



International Master on Wine Tourism Innovation

MASTER THESIS

Femvertising as a tool for wine tourism to increase post-visit wine sales and intentions of tourists to recommend the wine cellar.

Author: **Kseniia Alekseeva**

Professional Supervisor: **Salomé Machado**

Academic Supervisor: **Catarina Roseira**

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“Women today are the protagonists in wine-making companies, whereas historically they were assigned a dowry, which was not the vineyard, and the task of helping the family. It doesn’t happen anymore: I personally lived through the period of feminism and I introduced my feminist passion into my work as well, coming to the conclusion that women are the backbone of society.”

Chiara Boschis, one of the pioneer women winemakers in Barolo.

This WINTOUR Master program finishing with the current Master Thesis was a great journey full of memorable adventures and of course some barriers. Without the support of many important for me people this journey would never be completed. And I would like to say thank you and send my warmest regards to all of them:

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ABSTRACT

The wine industry has always been a male dominated area. However, throughout history there were examples of powerful women taking the male responsibilities in the wine business and being the inspiring characters for the future generations. Nowadays, the situation is changing, and there are much more female winemakers and wine estate owners. The question is if these examples can serve for the wine industry as a tool to motivate the wine tourists to be more interested in the wine brand, visits and the post-visit sales.

This Master Thesis research aims to understand the wine tourists' opinion regarding the usage of femvertising as a tool for wine tourism to increase post-visit wine sales and intentions of tourists to recommend the wine cellar. The research was implemented during the final internship of a WINTOUR Master student. The internship took place in the wine cellar Caves Ferreira of the Porto Ferreira brand, located in Portugal. The Master Thesis uses a quantitative methodology. Based on the literature review, a group of 5 hypotheses was proposed. Data was collected using a questionnaire survey with wine tourists of Caves Ferreira and analyzed statistically to test the hypothesis. The survey gathered the answers of 243 respondents of different gender and age. The main variables measured were Attitude to Femvertising and its effect on Intention to Purchase and Intention to Recommend to winery. The effect of Attitude to Femvertising emerged to be statistically significant, however, quite mild practically. Moreover, some of the covariate variables, such as gender, also influences it. Although, age variable does not have any effect. The results obtained can indicate ways of organizing the tourism performance of the wine estate based on the targeted tourists' expectations regarding the topic. Specifically, this study offers a set of proposals on the femvertising implementation to the marketing strategy of the wine estate.

KEY WORDS: Wine Tourism, Wine Tourist Behavior, Brand Loyalty, Femvertising, Women in Wine, Caves Ferreira.

ABBREVIATIONS:

SD – Standard Deviation

AF – Attitude to Femvertising

IR – Intention to Recommend

IP – Intention to Purchase

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1. Introduction

Apart from the famous phrase “in vino veritas” / “In wine there is truth”, Roman philosopher Pliny the Elder (23 to 79 BC) wrote in his “Natural History” that a woman’s menstruation spoiled wine, turned crops unproductive and fields barren. This phrase gave way to a misconception that was upheld from antiquity well into the 20th century by many wineries and distilleries, who would not allow women to work there. There is no doubt that since the last decades of the 20th century the situation in the wine industry has been moving towards the appearance of recognized female wine professionals. Like the increase in the number of women entrepreneurs or in top-management positions, an increase has also been observed in female leadership in the wine industry in both the Old World (Italy, France, Spain, Portugal, etc.) and the New World (Australia, New Zealand, South Africa, etc.) wine countries (D’Amato, 2017).

Women empowerment has been used for different purposes. Hence the importance of recognizing the plurality of roles and spaces in which women of the 21st century are inserted, so that marketing has been forced to modify and redirect both its contents and messages (Hernández, 2022). Female consumers are also keen on leveraging purchase power to choose brands that are aligned with their values, and more aware in the digital era of the role they play in affecting change (Kan, 2018 *cit.* by Varghese & Kumar, 2022). Therefore, brand activism seems to be a timely response to a new generation more actively engaged in social causes such as feminism. Sarkar and Kotler (2018) define the concept of brand activism as business effort to promote, impede or direct social, political, economic, and/or environmental reform or stasis with the desire to promote or impede improvements in society.

Accepting the social demands for the need to make women visible, a new advertising strategy called femvertising arises. The neologism femvertising is the sum of the words Female/Feminism + Advertising, which can be interpreted as feminist advertising. It seeks to break with the traditional representation of women in advertising content and demystify the stereotypes and traditional roles in which they were represented, accompanied by an emancipatory discourse (Hernández, 2022).

The first brands that deployed their femvertising strategy were those that sold products oriented to the female market. Lately, other companies with the products more oriented to the male market have joined the strategy, considering the evidence that defending women can have a positive impact on the growth of the company business, the purchase intention, and on-brand loyalty (Abitbol & Sternadori, 2019). The wine industry is not an exception either. Is it also possible to use this strategy in order to attract attention to the wine brands, to boost the

interest for the winery visits and the wine sales while stressing the scarcity of the female personnel on the top-management positions, avoiding the stereotypical women representation as a fragile, too feminine or sexy wine consumer, pointing the attention to the brave women running the wine estate or an oenology team in the industry still dominated by men? The examples of using women and the suggestion of sex in wine is pervasive. But there are very few images of men drinking wine in a provocative manner or holding wine glasses at their groin. On the contrary, most images of men or their body parts in wine advertisements or wine imagery usually transmit strong, tough and righteous characteristics (Woldarsky, 2021).

Based on the ideas above and the further literature review, this Master Thesis research aims to understand the possible impact of femvertising on the wine tourists' motivation to visit the winery and on the post-visit wine brand loyalty. Brand loyalty is defined by Aaker (1991) as consumers' attitude of preference for a company based on previous use and experience with a product or service.

There is a lack of published research on this phenomenon and its implication for the wine industry (Schmidt, 2021). This information gap triggered a demand for further research on the theme. Thus, the main research question is **“Does femvertising affect wine tourists' intentions to recommend the winery visit and to make post-visit purchase?”**. Following the research question, the main objectives of the paper are the next ones:

1. To identify the characteristics of femvertising and its relevance to wine tourism.
2. To explore wine tourists' perceptions of femvertising and its effect on the post-visit purchase and intention to recommend the wine visit.
3. To provide recommendations for wineries on how to effectively use femvertising in order to increase post-visit purchases and tourists' intention to recommend the wine visit.
4. To contribute to the understanding of the relationship between femvertising and wine tourism and its implications for wineries, marketers, and researchers.

The present research was established during the Wintour Master Thesis internship in the wine cellar Caves Ferreira of the Porto Ferreira brand, located in Vila Nova de Gaia, Portugal.

The next chapter of this paper the company and the internship overview will be presented. Afterwards, literature overview will help to understand the theoretical background of the research. Chapter 4 and 5 are dedicated to the research methodology itself and its results. Results discussion and the following proposals are represented in chapter 6. Finally, chapter 7 makes the most important conclusions of the research.

2. Company Introduction

2.1. Porto Ferreira Brand Overview

The Porto Ferreira brand belongs to one of the biggest wine producing companies in Portugal - Sogrape. Sogrape business started from a single winery in the Douro Valley focused on the production of worldwide famous wine Mateus Rosé in 1942. Today, it is a family-owned wine company with a strong international presence in more than 120 markets. Sogrape owns around 1,600 hectares of vineyards and 19 wineries spread across Portugal, Spain, Chile, Argentina, and New Zealand. The wine production capacity of the company is 50 million liters per year. The business owns various brands, the biggest ones of which are represented on Figure 1.

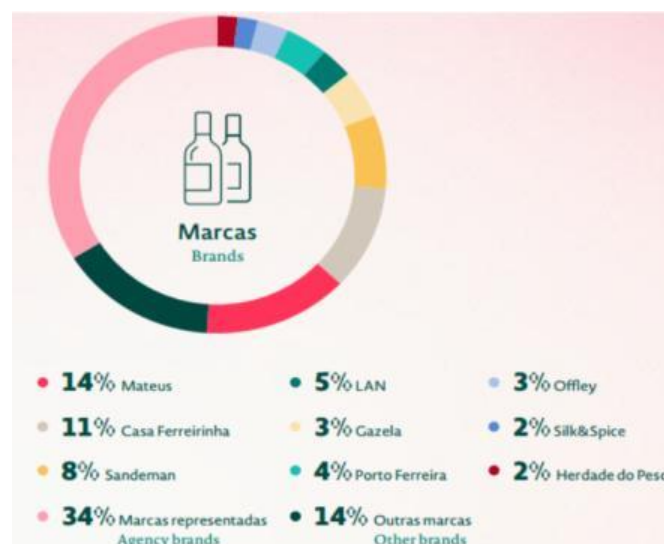


Figure 1. The main brands of Sogrape company.

Source: Sogrape Yearbook 2021

Porto Ferreira is one of the leading port wine producing brands. Moreover, Ferreira Cellars, the wine cellar of the brand, has quite diverse and developed wine tourism offerings. Ferreira Cellars won the National Award of the Best of Wine Tourism 2022, organized by the Great Wine Capitals. The location of the cellar is represented on the map in Appendix 1.

