CULTURAL VALUES AND FEMVERTISING IN SK–II

ADVERTISEMENTS

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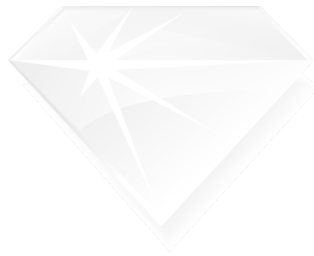
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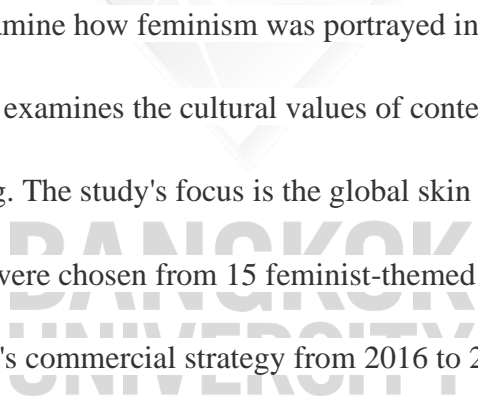
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ABSTRACT

In order to examine how feminism was portrayed in commercial advertising nowdays, this research examines the cultural values of contemporary popular commercial advertising. The study's focus is the global skin care brand SK–II. The research samples were chosen from 15 feminist-themed promotional videos that were featured in SK–II's commercial strategy from 2016 to 2022. By examining the subtitles of the brief movies, it was conceivable to examine how Femvertising was presented in the brand's marketing campaign from the standpoint of cultural value. The findings indicate that the research sample videos placed a lot of emphasis on creativity and empowering values. It is clear from the 15 films' advertising cultural values that some of these values match with those found in feminist advertisements, and they do demonstrate a positive outlook on the journey of life.

Keywords: Cultural Values, Femvertising, Self–values, Marriage Market, Em–power Women, Skin Care Brand

ACKNOWLEDGEMENT

I devoted numerous nights and days to complete this project report, and my IS advisor Dr. Rose and the Dr.Pitiporn both recognized my efforts and gave me a lot of valuable advice and suggestions. I was incredibly pleased and delighted to have the chance to study for this degree at Bangkok University. Motivated to take a stance on feminism by a study topic in class and learned what people in the advertising sector do through employing the instrument of Femnisim I had this thinking of my IS report. But I wouldn't get anywhere without the guide and the professors' persistent probing. I also want to express my gratitude to the BU Library for giving me access to treasured and in-depth literary resources that have helped me better comprehend the origins and progression of feminist advertising.

In addition, I want to thank my dear friends for their encouragement, as well as my boyfriend's companionship. Likewise, I want to thank my family for helping me out in financial aspect so I could pursue this course of study. Many thanks to Bangkok University Graduate School and School of Communication Arts for providing me with the study materials I required to carry out this research and contributed to the field of investigation.

TABLE OF CONTENTS

TABLE OF CONTENTS (Continued)

TABLE OF CONTENTS (Continued)

LIST OF TABLES

LIST OF FIGURES

CHAPTER 1

INTRODUCTION

1.1 Rationale and Problem Statement

1.1.1 Rational

Cosmetic Industry & Skincare World Wide Market

According to Statista, the worldwide cosmetics business is robust and only getting stronger as of March 2022, according to an overall statistic study. The market share of the beauty industry reached $483 billion in the 2020, $511 billion in 2021, and with an expected global annual compound growth rate of 4.75%, it is expected to reach $716 billion by 2025 and $784.6 billion by 2027 (Statista Research Department, 2023).

The revenue generated by the skin care market worldwide in 2021 is also shown in this statistic. In that year, the U.S. skin care market generated over 18 billion dollars in revenue. The skin's second–largest revenue.

Statista shows the top three skincare market are United States, Japan and China, meanwhile, the percentage of global sales volumes of skincare products of America , Japan and China are 11.9%, 11.6% and 9.3% respectively.

Figure 1.1: title Worldwide revenue of the skin care market by country in 2022

Sources: Statista Research Department. (2023). *Global: Skin care market revenue by*

country 2022, Statista. Retrieved from https://www.statista.com/forecasts/

758611/revenue-of-the-skin-care-market-worldwide-by-country.

According to Statista US's Skincare Facts Report, Deciem's 'The Ordinary'

has recently become the most well–known skincare brand in the United States.

The brand debuted in 2016 and has since revolutionized the skincare market by

fostering a new generation of skintelligent' consumers. The top two skincare

companies in Japan's market are DHC and SK–II, which are well–known for

their DHC deep cleansing oil and SK–II facial treatment essence products. L'Oreal

also rose to the top spot for skincare in China's cosmetics market in 2021, with the

biggest sales volume in the nation.

Figure 1.2: The Ordinary is American's Favorite Skincare Brand by a Landslide 2.4

　　　　Million

The Ordinary is America's favorite skincare brand by a landslide 2.4 million

We analyzed interest across the country to officially name America's favorite skin brand.

Brand	Searches	Yearly Increase %
The Ordinary	6,943,140	+71%
DHC	4,536,100	+60%
La Roche-Posay	2,148,310	+72%
Bioderma	1,056,950	+16%
Skinceuticals	923,530	+53%

Sources: *The Skincare Report–An Analysis of Beauty in the US.* (2021). Retrieved

　　　From https://www.skinstore.com/blog/skincare/the-skin-report/.

Figure 1.3: Best Japanese Skin Care Famous for Brand

Best Japanese Skin Care Brand	Famous For	Product Perfect For
DHC	DHC Deep Cleansing Oil	All skin types
SK-II	SK-II Facial Treatment Essence	Skin renewal
Shiseido	Senka Perfect Whip	Clear skin

Sources: *6 best Japanese skin care brands 2023.* (2021). Retrieved from

　　　https://japantruly.com/best-japanese-skin-care-brand/.

Figure 1.4: Top Ten Best Selling Cosmetic Brands in "China Double Eleven Festival"

2021 "双十一" 美妆护肤销售额前十品牌		
品类	护肤品品牌	美妆品牌
1	欧莱雅	圣罗兰
2	雅诗兰黛	花西子
3	兰蔻	雅诗兰黛
4	后	完美日记
5	资生堂		

Sources: *China cosmetics industry monitoring report for the first quarter of 2019–*

2023. (2023). Retrieve from https://www.askci.com/reports/20161111/

1616234123736490.shtml.

Cosmetic Advertising

According to Shannon Hilson's opinion in his essay "what is Brand

Recognition? Definition + Strategies to Develop" The success of those brands is

a result of not only the quality of the product but also brilliant marketing plans

and brilliant promotional techniques. Cosmetic advertising is the method used by

the cosmetics industry to advertise cosmetics and beauty products across a variety

of media. According to Wikipedia, the adverts are primarily targeted at women who

desire to look better and frequently aim to improve physical attractiveness and hide

signs of aging (Wikipedia, 2023)

Being obsessed with youth and beauty drives thousands of people to shops

in search of an easy remedy. Young people are trying to put make up on their face,

so they would be looking much more mature and attractive, on the other hand,

The middle age women are looking for the very most efficient anti-aging cream

for a younger appearance. To advertise products, the beauty industry played a very

various persuasion strategy. As an illustration, one of the most popular promotions is

to pay the celebrities buy attention from audience. There is a premise goes that "she is

what i want to be." This mindset usually are used for the advertising and commercials

for skincare and hair care products.

