

Abstract

Over the last few years, femvertising – feminist advertising, has become a trend in marketing communication. Current research suggests that it has a positive impact on both, the brands and the customers. Femwashing – an inauthentic form of femvertising, is a phenomenon that has not been researched much. Studies provide data on its differences from femvertising, but its impact on purchase decisions is yet to be clarified. Czech research has been focused on femvertising, femwashing has not been studied.

The aim of this thesis is to clarify the perception of both, femvertising and femwashing, by Czech women of generation Z and generation X and to discover if at all, perspective how these forms of feminist advertising influence their decision making while shopping. Qualitative research, specifically in-depth interviews were conducted in order to answer these questions.

The main findings of this thesis are positive perception of femvertising by women of both generations. Generation Z was observant to visual representation of women, while generation X was attentive to their skills. Femwashing was perceived as hypocritical by both generations, however, they were willing to condone it in case the brands were not tampering women's rights themselves. Femvertising would positively influence purchasing decisions of both generations, but generation X was also stating there are other major factors affecting their decision making. Generation Z was more likely to concern femwashing while shopping, generation X mentioned lack of time for its incorporation. However, they would be influenced by information shared by their family or close friends.