Porto Ferreira started its tourism activity in the Gaia wine cellar in the end of the 20th century. 98 500 tourists visited Ferreira Cellars in 2019, the last year before Covid19 started. Tourism activity crashed completely in 2020 and started to gradually recover in 2021. The statistics of 2022 showed 75 000 tourists already. The tourism activity can be described as mass tourism due to the amount of people visiting Ferreira Cellars. The tours are organized every 15 minutes

in 5 different languages with the number of people up to 24 in a group. Based on this though schedule the visits are made strictly according to the script and with the framed duration. There are 5 types of visits:

- Porto Ferreira visit - the classic tour with the tasting of 3 styles of port wine.
- Dona Antonia visit - more detailed tour with the accent on life of Dona Antonia Adelaide Ferreira and 5 port wines tasting after the visit.
- Vintage Porto visit - private tour (up to 6 people in the group), with the tasting in a separate area with 4 premium category port wines.
- Porto Ferreira Exclusive visit - completely private tour with an exclusive tasting experience and learning the correct steps of tasting.
- Porto Ferreira Wine workshop - a private tour with educational experience about the world of wine.

Considering the amount of wine cellars in Gaia, Caves Ferreira is still one of the most popular ones due to its unique heritage and storytelling which they effectively use as a competitive advantage. The main protagonist of the visit storytelling and some promotional actions is the enterprising and humanist figure of Dona Antónia Adelaide Ferreira (1811-1896), a unique character in the history of the Douro. She was one of the most striking women in the history of port wine production and the most skillful manager from the Ferreira family. In her young age Dona Antonia became a widow with two children left and turned out to be the only one legitimate owner of the family business. Considering the wine industry of the 19th century, completely dominated by men, no one expected her to step up, but she found the courage to take over the company and brought it to the unique level of development, becoming one of the richest persons in the country. Even with the nobility and wealth, Dona Antonia had a greatest sense of solidarity with local people of Douro Valley, donating to the constructions of the schools, churches, a hospital and an orphanage. She is the example which inspires us nowadays and the Porto Ferreira brand uses this inspirational narrative quite effectively in its strategy.

This company can serve as an example of the successful femvertising implementation to the wine industry, even considering that Dona Antonia is a historical figure and not a living person nowadays. Moreover, this is not the only case of the women empowerment used by Sogrape. In addition, Sogrape has a goal to hire more women annually to the different positions, for instance, in the wineries of Dão, Rioja, Rías Baixas and Rueda wine regions the head winemakers are women.

2.2. Internship context and activities in Caves Ferreira

The internship lasted for 4 months, from February till June. During the internship in Caves Ferreira, the main role of the student was framed as a position of a Wine Tour Guide. The main responsibilities of tour guides in the cellar are the following:

- Welcoming guests in the wine cellar and the wine shop;
- Guiding different types of the visits by sharing the stories about great history of the brand and the wine production details;
- Holding different types of tastings by explaining the features of the Port and still wines;
- Helping to serve the wine and prepare the tables for the tastings;
- Proceeding the sales of wines and merchandising goods for the customers;

The first months of internship, February and March, were dedicated to the training and learning of the processes, different wine tourism products, the internal procedures and the customer service. This period is obligatory in order to make sure that the interns and workers can meet the expectations of the customers and perform their duties within the standards of the company. During these two months the data for the company overview was gathered as well.

After this adaptation period, more specific activities, related directly to the tour guide role and the research theme, were proposed. Moreover, the application of the methodology was possible within the next few months. The questionnaire survey was chosen as the main method of the data collection and the wine visits are the perfect occasion for the survey conducting. On-site visitor surveys have practical sampling advantages and permit detailed evaluation of the winery and service experience.

In the second half of May the results of the survey were analyzed. All the necessary calculations and analysis were made to create the main conclusions of this paper and find the possible practical amplifications.

3. Literature Overview

This chapter is divided into four sections, as follows. Section 3.1. presents the femvertising concept in general, its history and the sociological background and the impact on the consumers. Section 3.2 explains why the femvertising ideas can work for the wine industry and be effective for attraction of customers and tourists and brand promotion. The literature in Section 3.3. reviews the tourists' motivations for the wine visits and the post visit behavior. Finally, section 3.4. proposes some hypotheses regarding the use of femvertising based on the previous sections.

3.1. Femvertising concept and its effect on customer behavior

Femvertising was defined by SheKnows Media's iBlog Magazine in 2014 as "advertising that employs pro-female talent, messages, and imagery to empower women and girls." This concept caught the attention of the advertising community. Its popularity continues to increase year by year since the debut of Dove's Campaign for Real Beauty in 1994, usually proclaimed as a pioneer Femvertising campaign (Becker-Herby, 2016). To understand this phenomenon, it is necessary to figure out the history and the social context which led to its origin.

The history overview can be started with the Commodity Feminism concept, which was introduced by Goldman, Heath & Smith in 1991. The authors argue that since the 70s, advertisers have been attempting to tie the emancipation of women to the sale of corporate goods and services. Crouse-Dick (2002, p. 22) explains, "This portrayal of independent freedom of choice has been fused with images of sexuality, thus teaching women to see themselves as sexual objects". Commodity feminism originated due to the "Postfeminist" culture which refers to a young generation of women who take for granted the victories secured by previous feminist activists (Becker-Herby, 2016).

The next period of feminism, which is called the Third Wave Feminism, is considered individualistic in the sense that many people consider feminism to be highly personal. The Internet and social media have contributed to this shift by making feminist discussions and demonstrations more visible but also more separate and individualistic (Sheinin *et. al*, 2016).

Considering the differences between Third Wave Feminism and Post feminism, it can be stated that Femvertising is a direct response to Commodity Feminism. It was suggested by Crouse-Dick (2002) that women should realize that products do not determine who a woman should be or how they should look. To do so Femvertising should stand on five pillars according to Becker-Herby (2016):

1. Including in its advertising content women of different races, weights, body shapes, and ages, who are depicted in natural settings and contexts;
2. Messages in favor of women seeking inspiration and empowerment by generating feelings of affirmation, self- confidence, and motivation;
3. Challenging traditional gender stereotypes by showing women in a variety of spaces and activities not associated with their gender;
4. Downplaying sexuality by reducing cleavage, make-up, sexual poses;
5. Portraying women authentically, keeping congruence between the image, the message, and the advertised product.

The third pillar can be more detailed because there are several categories of the stereotypes that women are usually portrayed according to Hernández (2022):

1. Women's place in the house;
2. Women do not make important decisions;
3. Women are dependent on men and need their protection;
4. Men perceive women as sexual objects.

Knoll *et al.* (2011) found that gender stereotyping in advertisements may influence the beliefs of consumers who view them. Representations of gender behaviors in advertising had real life impact on the way that consumers viewed gender roles in their lives, and that they may even change their own behaviors to mirror what they see in the media.

In some countries the process of fighting with the stereotypes in the advertising was brought to the governmental level. For example, the Committee of Advertising Practice (CAP) in the UK proposed restrictions on gender stereotypes in 2018 in advertisements likely to cause widespread offense.

In summary, there is evidence of feminist activism over the years, converging with the influence of social media that has resulted in the popularity of femvertising. However, femvertising cannot be generalized as a mere part of the feminist movement (Varghese & Kumar, 2022).

Nevertheless, it would be biased not to note that the phenomenon of femvertising is highly controversial. Zeisler (2016) maintains that any use of feminist ideals for capitalistic or financial gains is undermining feminism as a political and social movement. Besides, people are more willing to agree with feminist ideas than to identify themselves as feminists (Burn, Aboud and Moyles 2000), thus lacking genuineness. Nevertheless, given the social role it plays in

communication, it is possible to recognize that advertising messages are capable of constructing or modifying the perceived reality (Caro, 2014 *cit.* by Hernandez, 2022).

The challenge of femvertising lies in demonstrating a commitment to social change above commercial interests. If brands attempt to reach consumers with messages of empowerment, it must substantiate these claims by employing women leadership positions at the corporate level (Becker-Herby, 2016).

Studies from consumer and business research have identified femvertising as a form of brand activism, coinciding with the social movements. Philip Kotler (2017) calls brand activism, a kind of business intention to engage in solving societal problems, as the next stage of marketing. Kotler recognizes progressive brand activism as a way for companies to achieve differentiation and purpose-driven engagement, especially of millennials. Millennials and younger women have different expectations than older generations when it comes to gender equality and the portrayal of women. Femvertising has emerged at a time when marketing has realized that millennials are more supportive of social causes than Generation X and Boomers (Coffee, 2014) and hence more responsive to brand activism in marketing (Armano, 2017 *cit.* Varghese & Kumar, 2022). Women exposed to female empowerment advertisements also manifested significantly higher positive attitudes towards ads and brands as well as higher purchase intentions, indicating a strong marketing relevance for femvertising (Willem, 2021).

3.2. Increasing role of women in the wine industry and the implementation of femvertising

There is no doubt that the role of a female has radically transformed from presenting a housewife archetype in the 60s to an independent and strong woman image nowadays. Today society is witnessing an active shift in gender roles which can also mean the incorporation of women into professions that were once dominated by men (Klestova, 2021).

According to Matasar (2006), no industry goes as far back in time or has a more global focus as does the wine industry; at the same time, however, the wine industry is notorious for excluding “women from positions of influence for so long”. However, in spite of the traditional influence of males, change has occurred, and today both Old and New World wine industries feature women’s participation at various levels of their power structure (Alonso, 2020).

Following the example of Italy, according to the Wine News Website (2022), the recent study by the University of Siena on the gender gap in wine cellars proves that women in the wine companies hold top positions: 16% of managers in agriculture are women and the same happens in the cellar, where 34% of managers are women. There is also a female presence

in commerce: female entrepreneurs in the world of wine lead 24% of companies linked to retail sales and 12.5% of those in the wholesale sector.

A study conducted in Australia's wine industry by Galbreath (2015) supports the notion that, while the advancement of women in the wine industry is still problematic, changes are occurring. In comparison to only 3% of female chief executive officers (CEOs) in the 500 largest Australian companies, women CEOs in the wine industry represent 13%. Women also take the top managerial position in the different departments of the wine estates, however, the majority of them is a part of marketing, which is represented on Figure 3.