However, the advertising and marketing methods in the current cosmetic

advertising environment heavily rely on the culture and values of the targeted society.

The advertising and marketing sector must develop innovative advertising and

marketing strategies to keep up with changing societal trends and market size,

quality, and content in the contemporary business climate.

Channels

Advertisers in the cosmetics sector pay search engines like Google, Bing,

and Yahoo! to display their adverts in or close to pertinent search results based on

keywords (Virrgo Tech) The most popular kind of Internet advertising today is

paid search. The fact is that because the Internet is a medium that can be used to

implement all of the components of the promotional mix, it is used as a significant

marketing communication instrument in and of itself. In addition to using the Internet

for advertising, marketers also use it to better and more efficiently conduct public

relations, personal selling, and direct marketing activities (Belch & Belch, 2008).

Sales promotion incentives include online discounts, contests, and sweepstakes.

The second stage of the Internet revolution, sometimes referred to as "Web 2.0," is already underway and focuses on user collaboration and sharing. This has led to the emergence and expansion of social media, which is defined as online platforms for interpersonal contact and interaction that enable the creation, dissemination, and sharing of a variety of content, including knowledge, perceptions, experiences, and even actual works of media. Nearly 75 percent of Americans, according to estimates, use one or more social networking sites, including Facebook, Twitter, Linked In, Instagram, YouTube, Snap Chat, and Pinterest.90% of teenagers and young adults (ages 18 to 29) utilize social networking sites, making them particularly heavy users of social media. The way businesses interact with, hear from, and learn from their consumers has been transformed by social media, which has also grown to be a key marketing tool for the majority of businesses. Additionally, cosmetic brands and businesses use social media by setting up Facebook and Instagram pages, YouTube channels, Twitter accounts, and other accounts, as well as by uploading videos and commercials to websites like YouTube (Belch, M. A., & Belch, G. E., 2008).

YouTube, as a famous social media platform and internet films with its headquarters in California was It was formally introduced by the company founded by Steve Chen, Chad Hurley, and Jawed Karim. After Google, among others. it is the sec–most–visited webpage globally. Every single month, over a billion individuals

use YouTube, viewing over 1 billion minutes of video per day. A minute of video content was shared in 2019 for approximately 500 hours. YouTube has triggered a shift in society which is unparalleled. This beneficial and popular live style has had an impact on the development of wealthy prominent individuals, mainstream culture, and web trends (2002) Belch & Belch. And more importantly, the number of views on beauty content video uploaded on YouTube is a significant increased ("Annual beauty–related content views", 2019).

Marketers are increasingly using YouTube to connect with the "YouTube generation" and enthusiasts of social media as it emerges as a pervasive video platform that competes for advertising revenue worldwide (Ghosh, Pratt, Soma, Theriault, Griffin, Trivedi & Gohil, 2016). YouTube is different from the conventional television advertising base in that it gives marketers the chance to manage the messaging atmosphere where there is less time or creativity restrictions while also delivering new opportunities for interactivity and the growth of communities. For previously unaccessible video content, YouTube provides a marketing outlet. As online streaming becomes more popular and YouTube approaches over a billion audiences, studies of media systems and management of such systems would be incomplete without a fuller understanding of YouTube's characteristics as a media channel for marketing communications (Belch, M. A., & Belch, G. E., 2008). In the US alone, YouTube viewers are anticipated to reach 210 million in 2022.

Figure 1.5: Leading Countries Based on YouTube Audience Size as of April 2022

Sources: MediaRadar. (2020). *SK–II advertiser profile*. Retrieved from
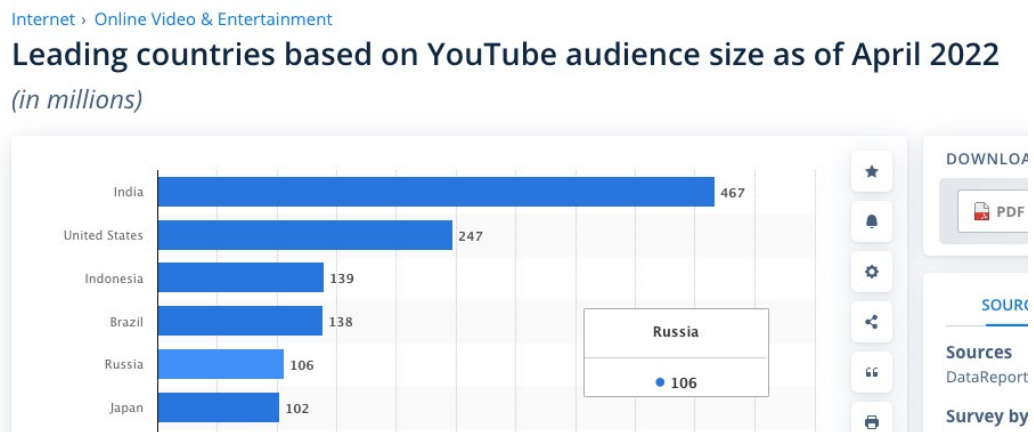
https://advertisers.mediaradar.com/SK–II-advertising-profile.

In line with MediaRadar (2020), SK–II was predicted toinvest in digital,

both national television and print ads that used proprietary algorithms based on the

medium and type of advertisements, according to the definition. SK–II is a global

skincare brand that is positioned at the upper end of skin care. The Procter & Gamble

Company owns SK–II. In 2019, Fewer than $100 million was invested on internet

advertising. SK–II is one of the top YouTube Advertisers, and they committed money

in pricey ad units. And advertisements on over 250 distinct media outlets in 2019.

Figure 1.6: Top Advertiser--SK-II Advertiser Profile

Sources: MediaRadar. (2020). *SK–II advertiser profile.* Retrieved from
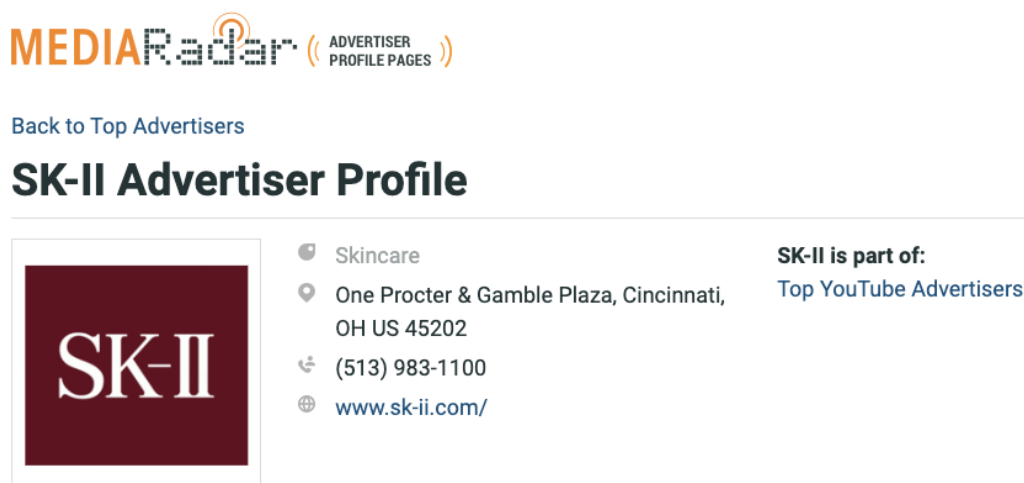
https://advertisers.mediaradar.com/SK–II-advertising-profile.

