal of fatherhood is becoming increasingly popular. The spectrum of emotions evoked by menvertising is presented in Table 5.

Discussion

Both femvertising and menvertising are becoming growing phenomena – however, Polish consumers' reactions to unconventional portrayals of parenthood in advertisements remain an uninvestigated matter. This study aimed to explore how representatives of Polish consumers perceive portrayals of motherhood and fatherhood in respectively femvertising and menvertising. Therefore, this article presents criteria influencing individuals' perceptions of this issue, discusses emotions experienced by participants, and examines their origins.

Theoretical implications

The femvertisement elicited diverse reactions. Some participants expressed a preference for an advertisement portraying an unidealized depiction of motherhood over the traditional portrayal of a mother solely focused on her child. This aligns with previous research indicating consumers' preference for femVERTISEMENTS over traditional advertisements (Akestam et al., 2017). However, one female participant expressed a negative attitude towards the femvertisement. Nevertheless, it is worth noting that this depiction of motherhood was appreciated by a female participant who had experienced lactation problems. The findings of this study suggest that consumers, when assessing femvertising, engage in a process of evaluation that draws from their life experiences.

Femvertising has evoked not only diverse but also strong emotional reactions, consistent with existing literature indicating a significant emotional impact of femvertising on consumers compared to traditional advertisements (Drake, 2017). This may also suggest the need for emotional stimuli in creating a positive attitude towards femvertising (Kapoor & Munjal, 2019). Interestingly, some female participants experienced ambivalent emotions. Despite the joy evoked by the realistic portrayal of motherhood, this depiction also triggered a sense of anxiety in them.

Additionally, existing research indicates that the perceived authenticity of the message influences the perception of femvertisements (Um, 2021) – findings from this study suggest the same. One male participant admitted that initially, he felt positive emotions, but upon reflection, he began to doubt the intentions of the company. As previous research has pointed out, consumers face a dilemma between the sincerity of companies' intentions and the practice of corporate social responsibility washing (Hainneville et al., 2023).

When it comes to menvertising, it elicited positive reactions due to its portrayal of parental cooperation and education of younger generations – however, some participants did not talk positively about the menvertisement. The reasons for such assessment can be found in evaluating advertisement based on one's own experiences and observations, as well as in the nature of menvertising itself (Pando-Canteli & Rodriguez, 2021). In contrast, during the second interview, male participants expressed approval of the message presented in the menvertisement, suggesting a stronger influence of factors other than gender on the perception of menvertising.

It is worth mentioning that positive emotions toward the menvertisement were disrupted by doubts about the company's intentions. Furthermore, while participants' statements indicated experiencing more intense emotional reactions when watching feminist advertising, this did not occur in the case of menvertising. One participant pointed out that he enjoyed the advertisement, but he remained in a state of emotional neutrality. This could have been influenced by the frequency of exposure to this particular type of marketing communication (Leader, 2019; Janowicz & Jasielska, 2021).

Practical implications

The findings of this study suggest that in the eyes of Polish consumers aged 23–34, advertisements should not just be "magic mirrors in fairytales," creating myths about "femininity" or "masculinity" (Lin & Yeh, 2009, p. 61). As early as the 1960s, Mannes (1964, p. 32) stated, "I don't think the advertisers have any real idea of their power not only to reflect but to mold society...", criticizing attempts to train society members as consumers rather than educating them as individuals. Participants of this study also noted

that companies should prioritize not only pragmatic objectives but also contribute to social progress. According to this study's findings, advertisers should find a middle ground: while aiming to present a realistic portrayal of parenthood, attention should be given to experiences of diverse nature. Importantly, the variance of opinions may serve as a guide for paying particular attention to ensuring that advertisements aimed at breaking down one set of gender stereotypes do not inadvertently reinforce others.

Limitations and further research

This study was not without limitations. Firstly, the study was conducted remotely, which allowed only for the observation of facial expressions and limited interaction among participants. Secondly, the study utilized commercials from markets outside of Poland, which may have influenced how Polish participants assessed them. Additionally, participants' parental experiences – or lack thereof – may have impacted their perception of the advertisements. Furthermore, parenting is a topic that can evoke strong emotions, leading some participants to be unwilling to share certain opinions. Importantly, among the limitations, the possible influence of the moderator's gender on the behaviour of participants should be noted. The cultural context usually pertains to a paternalistic social system where a separation of male and female roles is noticeable (Konecki, 2000) – the interview moderator is female, so male participants may not have disclosed certain opinions to her.

It is worth noting the potential direction for further research on femvertising and menvertising. Another qualitative study should consider individuals functioning in different cultures. Furthermore, this qualitative study may be an inspiration for the design of a quantitative study. In addition to demographic factors or trust in advertising, the analysis could consider the impact of parenting experiences or perceptions of gender roles in parenting on advertisements perception. A valuable consideration is conducting research on representative, international samples operating in diverse cultures to compare results among them. Furthermore, since survey research allows for gaining knowledge based on declarative information, it is worth utilizing biometric technologies or emotion detection technology to ensure an objective measurement of experienced emotions.



Przypisy/Notes

¹ <https://www.youtube.com/watch?v=87V7VX6o0Ig&rco=1>

² <https://www.youtube.com/watch?v=dY5iVKvWN7Y>

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