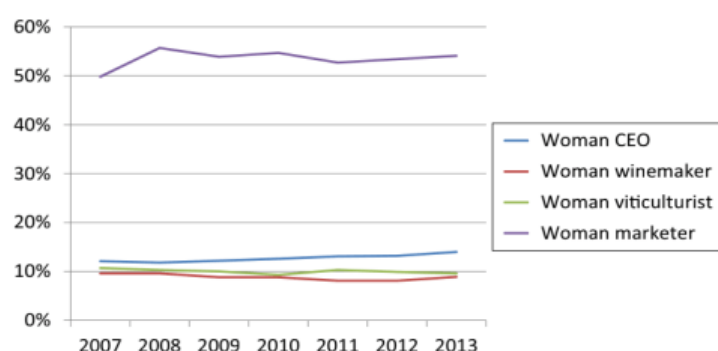


Figure 3. Proportion of women on the managerial positions of the wine companies

Source: Galbreath, (2015).

Moreover, female winemakers have increased their visibility thanks to their commercial success and the quality of their wines (Gilbert & Gilbert, 2012). Wine industry research conducted in Portugal (Santos et al., 2019) revealed the value of women's networks (Portugal Wine Girls) in "communicating unique features to consumers". This communication was dependent upon women's innovation and creativity, illustrated through their united and cohesive voice and was complemented with their passion for winemaking (Santos et al., 2019). For instance, as observed in earlier research by Martin and Barnard (2013), femininity emerged, notably, in communicating features or stories about wines to consumers (Santos et al., 2019).

Women exhibited such motivational characteristics as having optimistic expectations concerning future career opportunities and were prepared to engage in challenging work. Importantly, career success and recognition motivated women to continue working in male-dominated environments, and at the same time became sources of inspiration for other women (Martin & Barnard, 2013).

While reflecting on the progress of women in the wine industry, the significant barriers remain the presence of women and the recognition of their impact were more visible. At the same time, women increasingly build their resilience which help them to match the demands and expectations of the industry, as well as overcome existing barriers. In this case, resilience relates to self-efficacy, which appears to motivate women to adapt and thrive. All these ideas about the current process of women integrating into the wine industry became the basis for the scheme proposed by Alonso (2020) and represented in Figure 4.

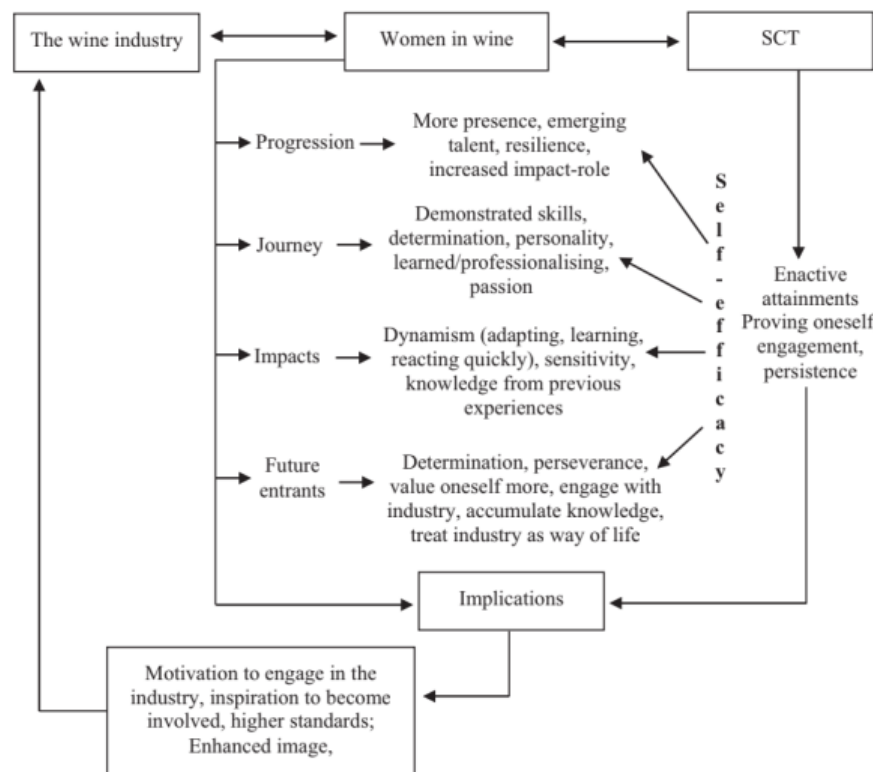


Figure 4. Integration of women into the wine industry.

Source: Alonso, Kokand & Galbreath (2021)

Considering the statistics above representing the progress in the gender gap in wine cellars, as well as an inspirational attitude for other female wine professionals, the reasonable conclusion about the possible appliance of the femvertising ideas for the wine industry can be made. There is all the necessary background for the progress in the society and the industry particularly in order to make this strategy work efficiently for wine tourism. The five pillars represented in the previous chapter could be a strong basis for the practical implementation of femvertising to the wine business. For now, one of the most important questions remains - are the motivations of the tourists and consumers matching the promotional ideas of the femvertising? This topic will be discussed in the next section.

3.3. Wine tourism behavior and motivations

The visit to a winery is a combination of retail shopping activity, resulting in buying and/or tasting wines, and a tourism trip, seeking for hedonic experience created around wine (Chen *et al.*, 2016). The winery is characterized as a more service oriented, interactive marketing channel (Hollebeek & Brodie, 2009). It increases visitors' awareness of the winery brand and impacts on post-visit buying behaviour (Johnson & Bruwer, 2007).

Understanding why people travel along with the stimuli that influence their behavior has been acknowledged as a critical step in developing successful marketing strategies (Alebaki *et al.*, 2015). According to several different authors, the wine tourism experience extends beyond the mere drinking of wine (Roberts & Sparks, 2006). The research made by Byrd *et al.* (2016) proves that there are several winery attributes that can attract tourists, for example, the most important ones are good customer service, knowledgeable staff and, what is very important for the current paper, the history/story of the winery. Our values and principles are transferred through stories. They stimulate our imagination, involve us emotionally and amuse us (Mossberg, 2008). Frost *et al.* (2020) mentioned the idea that if during the visit all you're talking about is the wine itself, people probably get a bit bored of that quickly. It's the stories around it you can tell that help.

When it comes to creating a powerful brand storytelling, the persona – the articulated form of the brand's character and personality – comes first, and all other elements unfold from there. A well-drawn and quickly recognized storytelling protagonist – the essential connection between what a company says and does and the customer's perception of the brand (Herskovitz & Crystal, 2010). The strong woman, managing the wine producing enterprise or a head of the winemaking team, can be a perfect example of a well-recognized character. This strategy, based on the historical figures, is successfully applied by such wine brands as Porto Ferreira, the student's internship place, or Veuve Clicquot, the company producing Champagne. Based on the current sociological situation and the facts described in the previous paragraphs, it also can be applied for female wine entrepreneurs and winemakers currently existing which will make them the protagonist of the storytelling. This may serve as a source of building an emotional connection between the winery and the visitor, which may lead to brand engagement and loyalty. Brand engagement refers to the creation of attachments between consumers and brands. These attachments may be emotional or rational, and they produce brand loyalty over time (Hollebeek, 2011). Loyalty typically encompasses repeated use or purchase of a product in a given brand category over similar products from other brands (Assael, 1998 *cit.* by Abitbol & Sternadori, 2019). According to

Byrd *et al.* (2016) the concept of brand loyalty in wine tourism consists of not only the purchase action but also the intentions to revisit and recommend the winery visit. However, in the current paper the focus of the research is on the post-visit wine purchase and recommendation intentions.

The role of emotions is critical in wine tourism (Charters & Ali-Knight, 2002). In tourism literature, many researchers confirm the relationship between positive emotions and tourists' satisfaction (Leri & Theodoridis, 2019). Charters *et al.* (2009) demonstrate that emotions generated by satisfaction with the winery visit can mitigate the negative emotions caused by feeling obliged to buy wine at the end of the tour. This is because satisfied wine tourists feel grateful for their experience at the winery and thus feel the need to buy wine or a souvenir (Kolyensikova & Dodd, 2009). However, as noted in the research of Pelegrín *et al.*, 2019, the emotions produced by the wine on offer were the ones that best explained purchase intent. The emotions generated by the winery visit explained purchase intent less, indicating that the visit has less persuasive power. It can also be the result of the existence of the different wine tourist types. For instance, some wine tourists may simply be curious and visit a winery to learn how wine is made without any particular interest in buying wine (Charters, 2002).

Thus, the literature overview is leading us to the existence of the different segments of wine tourists. Market segmentation has been defined as “the process of dividing a market into distinct subsets of consumers with common needs or characteristics and selecting one or more segments to target” (Schiffman *et al.*, 2001, *cit.* Bruwer *et al.*, 2004). Usually, market segmentation is based on socio-economic variables (gender, age, income, educational level). However, in wine tourism literature several psychographic variables are used as criteria for segmenting. Thus, motivations, lifestyle, interests, values, personality, *etc.* can give useful information in order to have a better insight (Galloway *et al.*, 2008). Three main segmentation criteria, which will help to create the hypotheses later, will be observed in the paragraph:

- Gender

According to the statistics from the worldwide wine regions the situation on the wine tourist gender is different. For example, in the New World countries, such as Australia, New Zealand, South Africa, USA and Canada, the wine tourists are mainly female according to several researchers (Mitchel & Hall (2001), Charters & Ali-Knight (2002), O'Neill & Palmer (2002), Kolyesnikova *et al.* (2009), Carmichael (2005), Tassiopoulos *et al.* (2004). The situation in the Old-World countries is the opposite considering the papers, for example, from Italy (Gatti & Maroni, 2004) and Greece (Alebaki & Iakovidou, 2006).