Figure 1.7: Google--Trends SK–II Interest Over Time

Sources: *SK–II.* (2023). Retrieved from https://trends.google.com/trends/explore?q=

SK-II&date=now%201-d&geo=CN&hl=en.
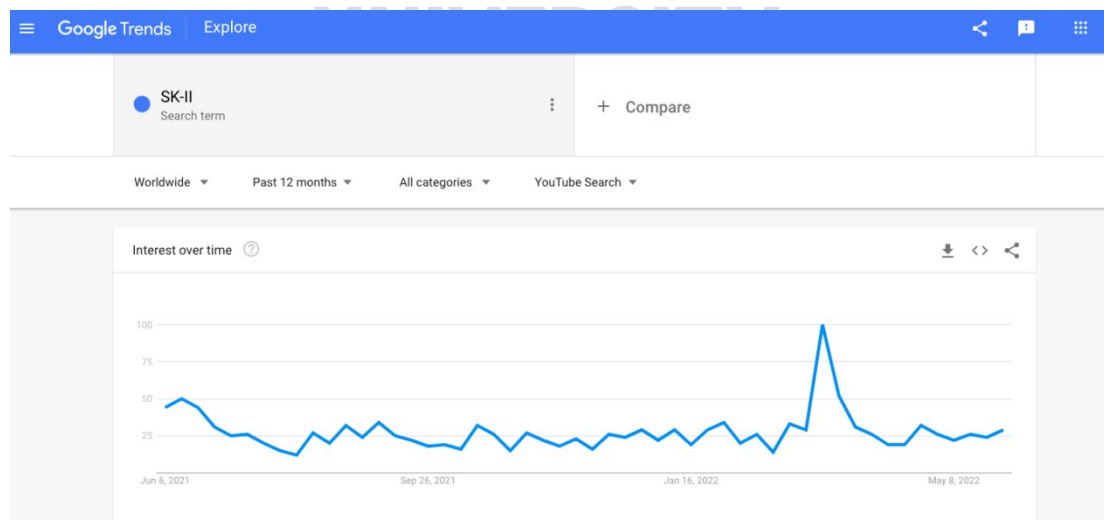
Figure 1.8: Google Trends--Interest by Region

Sources: *SK–II*. (2023). Retrieved from https://trends.google.com/trends/explore?q=

SK-II&date=now%201-d&geo=CN&hl=en.
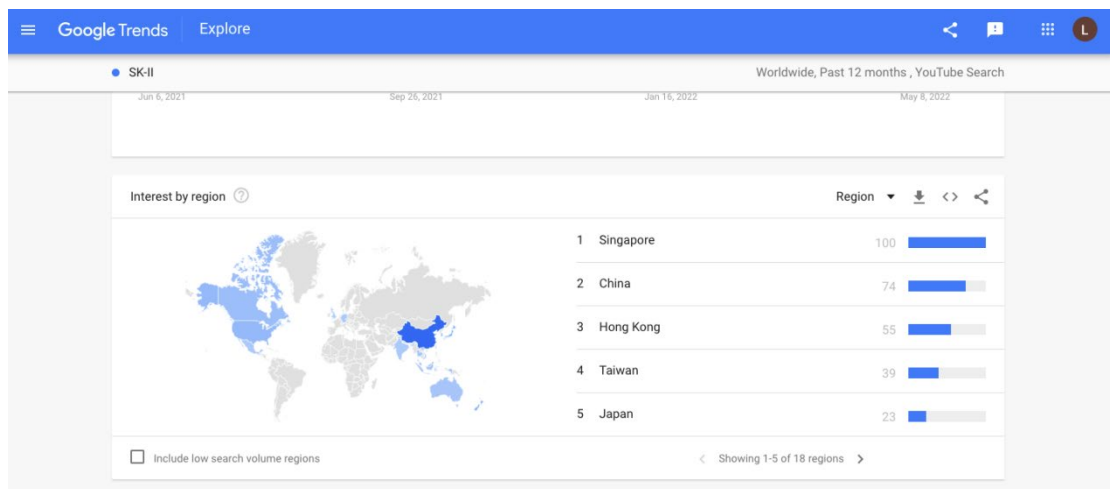
According to the statistics of Google Trends SK–II are popular in Asian

districts, such as Singapore, China, Hong Kong, Taiwan and Japan, owing to its

international advocates accordingly. SK–II's Long- term advocates are from various

Countries, for example, famous actress Haruka Ayase, Mina Sharon Myoifrom Japan,

and famous actress Tangwei from China. In this crazy advertising competition,

celebrities symbolizing the best look of the ordinary. Among the world where beauty

products yelling self worth and appearance represents the life quality, Cosmetics'

marketing has less to do with the product itself.

Advertising for cosmetics frequently has little to do with the product.

Often, the image of a beautiful woman overshadow the object at hand. Similar to

how beauty-related marketing support both beauty and self-worth. Celebrities are increasingly showing up in commercials for beauty goods for another significant reason. Tons of people adore celebrities because they are the height of beauty. They represent who we become when we're our best.

Customers would start to care about their appearance and start shopping for similar products since they want to look beautiful after seeing those commercials for beauty products. The advocates of the world are exceptional. SK–II also produced a number of narrative–based commercial clips, which are hugely popular in China and other Asian countries.

People are interested in looking beautiful and enjoy well at the same time. Customers believed that applying the products would make them seem better than they did before using them, and some even imagined they would create them more appealing like some of the models that show up in the product publicity.

1.1.2 Problem Statement

Values are employed in contemporary marketing and advertising to distinguish and position brands and rival brands. Advertising, including its appeals and implementation, inherently incorporates values. Most aspects of consumer behavior are culture–specific, and marketing methods are no different. Brands and brand communications must mirror people's values in order to develop relationships with consumers.

The many elements and patterns that are visible in advertising might be instructive when examining values in advertisements. What can this possibly reveal about society standards and values? Does it tell anything about societal ideals relating to civic life, or money and beauty, achievement (whether athletic or not), respect for knowledge and authority, etc.?.