Mitchell's & Hall's (2001) analysis of the gender differences suggests that while there is no statistically significant difference in the mean level of satisfaction with the experience, males were more likely to be critical of the wine. On average males purchased more wine than females during their visit, however, more than half of the females stated that they had made a subsequent purchase of the winery's wine. The gender specific attitudes to the winery are very important in the longer term with positive assessments by women leading to greater customer loyalty. This a greatest opportunity for the femvertising implementation because the main consumers primarily influenced by its ideas will be the female.

- Age

Marketing attempts to segment consumers into generations based on their birth range are not new, assuming that a consumer group which has grown-up with similar formative experiences, technology, culture and environmental changes is likely to desire similar products/product attributes (Furr, Bonn & Hausman 2002). The main consumer behavior features of the different generations are represented in Table 1 showcased in Appendix 2.

Considering all the information gathered in the previous paragraphs, the hypotheses on the possible influence of the femvertising strategy in the wine industry can be formulated. The last part of the literature review is dedicated to this.

- Attitude to feminism

There is evidence of feminist activism over the years, converging with the influence of social media that has resulted in the popularity of femvertising. Crouse-Dick (2002) predicted the shift to Femvertising by calling for women to realize that advertising has the potential to be a form of female empowerment. However, while some people view feminist marketing as a powerful tool to bring attention to the issues of women's portrayal in media, gender stereotypes and gender inequality, the others consider it as a way to exploit and dilute the major principles of feminism (Klestova, 2021). There are various authors who researched feminism and people's attitude towards it. The categories can vary depending on the specific framework used. The most referenced framework is AWS (Attitudes toward Women Scale) developed by Spence and Helmreich in 1972. There are 4 main categories: Feminist, Uncertain, Traditionalist, Oppositional. Besides, there is a fifth category identified by Burn, Aboud and Moyles (2000) - people are more willing to agree with feminist ideas than to identify themselves as feminists, thus supporters.

3.4. Hypothesis development

The hypothesis development of the study is based on the theoretical framework represented in the previous paragraphs. The further practical method is organized in order to confirm/disconfirm the following hypotheses. The following conceptual framework (Figure 5) represents graphically the hypotheses and variables to guide further analysis.

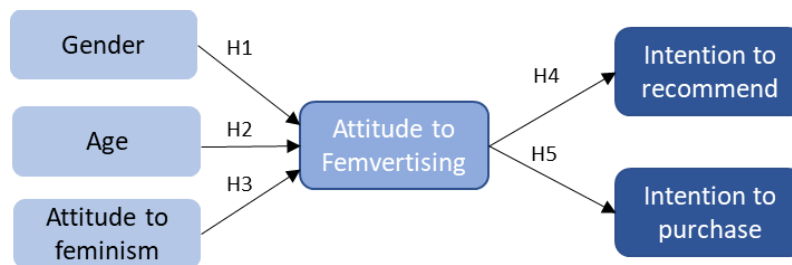


Figure 5. Conceptual framework.

Source: own elaboration

H1 - Female customers will more likely have a positive attitude towards Femvertising than the male ones.

Females are around twice as likely to enjoy elements of the ambience of the winery and wine visit. Moreover, female wine tourists tend to attract more easily from the packaging and other marketing tools and make post winery visit wine purchases (Mitchel & Hall, 2001). This is an important distinction because few studies (e.g., Abitbol & Sternadori, 2016) have investigated gender differences in perceptions of femvertising, even though companies that utilize this strategy often have consumers of both sexes.

H2 - Younger generations (Y and Z) will more likely have a positive attitude towards Femvertising than the older ones (X and Boomers).

Charters & Fountain (2006) found evidence that while older people give an emphasis to the product itself, for younger wine tourists the overall experience and the received services are more important than the quality of wine. Moreover, the social awareness and responsibility of the generation X and Z can play a significant role here because the female empowerment ideas of femvertising are a part of the social movement marketing.

H3 -The tourists with a positive opinion about feminism will more likely have a positive attitude towards Femvertising.

One of the reasons why femvertising is being adopted by brands is that there has been progress in women's rights in the past decade due to the rise of the feminism movement. Rather than following a stereotype, femvertising creates broader appeal which could influence society (Kapoor & Munjal, 2019). However, people are more willing to agree with feminist ideas than to identify themselves as feminists (Burn, Aboud and Moyles 2000).

H4 - Attitude towards Femvertising has a positive effect on intention to Recommend the visit to the wine cellar.

The cellar door is a self-contained setting that, besides showcasing the winery's products, offering wine-tasting experiences and increasing wine sales, might be an opportunity to develop long lasting relationships between producers and visitors (Nowak and Newton, 2006; Fountain et al., 2008 *cit.* Fernandez& Cruz, 2016). In fact, a well-staged experience shapes tourists' attitudinal evaluations, such as satisfaction and future intentions (Walls, 2013 *cit.* Fernandez& Cruz, 2016). Femvertising can be considered as a part of a well-staged experience if it is integrated in the storytelling of the winery visit. According to Naylor et al. (2008) and Frow and Payne (2007), delivering perfect customer experiences can be an opportunity to promote customer advocacy.

H5 - Attitude towards Femvertising has an positive effect on the intention to post-visit wine Purchase.

Modern consumers are keen on leveraging purchase power to choose brands that are aligned with their values (Kan, 2018 *cit.* by Varghese & Kumar, 2022). For example, Kapoor & Munjal (2019) analyzed the correlation of the attitude towards femvertising and the purchase intention for several brands from the different industries.

4. Research Methodology

The current research is based on a quantitative methodology. Firstly, based on the literature review, a group of hypotheses was proposed. To test the hypotheses a questionnaire survey was applied. Later, the gathered data was analyzed statistically.

4.1. Data Collection and Sample

Wine tourism has emerged as a strong and growing area of tourism in Portugal. This development is particularly significant within the Northern region, where the Douro Valley is fast becoming a popular worldwide wine tourism destination and has now an international reputation for its wines, namely Port wine.

Porto Ferreira was chosen for the internship and the survey appliance for several reasons which were described in the Company Introduction part. First, it is a well-known port wine brand which has strong positions on the wine tourism market and utilizes femvertising message strategies based on the figure of Dona Antonia Adelaide Ferreira. Second, the proportions of visitors of both genders, all the generations and nationalities are even which is important for the research purpose.

Thus, data collection was conducted from the visitors of Porto Ferreira wine cellar. Tourists were requested to voluntarily participate in the survey and to fill out the questionnaire on site. Respondents were surveyed right after the cellar visits were completed. The QR code with the link to the form was provided for the participants. Before taking the survey, visitors were briefed about the purpose of the study and its duration. Data was collected over a three-week period during peak season.

For this study an online survey form was created by the Google Forms platforms which provides researchers with online survey tools. To collect data from the people who visited Ferreira Caves in the past, a link to the online survey was created and sent via email. Only people who agreed to participate and provide consent were selected as participants.

Among the 243 respondents, 57.6% (n = 140) were women and 42.4% (n = 103) were men. The biggest age group was 26–40 which is Generation Y (Millennials). Table 2 representing the whole sample in detail can be found in Table 2.

Table 2. Sample characteristics

		Quantity, <i>n</i>	Percentage, %
General overview	-	243	100
Gender	<i>Female</i>	140	57,6
	<i>Male</i>	103	42,4
	<i>I prefer not to say</i>	0	0
Age	<i>18-25</i>	28	11,6
	<i>26-40</i>	119	49,3
	<i>41-60</i>	57	23,6
	<i>60+</i>	38	15,7

Source: own elaboration

Based on population size and sample size, such indexes as confidence level and margin of error were calculated. A confidence level is an indicator of the measurement's precision which in this case is 95% with a margin of error equal to 5%.

4.2. Measures

The questionnaire form comprised 10 questions including demographic data on age and gender (Appendix 3). The measures represent the established scales from previous studies, adapted to fit the study setting. Three main variables were measured which are Attitude towards Femvertising, Intention to Recommend the Wine Cellar (advocacy) and Intention to post-visit wine Purchase. Table 3 shows the questionnaire items and reliabilities for each measure.

Attitude towards Femvertising may be defined as a consumer's predisposition to respond favorably or unfavorably to a particular advertising stimulus (Um, 2021). The multiple choice questions with 5 items to choose between were used.

Behavioral intention can be explained as "the intention to perform a particular behavior, a plan to put behavior into effect". In the present study, behavioral intention refers to respondents' intention to purchase a product from the brand after viewing the featured messages (Abitbol & Sternadori, 2019). The respondents' intention of purchasing wine after the visit was measured by a 5-point scale.

Customer advocacy starts with great experiences and ends with word-of-mouth marketing. The main action of customer advocacy is basically the intention to recommend the brand to other people (Fernandez & Cruz, 2016). In the current study it is narrowed to the intention to recommend the visit to the wine cellar. The multiple-choice questions with 4 items to choose between were used to measure the advocacy.