Advertising's purpose is alternately and sometimes curiously involved in changing customer behavior and frequently more generally to reorganize sets of value–driven priors, in contrast to Institutional State Apparatuses as envisioned by Althusser (2005). Even though it has a history of and still engages in trading in conservative "values" and sustaining the present situation, this makes advertising deserving of thorough investigation from the perspective of values (Baudrillard, 1998). Therefore, "studying the cultural character of advertising could be crucial to comprehending the cultural development of commercialized civilizations." (Hardt, 1999) and its part in the creation of social subjectivities or identities (Pollay, 1994, p. 73) constructing on a value typology or category outlined in earlier research, such as Rokeach's, Pollay developed there are more than 40 technological classes, each with distinct values. Naturally, it's also critical to consider how the advertisement is digested and perceived. This study focuses on TV advertising, whereas Pollay created for the examination of print adverts, use these classifications.

In the present cosmetics market, it has become necessary for many businesses who want to stay ahead of their rivals to compete internationally and cater to

international clientele. This has forced firms to look for innovative and creative solutions. of marketing their delivers in the global marketplace and to create marketing efforts that appeal to consumers' values and beliefs while taking cultural differences into account.

The 21st century's brand–new global economy places great importance on the role and functions of advertising. Advertising's influence is no longer restricted and can, to some extent, relying on the subject matter of the message and how well it connects with the values, conventions, and culture of a specific society, can have both positive and bad effects on society. Because it can affect how consumers see their needs and wants, the manner in which they lead their lives as a whole, and to what extent they have a good self–image when it is transmitted through multiple media channels, effective advertising depends on picking the correct message to spread.

According to Roopnarine and Mounts (1987), the most fundamental social organizing principle and value is gender. The establishment of gender roles creates "structures that a community uses to satisfy biological sexual urges by transforming them into products of human activity." (Reiter, 1975, p. 159). The conventional division of gender functions into discrete feminine and masculine gender roles might vary greatly from one country to the next. Various theoretical stances can be used to describe how gender roles differ from one another. The reason the sex–based division of labor has endured, according to Parsons and Shils (1951), is that it is advantageous

to society. Due to the male taking on the job of the breadwinner and the female accepting the role of raising children and overseeing family connections, social stability is preserved. These gender prejudices are highly persistent.

The independence-interdependence dimension affects the characteristics of gender stereotypes, or the features that are seen as being exclusively possessed by women as opposed to men. According to stereotypes (Eagly & Steffen, 1984) Women are perceived as interdependent, communal, and altruistic, in contrast to men who are considered as independent, agentic, and goal-oriented. These stereotypes have an impact on significant life events like employment decisions (Cuddy, Fiske & Glick, 2004; Gorman, 2005; Heilman, 2001); assessments of work performance (Fuegen, Biernat, Haines & Deaux, 2004; Heilman & Okimoto, 2007); success in school (Inzlicht & Ben–Zeev, 2000); and even instances of sexual assault (Berdahl, 2007). Men and women (Cuddy et al., 2004; Wood & Eagly, 2010) and both sexes view gender stereotypes as ubiquitous and pervasive (Heilman, 2001) throughout cultures (Williams & Best, 1990).

Scholars who are interested the over-representation of women in advertisements, commercialization of women's bodies, and the usage of gender stereotypes have long studied how women are portrayed in these media. These stereotypes include the idea that women are family-oriented, make the best homemakers, and are responsible for the majority of the family's purchases. veggies are mentioned before clothing. (McArthur & Resko, 1975;

Knoll, Eisend & Steinhagen, 2011; Lynn, Harden & Walsdorf, 2004; Döring &

Poeschl–Guenther, 2006; Gill, Stewart, Treasure & Chadwick, 2008). Despite

the ground–breaking study McArthur and Resko's study on gender and sexual roles

in advertising, published in 1975—in which the authors found that the way women

were portrayed was highly "concerning"—there hasn't been much advancement

recent years in the portrayal of women in advertising.

     Following the analysis of McArthur and Resko, marketing embraced the

postfeminist societal trend, laying the groundwork for the conceptual structure on

commodity feminism developed by Goldman, Heath, and Smith in 1991 combines

Ironically combining feminist principles with negative perceptions of women–

coopting fundamental feminist tenets in an effort to market to women.Women are

the primary audience for many advertisers, and they are featured in commercials

more frequently. Over time, women's roles in advertisements have shifted from

being homemakers to becoming important consumers. Consumers who are women

nowadays have more expectations than before. And it presents a significant problem

for marketers to meet the modern consumer's evolving wants, which are primarily

those of women. Furthermore, there is a disconnect between how women are

portrayed in advertisements and how many women see themselves as a result of

the recent impetus of modern feminism (often known as the "third wave feminism")

and its incorporation into culture (Love & Helmbrecht, 2007; Gill et al., 2008).

A new type of female–centric advertising known as "Femvertising" has resulted from

this cultural friction. SheKnows Media's iBlog Magazine (2014) characterized

feminizing advertising as "advertising that uses female empowerment –oriented talent,

words, and imagery." The advertising industry as a whole has paid close attention to

the Femvertising trend. Since Dove's Campaign for Real Beauty debuted in

1994—generally regarded as the first Femvertising campaign—dozens of brands have

used the tactic, and its acceptance grows yearly (Bahadur, 2014).

As one of the most well–known skin care brands in the world, SK–II has

introduced a number of female–focused campaigns and commercial advertising that

use storytelling to convey messages about beauty and self–worth to its customers.

The Procter & Gamble–owned business launched the "Change Destiny" campaign in

China in 2015. By concentrating primarily on short films, the campaign has inspired

millions of women to take control of their lives and challenge stereotypes.

The campaign even inspired the brand to bring content creation in–house with

the launch of the SK–II Studio earlier this year with the goal of strengthening

the brand's storytelling abilities.

By featuring women who desire to be independent and follow current trends,

the SK–II campaign exposes the injustices that these women face. Women today

play a much different and better function in the modern world. Today's women are

imaginative, well–educated, and economically independently. Whether it is in

administration, academia, or sporting events, they have accomplished notable

achievements in all of these areas. Co–learning has made it possible for women to

walk side by side with men in every sphere of life. The twenty–first century has given women a fresh sense of confidence and beneficial empowerment.

They used to live in their father's or spouse's shadow, but now that they have grown into their own people, they can live independently.

This research, therefore, aims at exploring the cultural values included in the advertisement script of SK–II commercials, in particular the feminism' development in SK–II's commercial advertisement.

1.2 Objective of Study

The effect of female empowerment in advertising seeks to assess distinctions through the perspective of psychology by looking at relationships and observed male and female representation among individuals who were subjected to a traditional advertising vs an ad, in addition to differences in ad opinions, brand favorability, and purchase intentions. has produced some interesting findings, according to Victoria. E. Drake. When compared to Generation Y females who watched a standard advertisement for the same company, femvertising recipients reported higher ad opinions as well as enhanced brand favorability, purchase intent, and emotional connection to the brand. according to the results, which appear to support four out of the five hypotheses. Furthermore, people who saw they were more likely to agree that a femvertising commercial encourages women. Femvertising is effective in terms of

clients' purchase intentions, brand favorability, and ad opinions, according to this study.