Table 3. Measurement items

Measured item	Reference	Question	Measure
Attitude towards Femvertising	Abitbol & Sternadori, 2019	What is your perception of femvertising messages for the wine industry?	5 items: 1) I'm tired of this kind of advertising in all the industries. 2) Femvertising messages in the wine industry leave me cold and indifferent. 3) Femvertising messages are of little interest to me. 4) Ads about empowering women in the wine business are appealing to me. 5) Wine industry is male-dominated thus it's great to know about female wine heroes through femvertising.
		Did you like the storytelling about Dona Antonia of your Ferreira visit?	5-point scale anchored by "No, it was annoying and boring" (1) and "Yes, it is a unique part of the company which created positive emotions" (5)

Intention to Recommend	Fernandez & Cruz, 2016	Please, evaluate the impact of femvertising on your motivation to recommend visiting the wine cellar.	4 items: 1) I would not recommend to anyone the wine cellar based on the femvertising message. 2) I would recommend the wine cellar only to someone who seeks my advice. 3) I would recommend the wine cellar to my family and close friends 4) I would speak positively of the wine cellar to all the people.
		Did the story about Dona Antonia affect your intention to recommend the wine cellar?	4 items: 1) No, I will not recommend the wine cellar based on the Dona Antonia story. 2) Yes, I will recommend the winery to someone who seeks my advice because of its story. 3) Yes, I will recommend the winery to my family and friends based on this story. 4) Yes, I will recommend the winery to all the people because I liked the story part.
Intention to Purchase	Um, 2021	Please, evaluate the impact of femvertising on your intention to make a post-visit purchase.	5-point scale anchored by "It doesn't affect my intention to buy wine of the brand at all" (1) and "It makes me want to buy wine of the brand" (5)
		Did the story about Dona Antonia affect your intention to buy wine?	5-point scale anchored by "It didn't affect at all" (1) and "Yes, this story made me want to buy wine more" (5)

Source: own elaboration

The relationship between different variables is calculated using two types of statistical analysis in the SPSS software - Linear Regression Test and One Way ANOVA Test. The effect of the Attitude to Femvertising on Intention to Recommend and Intention to Purchase was measured by Linear Regression Test as the most used method to measure the relationship between two variables, where one of them is considered the independent variable (predictor), while the other is the dependent (outcome) variable. This test can help to evaluate if the relationship is statistically significant and represents the change in outcome variable associated with a unit change in the predictor variable. One Way ANOVA Test was conducted to understand the connection of the behavioral patterns (Attitude towards Femvertising) across the different Age, Gender and Attitude to Feminism groups. This test is used when there are categorical independent variables (with two or more groups) and a numeric dependent variable (outcome). It can determine whether there are statistically significant differences among the groups.

5. Discussion of the Results

5.1. Descriptive statistical analysis

First, to describe the data gathered through the practical method, a series of descriptive statistics were computed such as minimum, maximum, mean, and standard deviation. The mean ($\bar{x}$) refers to the average of a set of values. A standard deviation (SD, σ) is a measure of the data dispersion in relation to the mean.

This descriptive statistical analysis only draws a general picture of the data and does not access information that might fully indicate the rejection or not of the developed hypotheses. The main indexes received after the analysis are represented in Table 4.

Table 4. Descriptive statistics

	Frequency, <i>n</i>	Minimum	Maximum	Mean, $\bar{x}$	Standard deviation, σ
Attitude to Femvertising	243	1	5	4.261	.986
Intention to Purchase	243	1	5	2.763	1.471
Intention to Recommend	243	1	4	2.965	1.103

Source: own elaboration

Speaking about Attitude to Femvertising, it is noticeable that the survey answers dedicated to this variable have the highest statistical mean score of 4,261 and the lowest standard deviation of 0,986. This result might show that the attitude of all the respondents in general is the most positive compared to the other variables and the people perceive femvertising favorably.

The results of the survey related to Intention to Purchase (IP) turned out to have the lowest mean of 2,763 and the highest SD of 1,471 which means that the answers of the respondents are very dispersed and the mean score almost approaches the median score of 2,5. So that, Attitude to Femvertising will not affect the Purchase Intention as much as Intention to Recommend (IR) where mean and SD are more positive (2,965 and 1,103 accordingly).

An important detail related to the IR is represented in Figure 6 where the pie chart on the left shows the general question results and the one on the right represents the answers to the Dona Antonia question. The general question about Intention to Recommend received much more answers with the strongest intention (58,8%) than the question about IR based on

Ferreira cellars and Dona Antonia story (31,4%). The opposite pattern goes with the lowest intention, literally intention not to recommend, which was more present in the question about Dona Antonia story (23,3%) than in the general intention to recommend the winery based on the femvertising (4,9%). The results of the second case are also much more dispersed. It might imply the idea that theoretically people are ready to recommend the winery based on the women empowerment story of the brand, however, in practice there are more factors connected to the experience itself and satisfaction which can influence people's decision to recommend, that is why the answers regarding the Ferreira cellars were more ambivalent.

i. Please, evaluate the impact of femvertising, for example the story about the female owner/winemaker, on your motivation to recommend ...ity, recommendations do not affect it negatively.
46 responses



10. Did the story about Dona Antonia affect your intention to recommend the wine cellar?
245 responses



Figure 6. Comparison of the IR results.

Source: own elaboration

Nevertheless, no additional inference could be derived from this information because there is a need for further statistical tests.

5.2. Test of Hypotheses

In order to test H1-H3 another type of statistical analysis, One Way ANOVA Test, was used multiple times. The most important coefficients of the test are represented in Table 5 and the SPSS output is shown in Appendix 4, 5, 6.

Hypothesis 1 tests if female customers will more likely have a positive Attitude towards Femvertising than the male ones. In this case all the respondents were divided into two groups - female (group 1) and male (group 2). Based on the ANOVA results, this hypothesis is supported and Attitude towards Femvertising within the groups differs significantly ($p\text{-value} = 0,003$; $F = 8,919$). The test indicates that the mean score for Female respondents ($M = 4,38$; $SD = 0,887$) is greater than Male respondents ($M = 4,11$; $SD = 1,090$) which means that women have a positive attitude to Femvertising more often than men.

Table 5. One Way ANOVA Test

		DESCRIPTIVE		ANOVA		Result
		Mean	Std. Deviation	F	p-value	
H1	Gender→AF					Supported
	Female	4.38	.887	8.919	.003	
	Male	4.11	1.090			
H2	Age→AF					Not Supported
	Generation Z	4.25	.889	1.862	.135	
	Generation Y	4.32	.942			
	Generation X	4.08	1.130			
	Generation Boomers	4.37	.996			
H3	Attitude to feminism→AF					Supported
	Active feminist	4.62	.727	7.187	.001	
	Supporter	4.31	.934			
	Traditionalist	3.99	1.119			
	Uncertain	3.00	1.414			
	Oppositional	3.80	1.033			

Source: own elaboration

Hypothesis 2 indicates that younger generations (Y and Z) will more likely have a positive Attitude towards Femvertising than the older ones (X and Boomers). Respectively, the participants were divided into 4 groups (Group 1: Gen Z, Group 2: Gen Y, Group 3: Gen X and Group 4: Boomers). The descriptives show slight differences within the groups, nonetheless, the effect is not significant overall, since $p\text{-value} > 0,005$ and $F < 2,5$. It means that there is no clear behavioral pattern dedicated to Femvertising between these groups. Thus, contrary to

what the literature presents, the age of the customers does not significantly affect their Attitude to Femvertising. Therefore, H2 was not supported.

Hypothesis 3 tests if the tourists with a positive opinion about feminism will more likely have a positive Attitude towards Femvertising. There are five groups of the respondents - Active Feminist (1), Supporter (2), Traditional (3), Uncertain (4) and Oppositional (5). This hypothesis was supported, thus Attitude towards Femvertising within the groups differs significantly (p -value = 0,001; $F = 7,187$). In order to find out the individual differences between the groups, post-hoc comparisons were assessed using Dunnett's T3. The test indicates that the most significant difference appears in between Group1 (Active feminist) and Group 3 (Traditionalist). For example, the results in between Active Feminist group (1) and Supporter group (2) or in between Traditionalist group (3), Uncertain group (4) and Oppositional group (5) do not differ significantly.

To answer H4 and H5, a series of linear regressions were computed using SPSS software. At this time the covariate variables, such as gender and generational cohort, were not included. Table 6 presents a summary of the results and the SPSS output is shown in Appendix 7, 8.

Table 6. Linear Regression

Hypothesis	Relationship	Beta Coefficient	R ²	F	p-value	Result
H4	AF→IR	.158	.025	12.408	.001	Supported
H5	AF→IP	.179	.032	16.041	.001	Supported

Source: own elaboration

Hypothesis 4 tests if Attitude towards Femvertising has an effect on Intention to Recommend the visit to the wine cellar. The dependent variable is IR in this case which was regressed on the independent or predicting variable AF. Based on the analysis, it can be claimed that H4 is supported because p -value, which proves statistical significance, is supposed to be less than 0,005 and it is exactly the case here (p -value = 0,001). Moreover, in order to prove the existing hypothesis, F -value should be higher than 2,5. In this case $F=12,408$ which verifies H4. However, $R^2 = 0,025$ depicts that AF explains only 2,5% of the variance in Intention to Recommend which cannot be considered as a great effect in practice.

Hypothesis 5 discovers if Attitude towards Femvertising has an effect on the Intention to post-visit wine Purchase. Accordingly, the dependent variable here is IP which again was regressed on the independent variable AF. H2 is also considered to be supported which means that

Attitude to Femvertising significantly predicts Intention to Purchase (p-value = 0,001; F = 16,041). Nevertheless, the value of R² is quite low again and represents just 3,2% of the variance in IR.

Even though the effect was only marginally significant, this result represents an important step to understanding how this practice influences the wine industry.

Overall, all the hypotheses except number two were proved which mostly supports the theoretical part and the previous research made in the field. Table 7 summarizes the overall result. It can bring the work to the important discussions and proposals.

Table 7. Hypothesis test's results

Hypothesis	Description	Results
H1	Female customers will more likely have a positive attitude towards Femvertising than the male ones.	Supported
H2	Younger generations (Y, Z) will more likely have a positive attitude to Femvertising than the older ones (X, Boomers).	Rejected
H3	The tourists with a positive opinion about feminism will more likely have a positive attitude towards Femvertising.	Supported
H4	Attitude towards Femvertising has a positive effect on intention to Recommend the visit to the wine cellar.	Supported
H5	Attitude towards Femvertising has an positive effect on the intention to post-visit wine Purchase.	Supported

Source: own elaboration

6. Proposals

Femvertising, a recent offspring of “movement marketing” (Nicholson, 2017), has been embraced by many companies and consumers. Positive associations with a company’s support for women’s empowerment can lead to positive behavioral intentions. It is proved by several theoretical and practical showcases mentioned in the previous chapters of the current paper. Corporate altruism has become quite common, as car companies create green initiatives, or beauty brands promote a “natural look”, or fashion companies stick feminist

slogans on their T-shirts. Furthermore, the test of the hypotheses also brought the idea that femvertising might be successfully implemented in the wine business, promoting the wine brand or being a part of the wine tourism offer. In this section the author presents the most basic steps which will help the wineries to apply the femvertising ideas in order to attract new customers and tourists.

- To be aware of the target audience and its attitudes

Every company in the market has its existing audience and the future target audience. The company should have a deep understanding of who is the customer or which customer they want to attract. The results of the hypothesis test showed that there were differences in the customer behavior of the several segments. If the winery understands that the most common tourists they receive are younger, open-minded people from the big cities, then it makes sense to think about implementing the femvertising ideas into marketing strategy. On the contrary, if the wine cellar works with the tour agencies in order to attract the massive touristic groups of people who buy the package tours without choosing with particular place to visit, or the most common customers of the wine brand are male, old-fashioned tourists from the nearby villages, currently there is no much sense to apply this strategy in this case. For example, Figure 7 represents two target personas who have completely different personalities and therefore customer behavior, motivations and attitudes.



Figure 7. Target personas.

Source: own elaboration

Caves Ferreira wine cellar has a very dispersed target audience, there is no specific profile of the wine tourism because the proportions of different age, gender, nationality and other segmentation criteria are more or less the same throughout the year. They have their market working with the big tour agencies who bring touristic groups from all over the world. However,

there is a huge flow of individual tourists who are attracted by the story of the company, Portuguese tradition and Dona Antonia. Particularly the second group could be a good target for the implementation of more actions dedicated to women empowerment.

- To be engaged in multi-channel marketing

Multi-channel refers to the use of several media channels for spreading marketing messages. This can include email, social media, print, mobile, display ads, television, and more. Leveraging multiple channels allows brands to interact with their customers across multiple touchpoints for a more comprehensive campaign. In terms of the winery whose goal is to attract tourists and customers through the femvertising tools, one of the most important channels would also be the wine visit. As it is mentioned in the literature review the wine visit should also represent the storytelling of the brand, not only technical information about wine itself. If the winery has a strong woman, managing the wine producing enterprise or a head of the winemaking team, it could be a perfect protagonist of the story and a point of differentiation from the competitors. Although, it shouldn't be just a wine visit during which the cellar introduces these women empowerment ideas but the whole complex of marketing channels including the social media, website, PR events and so on. Moreover, one of the key points of using femvertising as a part of the marketing campaign is to avoid trying to convince an audience of something they don't know yet, but to tap into what they already believe. A brand should be seen as "sharing, not selling" (Nicholson, 2017).

Porto Ferreira is a good example of using the same story about the striking woman of Ferreira family, Dona Antonia Adelaide Ferreira, throughout several marketing channels including the cellar visit. The only significant thing that is missing is social media, especially Instagram and Facebook profiles as the most popular social media all around the world. It is a great opportunity to discover a new target, promote the brand by spreading the marketing messages, attract people by telling the unique story, and gain advocacy by getting the reviews. Porto Ferreira has the specific features and touchpoints that cannot be translated through the Sogrape, its umbrella company, social media pages.

- To be against stereotypes

There are several stereotypes of representation of women in advertising. The main categories were shown in the first section of the literature review. The wine industry is famous especially for one of the categories - showcasing women as sexual objects. To make it more obvious, the author checked the results of the «Women in Wine» request on Pinterest. The majority of pictures were similar to what is represented on Figure 8.



Figure 8. Women in Wine Pinterest result.

Source: <https://br.pinterest.com/pin/7951736831156126/>

It is a very common position that the attractive female body will catch more interest in the wine brand or winery itself which does not match the modern reality where plenty of brands are trying to get rid of this mindset and make their advertising be the opposite of stereotypes. Unfortunately, the wine industry is quite slow in this sense. However, there are good examples such as Quinta da Plansel. The winery is owned and managed by a woman, moreover there are a lot of female employees, for instance, the whole harvest team consists of women. And the most important thing here is that it is shown in their marketing channels by posting non-stereotyped representation of women in the industry. Figure 9 is a showcase.



Figure 9. Quinta da Plansel social media pictures.

Source: <https://www.instagram.com/quintaplansel/>

The same goes with the language and terms used during the events, tastings and visits. The personnel working with the customers in the company expressing the women empowerment ideas should be aware that some terms of describing wine related to the genders are

inappropriate. For example, instead of «feminine wine» it should be described as lighter, delicate and restrained, whereas «masculine wine» - heavier, bolder and more opulent.

- To be ready for the experiments with the special tourism products based on women empowerment ideas.

Story and authenticity may be vital ingredients in the marketing of wine and wine tourism, providing competitive advantages in a crowded global marketplace and creating a point of differentiation from competitors. If the winery has a female protagonist, either a historical figure or a current estate owner, and it wants to show this story to people, to make it important and valuable, the company should think about broadening the touristic offer. For example, it can have a classic winery tour and create a special one, based on the female protagonists. In this case, it is more visible how people react on implementation of femvertising in the wine business performance. The tour can include different wines for tasting that make it special, that have a connection with the protagonist. As it is mentioned in the Company Overview chapter, Caves Ferreira has a special tour dedicated to the life of Dona Antonia, for example, that attracts people with special interest in the history of the brand and broader wine tasting option.

- To be involved in special events in collaboration with the women associations and female wine professionals.

Several networks of wineries run by women were developed all around the world such as Women of the Vine & Spirits, Women's Wine Alliance, Wine Women and many others. These associations play a great role in the recognition of women in the wine industry, professional support and communication with the audience which is explained more detailed in the chapter 3.2. If the wine estate wants to imply femvertising tools for its marketing strategy, it should be backed up by the participation or organization of the events in collaboration with the women associations and female wine professionals. It can be any kind of the events that would show the action, for example, hosting dinner/conference for the wine women alliance, participating in the special thematic exhibitions and fairs, or organizing a wine tasting with the invited female winemakers of the region/country. The real example is Sogrape, an umbrella company for Porto Ferreira, which established an award called Dona Antonia Award. It annually distinguishes Portuguese women whose life paths reveal a close identification with the personal and professional values personified by Antónia Adelaide Ferreira, by contributing to the economic, social and cultural development of Portugal.

- To be, not seem to be.

The most important proposal on the use of femvertising that can be made. This requires managers to meet consumer expectations about women's empowerment within their own offices instead of simply hoping that the hot social topic can help without doing any actions.

A bad example: In 2017 Pepsi released a new advertising campaign in which Kendall Jenner was giving a police officer a soft drink to calm a protest. It was immediately called by critics and engaged consumers the 'worst ad of all time'. What Pepsi was doing was seeking to show its social responsibility and it is not bad. It's classic cause-related marketing, because in aligning itself with good causes, it boosts sales and brand loyalty. However, it was criticized harshly because Pepsi did not take any real responsibility and did not actively support any social protests in real life.

To take just one good example, in the same year 2017 L'Oréal announced it would support the Women4Climate initiative, mentoring 500 women in 10 cities who are working towards possible solutions for climate change. This commitment reflects two of L'Oréal's major orientations: gender equality and climate protection.

If wine brands attempt to reach consumers with messages of empowerment, it must substantiate these claims, for instance, by employing women in leadership positions of winemaking, viticulture and corporate management levels. As described by Ann Aronson, the only way to speak to women is by having women at the decision-making table (Becker-Herby, 2016).

7. Conclusions

The current research aimed to discover if the women empowerment ideas can be appropriate and effective for the wine business in order to attract customers and boost their loyalty. The main research question was *"Does femvertising affect wine tourists' intentions to recommend the winery visit and to make the post-visit purchase?"*. After exploring the theory and other researchers' opinions, applying the practical method and analyzing its results, the author can answer this question positively. Finally, after developing the proposals, it can be stated that the present research brings out important findings for academia and practitioners.

7.1. Contributions

Concerning the theoretical contributions, the present empirical research adds several theoretical insights to the literature on this emerging phenomenon. First of all, it confirmed the previous studies regarding the effect of femvertising on Intention to Purchase and to

Recommend the brand. The Attitude to Femvertising positively affects the post visit intentions, however the influence is very mild. More than that, the result of the statistical analysis contributes to the gender marketing literature, indicating that gender does influence the Attitude to Femvertising. The opposite works with the age variable which on the contrary to what the literature presents, does not significantly affect the Attitude to Femvertising.