As one of the audiences of the commercial advertisements of SK–II, while I was watching the advertisement clips of SK–II, I was surprised and amazed by the messages that SK–II intended to propagate through the videos. In fact, the series of videos have arose my interests towards the brand and it's product.

In this case, to provide practical guideline for skincare products, furthermore, female-oriented products in the field of commercial advertisements, the research will be focusing on finding out the cultural values and implications of skincare brand SK–II and explain how the values of Femvertising manifested in SK–II commercials.

The current research is attempted to investigate the thematic composition of advertisements of SK–II, to explore how feminism being demonstrated in advertisements are designed by the selected videos, the following research objectives are presented.

1) To explore the types of cultural values that are included in the advertisements script of SK–II.

2) To examine the values of Femvertising manifested in the SK–II commercials

1.3 Research Questions

RQ#1: What types of cultural values are included in the advertisement script of SK–II?

RQ#2: How is the values of Femvertising manifested in SK–II commercials?

1.4 Scope of Study

The scope of the research will be covered only the scripts of SK–II's commercial videos published in its official YouTube Channel. This research plans to explore the thematic content, cultural values of the commercial video clips and the femvertising of SK–II's commercial video clips in particular its famous product Pitera Essence. There will be 15 video clips selected from SK–II official YouTube Channel15 videos are selected from 2016 #changedestiny, SK–II #changedestiny Stories, 2017 #OneBottleAwayFrom, 2021 #SK–II STUDIO 'VS' series #CHANGEDESTINY, 2021 #My PITERAStory to 2022 #PITARA and ME.

In the method of investigating and categorising the scripts of video clips to analyse the content and values embedded in video clips, this research will help us to understand how the skin care brand SK–II empower woman and apply femvertising in its marketing strategy.

1.5 Significance of the Study

The purpose of this study is to investigate the cultural values and thematic content of SK–II's commercial advertising, with a focus on the feminist ideals expressed in the campaign videos #ChangeDestiny and #MyPiteraStory. This study will demonstrate to the public how cultural norms are applied in skin care product advertisements, with a focus on how feminization appears in videos. In the construction of this capstone, no scholarly papers specifically discussing Femvertising were located, despite the fact that there has been a dearth of research on the topic. The SK–II skincare brand's campaign highlights the injustices that these women experience by featuring independent women who follow current trends. Women now play a far more prominent and positive role in society, possessing greater economic and political clout than in decades before. As a result, marketing has changed its messaging to appeal to this shifting audience. Therefore, to speak to this shifting population, advertising has changed how it communicates. For skincare products, or female–oriented products, Critical marketing metrics benefit from femvertising, at this point, to further understand how global skin care brand SK–II portray female's role in daily life, work and family from ordinary people to celebrities in its commercials will help the marketers doing a better shift in advertising, also will help more female audience to realize of independent, confident, liberated and empowered women in themselves.

1.6 Definition of Terms

Cosmetic advertising is the method used by the cosmetics industry to advertise cosmetics and beauty products across a variety of media. The advertising are primarily targeted at women who desire a more attractive appearance, frequently to enhance physical attractiveness and reduce signs of aging (Wikipedia, 2023a).

SK–II: Based on a substance derived from yeast, SK–II is a Japanese worldwide skincare brand that goes by the name "SK–Two." that was introduced in the early 1980s. Procter & Gamble (P&G), the product's parent firm, sells and promotes it in Eastern Asia, as well as in the continents of North America, Europe, and countries such as Australia, as a high–end skin care product (Wikipedia, 2023c).

Cultural values: The essential beliefs and ideals that underpin and are necessary for a community's existence and harmonious cohabitation are known as cultural values. The several elements that make up the concept include customs, which include traditions and rituals; values, which are beliefs; and culture, which includes all of a group's fundamental beliefs. Cultural values can also be defined as norms and ways of behaving that influence attitudes and reactions to events and other phenomena within the context of a culture ("What are cultural values?", 2022).

Femvertising: female empowerment advertising is a marketing and communication tactic that firms employ to promote their products, increase brand awareness, and inspire and uplift women of all ages through pro–female messages.

The foundation for the growth of femvertising is laid by the convergence of feminist philosophy and contemporary social developments. It focuses on the place of women in contemporary society, the advancement of gender equality, and shifting consumer trends. It rejects the long–standing practice in advertising of objectifying the female body and the stereotypes of women that are (at least in part) a product of that practice. The companies engaging in femvertising assert that they support pay equity, the advancement of female leadership, and other workplace benefits. Commodity feminism is viewed as a tool for marketers to attract female customers at the same time (Drake, 2017)

YouTube: San Bruno, California serves as the home base for the social media and online video sharing service YouTube. On February 14, 2005, Steve Chen, Chad Hurley, and Jawed Karim gave it its formal introduction. After search results from Google, it is the second most visited website and belongs to by Google. More than 2.5 trillion individuals use YouTube on a monthly basis, watching over a billion hours of video (Wikipedia, 2023b).

Music videos, breaking news news footage, brief movies, long–running movies, documentary films recordings of sound, film trailers, teasers, streamed live, video blogs, and other types of videos are among the video categories on YouTube. A significant amount of content is created by a single person, including partnerships between YouTubers and business sponsors. In an effort to access a wider audience

for advertising, well–known media companies like Walt Disney Company, Paramount

Television, and Warner Bros. Discovery have also started and grown their own

individual corporate YouTube sites. YouTube has effected societal change like

never before by influencing online trends, mainstream culture, and the rise of

affluent celebrities. Despite its expansion and success (Wikipedia, 2023b).
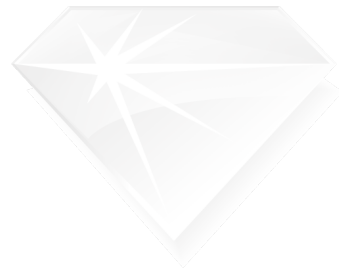
CHAPTER 2

LITERATURE REVIEW

In chapter 2, the researcher displays and explains the relevant theories

being used to develop the conceptual framework of this study. This chapter

reviews the related literature. In a new research environment, the author gives

a new definition and measurement dimension of the key variables in this study

on the basis of predecessors. At the same time, according to the previous research

results, the author inquiries into the relationship between the above variables and

puts forward the research hypotheses.

2.1 The Concept of Cultural Values in Advertising

How do values work? Values are, generally speaking, the characteristics

that give things, people, or communities their goodness, worthiness, or

respectability. It is challenging to formulate a definition without using phrases like

"ought" or "should," etc., which are tautologically circular. However, we can draw

inspiration from Rokeach's (1973) definition of values, which reads as follows:

A value is an abiding conviction that a particular way of acting or final

state of being is personally or particularly preferable to an alternative or converse

way of acting or final state. A value system is a long–lasting collection of beliefs

about preferred ways to behave or exist along a scale of relative value.