Undoubtedly, this research also brings out crucial insights for the managers in the wine industry, especially of the marketing and tourism departments. The proposals suggested in the Chapter 6 might be used by the wine estates in order to apply femvertising into practice in a more effective way. Wineries could use these results to foresee how their target will respond and embrace the femvertising campaign. The managers should view this phenomenon from a holistic perspective, not only as a communication one. Even though one of the main femvertising purposes is to be socially driven and not profit-seeking, the present study reinforces the idea that it could be a very powerful tool for marketing. Loyalty and advocacy are a few benefits of this practice according to the research.

7.2. Limitations and future research

Although the current research brings some important insights for the theory and management concerning femvertising as a tool for wine tourism, its limitations must be discussed in order to help the future researchers to choose the correct path. First of all, one limitation of this study is that it focuses on a particular setting, point of time and country. Future research has an opportunity to cross validate the current results in order to increase the study generalizability.

Moreover, qualitative methodology could be effectively used in the future study in order to understand the reason why the visitors value certain dimensions more than others. In the current paper only the objective statistical results, which is a quantitative method, were analyzed so we can understand the correlation but not the reason.

Finally, there are several variables which were not explored in this study that is why future research in this particular social cause may consider the level of education, average income or wine knowledge as control variables to explore the effect of it. Furthermore, some more important marketing concepts such as brand recognition and how it is affected by femvertising could be analyzed.

Overall, these findings can contribute to the understanding of the experiential concept and provide valuable insights for tourism managers in their decision-making.

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APPENDIX 1

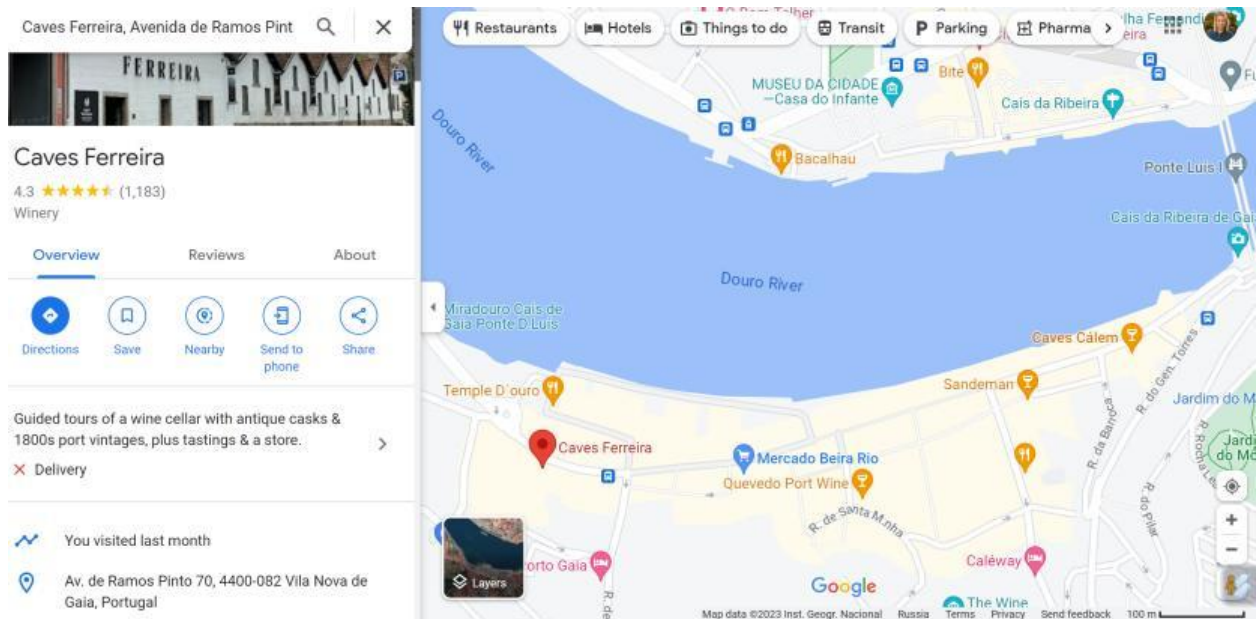


Figure 2. Caves Ferreira location.

Source: <https://www.google.com/maps/place/Caves+Ferreira/@41.1386307,-8.6186061,16.51z/data=!4m6!3m5!1s0xd2464dfba4ae9a5:0xbda49b0f45104b07!8m2!3d41.1369189!4d-8.619281!16s%2Fg%2F11b7gpdw36?entry=ttu>

APPENDIX 2

Table 1. Generational differences of consumer behavior

Baby Boomers	○ Looking for value, quality and rewards for hard work; ○ Respond to anything that makes them feel young; ○ Respond to respected institutions.
Generation X	○ Grew up in difficult economic times, rising divorce rates and violence; ○ Balancing family, life, and work; ○ Do not believe in sacrificing time for advancement like the Boomers; ○ Like initiatives that will make things more useful and practical; ○ Have a reputation of being disloyal to brands and companies; ○ Cynical and sophisticated about products, ads, and shopping. ○ Respond to straightforward offers with no hype.
Generation Y (Millennials)	○ Grew up in a time of fast-paced change including full employment opportunities for women, dual-income households, wide array of family types, significant respect for ethnic and cultural diversity, heightened social awareness; ○ Accustomed to a diverse universe where anything seems possible; ○ Open-minded, optimistic, goal oriented and highly motivated toward their perceptions of success; ○ Honesty, humor, uniqueness, and information appear to be important; ○ Looking for brands with a purpose greater than the bottom line.
Generation Z	○ Responsible for the society and ecological issues; ○ Accustomed to high-tech and multiple information sources, with messages bombarding them from all sides; ○ Has a good understanding of right and wrong; ○ Has an idea of easy success and self-confidence; ○ Street smart and have considerable marketing savvy.

Source: Made by the author based on Williams & Page (2011) and Hohnholz (2008).

APPENDIX 3

Questionnaire Survey

General questions

1. 1. Please, select you age range. *

Mark only one oval.

- ☐ 18-25
☐ 26-40
☐ 41-60
☐ 60+

2. 2. Please, select your gender. *

Mark only one oval.

- ☐ Male
☐ Female
☐ I prefer not to say

3. 3. What is your attitude to feminism? *

Mark only one oval.

- ☐ I am an active feminist
☐ I support the movement but do not participate actively
☐ I am neutral about it
☐ I do not understand what it is
☐ I disagree with its ideas

Effect of femvertising in wine tourism behaviour

Femvertising is a marketing strategy by means of which brands seek to inspire and empower consumers through pro-female messages at the same time as they promote their products.

4. 4. What is your perception of femvertising messages for the wine industry? *

Mark only one oval.

- ☐ 1) I'm tired of this kind of advertising in all the industries
☐ 2) Femvertising messages in the wine industry leave me cold and indifferent
☐ 3) Femvertising messages for wine are of little interest to me
☐ 4) Ads about empowering women in the wine business are appealing to me
☐ 5) Wine industry is male-dominated thus it's great to know about female wine heroes through femvertising

5. 5. Please, evaluate the impact of femvertising, for example the story about the female owner/winemaker, on your motivation to recommend visiting the wine cellar. *

**considering that the other factors like location, wine quality, recommendations do not affect it negatively.*

Mark only one oval.

- ☐ 1) I would not recommend to anyone the wine cellar based on the femvertising message
- ☐ 2) I would recommend the wine cellar only to someone who seeks my advice
- ☐ 3) I would recommend the wine cellar to my family and close friends
- ☐ 4) I would speak positively of the wine cellar to all the people

6. 6. Please, evaluate the impact of femvertising, for example the story about the female owner/winemaker, on your intention to make a post-visit purchase. *

**considering that the wine quality and wine characteristics do not affect negatively.*

Mark only one oval.

It doesn't affect my intention to buy wine of the brand at all

- 1 ☐
- 2 ☐
- 3 ☐
- 4 ☐
- 5 ☐

It makes me want to buy wine of the brand

7. 7. Why did you choose Ferreira from all the other port wine cellars in Gaia?

Mark only one oval.

- ☐ I was just passing by
- ☐ My friends/family recommended me
- ☐ I saw the recommendations in the social media/touristic websites/google search
- ☐ I know and like its wine
- ☐ I was curious about the story of the company and Dona Antonia
- ☐ Other: _____

8. 8. Did you like the storytelling about Dona Antonia of your Ferreira visit? *

Mark only one oval.

No, it was annoying and boring

- 1 ☐
- 2 ☐
- 3 ☐
- 4 ☐
- 5 ☐

Yes, it is a unique part of the company which created positive emotions

9. 9. Did the story about Dona Antonia affect your intention to buy wine? *

Mark only one oval.

No, it didn't affect at all

- 1 ☐
- 2 ☐
- 3 ☐
- 4 ☐
- 5 ☐

Yes, this story made me want to buy wine more

10. 10. Did the story about Dona Antonia affect your intention to recommend the wine cellar? *

Mark only one oval.

- ☐ No, I will not recommend the wine cellar based on the Dona Antonia story
- ☐ Yes, I will recommend the winery to someone who seeks my advice because of its story
- ☐ Yes, I will recommend the winery to my family and friends based on this story
- ☐ Yes, I will recommend the winery to all the people because I liked the story part

APPENDIX 4

One way ANOVA Output. Gender

Notes

Output Created		26-MAY-2023 20:47:45
Comments		
Input	Active Dataset	DataSet1
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Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each analysis are based on cases with no missing data for any variable in the analysis.
Syntax		ONEWAY Attitude BY Gender /ES=OVERALL /STATISTICS DESCRIPTIVES HOMOGENEITY /MISSING ANALYSIS /CRITERIA=CILEVEL(0.95) /POSTHOC=T3 ALPHA(0.05).
Resources	Processor Time	00:00:00.00
	Elapsed Time	00:00:00.01

Descriptives

Attitude

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean	
					Lower Bound	Upper Bound
Female	280	4.38	.887	.053	4.27	4.48
Male	206	4.11	1.090	.076	3.96	4.26
Total	486	4.26	.986	.045	4.17	4.35

Descriptives

Attitude

	Minimum	Maximum
Female	1	5
Male	1	5
Total	1	5

Tests of Homogeneity of Variances

		Levene Statistic	df1	df2	Sig.
Attitude	Based on Mean	5.910	1	484	.015
	Based on Median	10.530	1	484	.001
	Based on Median and with adjusted df	10.530	1	453.614	.001
	Based on trimmed mean	7.458	1	484	.007

ANOVA

Attitude

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	8.537	1	8.537	8.919	.003
Within Groups	463.275	484	.957		
Total	471.813	485			

ANOVA Effect Sizes^a

		Point Estimate	95% Confidence Interval	
			Lower	Upper
Attitude	Eta-squared	.018	.002	.048
	Epsilon-squared	.016	.000	.046
	Omega-squared Fixed-effect	.016	.000	.046
	Omega-squared Random-effect	.016	.000	.046

a. Eta-squared and Epsilon-squared are estimated based on the fixed-effect model.

APPENDIX 5

One way ANOVA Output. Age

Notes

Output Created		26-MAY-2023 23:12:17
Comments		
Input	Active Dataset	DataSet1
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Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each analysis are based on cases with no missing data for any variable in the analysis.
Syntax		ONEWAY Attitude BY Age /ES=OVERALL /STATISTICS DESCRIPTIVES HOMOGENEITY /MISSING ANALYSIS /CRITERIA=CILEVEL(0.95)) /POSTHOC=T3 ALPHA(0.05).
Resources	Processor Time	00:00:00.00
	Elapsed Time	00:00:00.02

Descriptives

Attitude

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean	
					Lower Bound	Upper Bound
1	56	4.25	.899	.120	4.01	4.49
2	240	4.32	.942	.061	4.20	4.44
3	114	4.08	1.130	.106	3.87	4.29
4	76	4.37	.936	.107	4.15	4.58
Total	486	4.26	.986	.045	4.17	4.35

Descriptives

Attitude

	Minimum	Maximum
1	2	5
2	1	5
3	1	5
4	1	5
Total	1	5

Tests of Homogeneity of Variances

		Levene Statistic	df1	df2	Sig.
Attitude	Based on Mean	1.735	3	482	.159
	Based on Median	2.184	3	482	.089
	Based on Median and with adjusted df	2.184	3	436.615	.089
	Based on trimmed mean	1.949	3	482	.121

ANOVA

Attitude

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	5.406	3	1.802	1.862	.135
Within Groups	466.407	482	.968		
Total	471.813	485			

ANOVA Effect Sizes^{a,b}

		Point Estimate	95% Confidence Interval	
			Lower	Upper
Attitude	Eta-squared	.011	.000	.032
	Epsilon-squared	.005	-.006	.026
	Omega-squared Fixed-effect	.005	-.006	.026
	Omega-squared Random-effect	.002	-.002	.009

a. Eta-squared and Epsilon-squared are estimated based on the fixed-effect model.

b. Negative but less biased estimates are retained, not rounded to zero.

Post Hoc Tests

Multiple Comparisons

Dependent Variable: Attitude

Dunnnett T3

(I) Age	(J) Age	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
1	2	-.067	.135	.997	-.43	.30
	3	.171	.160	.866	-.26	.60
	4	-.118	.161	.975	-.55	.31
2	1	.067	.135	.997	-.30	.43
	3	.238	.122	.277	-.09	.56
	4	-.052	.123	.999	-.38	.28
3	1	-.171	.160	.866	-.60	.26
	2	-.238	.122	.277	-.56	.09
	4	-.289	.151	.292	-.69	.11
4	1	.118	.161	.975	-.31	.55
	2	.052	.123	.999	-.28	.38
	3	.289	.151	.292	-.11	.69

APPENDIX 6

One way ANOVA Output. Attitude to feminism

Notes

Output Created		26-MAY-2023 23:18:55
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Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each analysis are based on cases with no missing data for any variable in the analysis.
Syntax		ONEWAY Attitude BY Feminism /ES=OVERALL /STATISTICS DESCRIPTIVES HOMOGENEITY /MISSING ANALYSIS /CRITERIA=CILEVEL(0.95)) /POSTHOC=T3 ALPHA(0.05).
Resources	Processor Time	00:00:00.02
	Elapsed Time	00:00:00.02

Descriptives

Attitude

					95% Confidence Interval for Mean	
	N	Mean	Std. Deviation	Std. Error	Lower Bound	Upper Bound
1	84	4.62	.727	.079	4.46	4.78
2	254	4.31	.934	.059	4.20	4.43
3	136	3.99	1.119	.096	3.80	4.18
4	2	3.00	1.414	1.000	-9.71	15.71
5	10	3.80	1.033	.327	3.06	4.54

Total	486	4.26	.986	.045	4.17	4.35
-------	-----	------	------	------	------	------

Descriptives

Attitude

	Minimum	Maximum
1	1	5
2	1	5
3	1	5
4	2	4
5	3	5
Total	1	5

Tests of Homogeneity of Variances

		Levene Statistic	df1	df2	Sig.
Attitude	Based on Mean	5.378	4	481	<.001
	Based on Median	4.931	4	481	<.001
	Based on Median and with adjusted df	4.931	4	443.403	<.001
	Based on trimmed mean	6.597	4	481	<.001

ANOVA

Attitude

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	26.607	4	6.652	7.187	<.001
Within Groups	445.205	481	.926		
Total	471.813	485			

ANOVA Effect Sizes^a

		Point Estimate	95% Confidence Interval	
			Lower	Upper
Attitude	Eta-squared	.056	.018	.094
	Epsilon-squared	.049	.010	.087
	Omega-squared Fixed-effect	.048	.010	.086
	Omega-squared Random-effect	.013	.003	.023

a. Eta-squared and Epsilon-squared are estimated based on the fixed-effect model.

Post Hoc Tests

Multiple Comparisons

Dependent Variable: Attitude
Dunnett T3

(I) Feminism	(J) Feminism	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
1	2	.304*	.099	.023	.02	.58
	3	.626*	.124	<.001	.27	.98
	4	1.619	1.003	.733	-27.50	30.74
	5	.819	.336	.246	-.34	1.98
2	1	-.304*	.099	.023	-.58	-.02
	3	.322*	.112	.044	.00	.64
	4	1.315	1.002	.819	-28.19	30.82
	5	.515	.332	.717	-.65	1.68
3	1	-.626*	.124	<.001	-.98	-.27
	2	-.322*	.112	.044	-.64	.00
	4	.993	1.005	.913	-27.74	29.73
	5	.193	.340	.999	-.97	1.36
4	1	-1.619	1.003	.733	-30.74	27.50
	2	-1.315	1.002	.819	-30.82	28.19
	3	-.993	1.005	.913	-29.73	27.74
	5	-.800	1.052	.969	-20.53	18.93
5	1	-.819	.336	.246	-1.98	.34
	2	-.515	.332	.717	-1.68	.65
	3	-.193	.340	.999	-1.36	.97
	4	.800	1.052	.969	-18.93	20.53

*. The mean difference is significant at the 0.05 level.

APPENDIX 7

Linear Regression Output. Intention to recommend

Notes

Output Created		27-MAY-2023 15:58:23
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Input	Active Dataset	DataSet1
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Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on cases with no missing values for any variable used.
Syntax		REGRESSION /MISSING LISTWISE /STATISTICS COEFF OUTS R ANOVA /CRITERIA=PIN(.05) POUT(.10) TOLERANCE(.0001) /NOORIGIN /DEPENDENT Recommend /METHOD=ENTER Attitude.
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	Memory Required	2560 bytes
	Additional Memory Required for Residual Plots	0 bytes

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Attitude ^b		. Enter

a. Dependent Variable: Recommend

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.158 ^a	.025	.023	1.091

a. Predictors: (Constant), Attitude

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	14.757	1	14.757	12.408	<.001 ^b
	Residual	575.648	484	1.189		
	Total	590.405	485			

a. Dependent Variable: Recommend

b. Predictors: (Constant), Attitude

Coefficients^a

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	2.211	.220		10.070	<.001
	Attitude	.177	.050	.158	3.522	<.001

a. Dependent Variable: Recommend

APPENDIX 8

Linear Regression Output. Intention to purchase.

Notes

Output Created		27-MAY-2023 15:47:08
Comments		
Input	Active Dataset	DataSet1
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	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	486
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on cases with no missing values for any variable used.
Syntax		REGRESSION /MISSING LISTWISE /STATISTICS COEFF OUTS R ANOVA /CRITERIA=PIN(.05) POUT(.10) TOLERANCE(.0001) /NOORIGIN /DEPENDENT Purchase /METHOD=ENTER Attitude.
Resources	Processor Time	00:00:00.02
	Elapsed Time	00:00:00.02
	Memory Required	2560 bytes
	Additional Memory Required for Residual Plots	0 bytes

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Attitude ^b	.	Enter

a. Dependent Variable: Purchase

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.179 ^a	.032	.030	1.449

a. Predictors: (Constant), Attitude

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	33.676	1	33.676	16.041	<.001 ^b
	Residual	1016.112	484	2.099		
	Total	1049.788	485			

a. Dependent Variable: Purchase

b. Predictors: (Constant), Attitude

Coefficients^a

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	1.625	.292		5.569	<.001
	Attitude	.267	.067	.179	4.005	<.001

a. Dependent Variable: Purchase