The hierarchy of these values and the rules of dominance in their application, as well as the general balancing of seemingly opposing value states, such as pride versus modesty or the natural versus the technological, can all be used to describe personalities and cultures, as suggested by the definition of the term "value system."

A value is a predetermined orientation toward experience that denotes a strong commitment or rejection that influences the decision of which course of action to choose from a range of possibilities. These orientations may be values or cognitively conveyed orientations. Values may affect everything, including daily decisions like buying things and political and religious ideas. They exert personal impulses toward socially acceptable actions and attitudes under control or control. They act as a manual for how one conducts himself and how they evaluate and judge others. They act as standards for selecting the attitudes and behaviors that are worthwhile fighting for, trying to change, and even putting one's life on the line for.

Values are thus a series of hierarchically ordered prescriptions and proscriptions, representations that formulate commitments to take positive or negative action. Human conduct could be explained by a list of instincts and a probability tic calculus in the absence of a hierarchy of values. Human life would thus consist of a series of responses to random stimuli. Values are deserving of strength because of their broad significance.

Why Study Values in Advertising?

Identification of the key institutions in a civilization should give us a sound starting point for comprehensive listing and categorization of human values because the preservation, growth, and transmission of values inside a culture frequently result in institution–building (Richard, 2012).

While many institutions, like the family, church, military, courts, colleges, etc., transmit cultural values, there is a compelling reason to pay close attention to advertising in this regard. Advertising is the sole institution that has a significant impact on the mass media, making it a lot more influential than the other institutions. Additionally, it is the only institution with a team of applied behavioral scientists that are constantly looking for ways to improve their influence. Because it lacking any authority that are generally recognized and approved for playing a cultural function, all of its cultural influence is ethically problematic, which contributes to its uniqueness as an institution. While most organizations play an innately conservative function, defending and upholding long-standing received norms, advertising's goal is very obvious: to change at least behavior and possibly behavior standards as well.

Understanding the cultural characteristics of advertising may therefore be crucial to comprehending the cultural development of commercialized society. With both pleasure and disappointment, the idea that commercial institutions serve as the primary transmitters of societal values has been frequently put forth.

Despite the relatively innocuous goal of advertisers to simply increase sales,

historians, largely inspired by Potter (1954). Richard (2012) believes that

advertising's greater significance lies in its overall impact, creating a pervasive

rhetorical environment that surrounds people of all ages, socioeconomic classes,

and interests. In terms of female products, the manifesting of cultural values in

commercial advertising is to influence customer's emotions, attitude, actions or

to empower women in some certain aspects and in the end to reach the goal of

increasing the preference of the brand, furthermore, to make the deal and

purchasing.

It is now especially important to think carefully about the scope and

nature of advertising's influence, how far it extends, and how it makes itself felt

because advertising has joined the exclusive club of institutions that set society's

values and standards without being connected to any of the socially defined goals

that typically guide such institutions in using their power. This problem still exists,

largely because there is no suitable methodological approach given the size and

complexity of the problems at hand.

How Do Values Come Through in Advertising? The trite response is in

every way. The act of creating value in a way that transforms products into 'goods'

is precisely the business of the creative process. Modern advertising depicts how

product users become good, either to themselves or to others, in order to achieve

the same goal in a somewhat different way. To present the product or its users as

idealized and deserving of devotion or jealousy, the creative process employs all

the rhetorical skills at its disposal as well as the artistry of illustration.

While long acknowledged, this process is rarely thoroughly explained.

According to Hayakawa (1946), who compares advertising to poetry, the

copywriter, like the poet, must give the product importance so that it might serve

as a symbol for something more than itself. The politicization of consumer goods

is the copywriter's responsibility. Price sees advertisements as modern myths that

persuade us to carry out a symbolic act, such as exchanging tokens for totems.

The process by which the designers of ads put together the oddments of cultural

symbols to give items new meanings is described by Levi–Strauss using the idea

of bricoleur. Let's look at how this is accomplished.

Copy writing frequently expresses values through straightforward

declaration, saying quite explicitly that a certain product is good because it has

a particular set of characteristics. Values must, by their very nature, be self–

evident to those who receive them. If the author of the product's promotional lines

and we have similar values, we won't challenge his assertion that the product

is worthwhile because it is affordable, cutting–edge, or well-liked. As a result,

the straightforward argument that a soap would make you clean assumes the value

of cleanliness.

However, this valuation is frequently not assumed, and the argument is expanded to show how a certain attribute is necessary for the achievement of another valued end-state. For instance, maintaining cleanliness may be important for economic success, sexuality and romance, or peer approval, not to mention health. In these situations, the ultimate justification, or hidden purpose, makes the value the copywriter assumed explicit. The main ideals that the advertisement rely on, implicitly endorses, and hence furthers are identified at this rhetorical border, when the quality of the product is self–evident.

The principles expressed in the advertisement's graphics are frequently fairly overt. It is possible to demonstrate the property being communicated in a way that is similar to the direct rhetorical claim. Dinnerware's traditional design may be on exhibit, or a product's ability to improve the sexual attractiveness of the user may be demonstrated. The approach frequently relies on simple association, in which a mood, feeling, or affect conveyed by the art is (ideally) associated with the outcome, much like the sweet coating on a medication.

Therefore, advertising works to highlight values that are built into the product, to highlight values that consumers may experience after consuming the product, and occasionally to invoke values so that they become cognitively associated with the product, brand, or corporate identity—part of its image. (Therefore, at some levels, the SK–II product's advertising highlights the values that the product innately possesses to show/present to the audience, so that

anytime they use or access the product, they would be cognitively associated with

the qualities that were exhibited in the advertisement.

As a result, different commercials differ not only in terms of the variables

used, but also in terms of how those values are used. Ads vary depending on

whether they place a greater focus on the product than on the promise or the

advantages of consumption. They also vary depending on whether they use values

that are inherent to the product or values that are realized during the consuming

experience. This distinction is comparable to the one made by Rokeach between

instrumental and terminal values. All of these different ways of employing and

invoking values must be taken into consideration when studying how values

materialize in advertising.

According to the category system of cultural values in advertising

produced by Richard (2012) in his article "Measuring the Cultural Values

Manifest in Advertising, values can be measured and will have it own category,

in this case, values manifested in the advertising will be categorized. The category

system is listed on the following paragraphs. The criteria of category system of

the values appearing in the advertising videos of SK–II will base on Richard

category system.

Figure 2.1: Criteria of Category System of the Values

ORNAMENTAL (PRETTY)
– beautiful, decorative, ornate, adorned, embellished, detailed, designed, styled

NATURAL (NATURE)
– references to the elements, animals, vegetables, minerals, farming
– unadulterated, purity (of product), organic, grown, nutritious

PRODUCTIVITY (WORK)
– references to achievement, accomplishment, ambition, success, careers, self-development
– being skilled, accomplished, proficient
– pulling your weight, contributing, doing your share

Examples: "Develop your potential," "Get ahead."

NOTE: Social recognition of achievement codes as STATUS.

WILDNESS (WILD)
ADVENTURE (BOLD)
– boldness, daring, bravery, courage
– seeking adventure, thrill, or excitement

Example: "Go for the Gusto."

NOTE: Code general confidence and psychological security as SECURE.

NOTE: Code sweepstakes, lotteries, etc., for which nothing is risked according to "value" of prizes.

UNTAMED (UNTAME)
– primitive, untamed, fierce, coarse, rowdy, ribald, obscene, voracious, gluttonous, frenzied, uncontrolled, unreliable, corrupt, obscene, deceitful, savage

FREEDOM (FREE)
– spontaneous, carefree, abandoned, indulgent, at liberty, uninhibited, passionate

Example: "X, for the Free Me."

PRIDE (SELF)
INDEPENDENCE (ALONE)
– self-sufficiency, self-reliance, autonomy, unattached
– to do-it-yourself, to do your own thing
– original, unconventional, singular, nonconformist

SECURITY (SECURE)
– confident, secure, possessing dignity, self-worth, self-esteem, self-respect, peace of mind

NOTE: Freedom from external risk code as SAFETY.

Sources: Richard, W. P. (2012). Measuring the cultural values manifest in advertising. *Journal of Current Issues and Research in Advertising, 6*(1), 71–92.

2.1.1 Gender Stereotypes in Advertising

The statement "Stereotypes about gender are prevalent，It develops in culture regarding how men and women conduct themselves." was made by Hentschel, Heilman & Peus (2019). The characteristics that distinguish the sexes, such as usual jobs or expected role behaviors, are among these ubiquitous ideas. (Eisend, Plageman & Sollwedel, 2014). Stereotypes can be a helpful communication tool that organizes how individuals perceive the world by providing straightforward categories for classifying information, despite the term's often negative connotation (Döring & Poeschl–Guenther, 2006). While stereotypes can be useful for establishing the scene, they frequently oversimplify or portray specific groups of people in outlets that can be harmful, particularly for female (Eisend et al., 2014).

It has been proven that exposure to those oversimplifications makes women more susceptible to mental health conditions including worry and low self-esteem. There's proof that women are frequently skipped over for jobs that are perceived to be "male" in nature because of traditional sex norms (Knoll et al., 2011).

According to estimates from The Procter & Gamble Company (2016), women were thought to control $20 trillion of global spending and have a 70% global influence on home purchasing. Despite the fact that women have great purchasing power, they are only portrayed in advertising between one-third and

one-fourth as frequently as men (McArthur & Resko, 1975; Eisend, 2009).

Women are typically represented as a female caregiver or mother, as a passive

observer, or as an accessory to a male figure, or as being in the home when they

do feature in advertising. These representations of women do not fully reflect

the data that illustrates their place in society, and they can typically be explained

by applying gender and sex role preconceptions.

According to Knoll et al. (2011), many advertisers in society portray both

men and women in traditionally feminine and masculine roles. Many of these

conventional roles date back to times when it was important to strictly follow

gender norms because of a long–gone class structure (Döring & Poeschl–Guenther,

2006). This makes such preconceptions obsolete, unneeded, and potentially

hurtful.

In the 1975 publication, "The Portrayal of Men and Women in Television

Commercials," Leslie Zebrowitz McArthur and Beth Gabrielle Reasko helped to

establish the field of sex differences in advertising. When McArthur and Reasko

(1975) coded television ads that ran on three major networks, they discovered

noticeable discrepancies in the representations of male and female. In particular,

McArthur and Resko discovered that women were typically depicted in a

"unfavorable" light when compared to men, typically as being uneducated

represented as a female caregiver or mother, as a passive observer, or as an

accessory to a male figure. The work of McArthur and Resko was expanded upon

by Erving Goffman in 1979, who created categories of stereotypes that he discovered varied between men and women in print advertisements. Based on posture, looks/gaze, and inferred gestures, Goffman came to the conclusion that men and women were portrayed differently. Currently used gender stereotypes in the sectors of strategic communications and advertising has been built on the findings and stereotype categories of McArthur, Resko, and Goffman collectively (Döring & Poeschl–Guenther, 2006).

The categories in the first tableau below, which had an impact by McArthur and Resko (1975) and Goffman (Döring & Poeschl–Guenther, 2006), make up the majority of gender stereotype work in advertising. To fit a particular investigation, investigators may update and modify the stereotype categories.

Scholars who have expanded on McArthur, Resko, and Goffman's results assert that women are more frequently depicted in domestic settings or in dependent roles now than are males, who are more frequently seen in autonomous roles or outside the home (Zawisza & Cinnerella, 2010). These depictions of gender stereotypes have been divided into two groups by academics: traditional stereotypes and unorthodox stereotypes. A lady in a family context and a male in a workplace setting are two examples of traditional stereotypes. An unconventional stereotype might portray the guy at home with the family and the wife at work (Zawisza & Cinnerella, 2010; Knoll et al., 2011). Despite changes in societal expectations and gender-based behaviors, Döring and Poeschl–Guenther (2006)

found that Conventional stereotypes regarding gender still exist in advertising.

In intensity or frequency. In a similar vein, According to Eisend (2009) research,

females were 1.5–4 times more inclined than men to be categorized, depending on

the product category. Additionally, Knoll et al. (2011) found evidence to support

the notion that old gender stereotypes are still widespread in advertising, with the

representation of professional options for women being constrained and traditional

masculine ideals being perpetuated. Women's stereotypes are now a significant

issue outside of academic study as well. The employment of gender stereotypes in

Unilever's own commercials was recently the subject of research. The findings

were shocking: only 2% of Unilever's commercials portrayed clever, successful,

or professional women, and only 1% of all commercials featured hilarious

women.

Social role theory is a popular concept for debunking gender stereotypes.

According to the social role theory, which has been appropriated from sociology,

In order to fulfill their traditional gender roles, men and women should both

possess particular characteristics (Diekman & Eagly, 2000). Men must play the

role as leaders in order to fulfill their expected position as professionals in the

workplace, but women must act caring in order to execute their expected function

as moms in the home. People adopt the qualities required of them to fulfill the

roles that are typical for their gender, which perpetuates a cycle of usual behaviors

and duties. This then turns into a destiny that comes true.

As society progresses, stereotyping are fluid structures that change over time, as Diekman and Eagly (2000) showed. Their research indicates that advertising stereotypes will alter as society develops. Diekman and Eagly specifically predict that gender perceptions of women will shift away from traditional ones as long as long as women remain to fill more stereotypically "manly" positions. This prediction supports the notion that stereotypes are flexible constructions that adapt to societal changes and is consistent with social role theory, providing the theoretical groundwork for the introduction of Femvertising.

2.1.2 The Introduction of Femvertising

Femvertising, which predominated in female-centric branding from the 1970s to the early 1990s, might be seen as a direct reaction to, or perhaps a backlash against, commodity feminism, recognizing the differences between postfeminism and third wave feminism. By asking women to acknowledge that advertising might be able to be a weapon for female empowerment, Crouse–Dick (2002) predicted the shift from postfeminist advertising to femivertising, whether purposefully or unintentionally. Women would then learn that what a woman should be like and how she should appear are not dictated by products, as stated by Crouse–Dick. Femvertising further bolsters Diekman and Eagly (2002) assertion that gender preconceptions and images of women evolve as society does, based to their social role theory speculation.Although it has been

present for years prior to that, the term "Femvertising" was first used at a panel discussion at 2014 AdWeek that was moderated by Samantha Skey, chief revenue and marketing officer of SheKnows Media. Marketers have observed that Femvertising has attained an essential mass and is defined as "advertising that leverages plus–female ability, communications, and visuals that encourages women and girls." The AdWeek panel discussed the Femvertising phenomenon and how it has changed how the advertising sector appeals to female customers, particularly Generation Y (Bahadur, 2014). Experts noted the use of uplifting themes and representations of women that showed their diversity, with a focus on the third–wave feminism–adopting generation.

Femvertising, in particular, ensures that women are the major players in the marketing and advertising narrative and does away with traditional stereotypes regarding gender. Femvertising puts women in the spotlight and helps achieve parity in representation because women are much less likely than men to feature in ads despite making up over fifty percent of the population of the USA (United States Census Bureau, 2010). Femvertising attempts to promote women and depict them in real–world circumstances, frequently challenging conventional gender norms, in addition to ensuring that women are represented. Technically speaking, an advertising campaign is considered feminist if it corresponds to the Femvertising philosophy.

However, it has been discovered after studying dozens of Femvertising efforts that they almost invariably uphold the five essential principles:

1) Utilization of Diverse Female Talent

Femvertising, consisting of third phase feminism, is intersectional. Women and girls are much more likely to be represented by models who share their ethnicity, physical characteristics, terms of size, and years of age. Instead than using a select group of "perfect" runway models, femivertising commercials often utilize various kinds of female representation, instead of sticking with generic, "best" celebrities being choose a range of female representation.

2) Messaging that is Inherently Pro–female

Empowering, motivating, and inclusive messages are among the main points of Femvertising campaigns. Messaging attempts to build feelings of validation, confidence in yourself, and resolve in the customer rather than conveying to her that she is not good enough and that the product in question is the solution to "correcting" her failings. On the contrary the content accentuates and highlights a good aspect.

3) Pushing gender–norm boundaries/stereotypes; challenging perceptions of what a woman/ girl "should" be

Campaigns for feminizing advertising show women or girls in situations that diverge from the usual specific to gender assumptions. It's rare to see

advertisements portraying women performing housework or other responsibilities related to matrimony or parenting. Femvertising frequently uses pictures of women relaxing, working, participating in sports or other sports that are competitive, or in ambiguous situations (i.e., without a defined location or background).

4) Downplaying of sexuality; sexuality that does not cater to the male gaze

Even though femvertising is not always completely free of sexuality, it is used in ways that are significantly more subtly than typical advertising that incorporates women. For instance, female athletes who exercise while wearing sports bras feel relevant and authentic when they display exposed skin or other female physical traits. Inappropriate sexual gestures, cosmetics, or cleavage are rarely used in femivertising.

5) Portraying women in an authentic manner

The performer, the item, the location, and the style are all authentic aspects of the advertising. In addition, the advertising message must make sense in connection to the advertised product and appear genuine. The first four pillars notably incorporate authenticity, which is at the heart of femvertising. Customers frequently demand honesty and transparency from businesses and expect them to support women in all aspects of business operations (Davidson, 2015).

In the construction of this capstone, no scholarly papers specifically discussing Femvertising were located, despite the fact that there has been a dearth of research on the topic. The results of a Femvertising study, in which 628 women were polled about their opinions on advertisement as well as how it impacts women and girls, were published by SheKnows Media in 2014 (SheKnows Media's iBlog Magazine, 2014).

This study is the first—and only—one that, rather than focusing on a particular brand or campaign, holistically examines Femvertising as a trend. The following are a few results from the SheKnows Media poll that stand out: 94% of respondents think it is bad when women are portrayed as sex symbols in commercials.

• Of those polled, 52% claimed to have bought a product due to the liked how the brand and its commercials portrayed women.

• 45% of those surveyed admitted to sharing print or television advertisements with plus-female slogans.

• Businesses ought to be kept accountable for using advertisements to support themes that are empowering for women and girls, according to 71% of respondents.

For the study, participant-provided qualitative data was also acquired. In regard to the importance of representation, a participant stated: "It's crucial that

you observe someone similar yourself displayed. You can't be what you can't see."

Other contributors offered their thoughts on authenticity and

Femvertising:

• "Show appreciation for all women; don't be diverse to score points."

• "We don't lose fall asleep across the durability of mop heads or the

efficacy of plastic wrap." The aforementioned thoughts were echoed in the

author's early, "pre–test" conversations regarding the scenario of advertising

in front of this Capstone. The perspectives provided by three female Boomer

marketers on gender stereotypes and how women are portrayed in advertising

were solicited. The key findings from these interviews are:

The usage of conventional demographic stereotypes in advertising was

despised by the participants.

They overwhelmingly preferred companies and marketing initiatives that

challenge preconceived notions and highlight the modern male and female roles

and lives.

Participants remarked that companies speak to men and women in

different ways. They implied that they would prefer advertisements that spoke to

people as a whole rather than gender–specific messaging.

● In particular, when communicating to women directly, participants felt

that honest storytelling is essential to creating an appealing and memorable

advertising campaign.

Even if these two sources are insufficient to come to any clear

conclusions about female opinions toward Femvertising, the claim that women are

noticing and favoring Femvertising as a change in how advertisers are speaking to

women does gain credence. According to Procter & Gamble spokesperson Fama

Franscico, "Femvertising succeeds because these sorts of commercials advocate

girls and women — they speak naturally to them, and the people who love them,

and congratulate them during different facets of their existence" (Wallace, 2015).

Femvertising alters how women hear messages and challenges harmful traditional

images of women.

2.1.3 Birth of Femvertising

With its "real bodies" ad in 2004, Dove promoted an inclusive and

empowering message by featuring women of all sizes and shapes. Dove's

marketing plan was inspired by a research that revealed that just 12% of women

were happy with their appearance and only 2% saw themselves as attractive.

According to Mr. Sachs, the author of "Winning the Story Wars," Campaign

"abandoned this nervousness into the view of day and in the process created one

of advertising's earliest internet global phenomena." Other advertisements

followed suit by rejecting unfavorable gender stereotypes and body image

concerns.

'Femvertising' was a phrase coined by She Knows Media in 2014 during

Advertising Week. She Knows described the word at the time as in its iBlog

Magazine, the company calls for "promotion that leverages sprinter-female

abilities, notifications and graphics that encourages women and girls." The media

company established the Femvertising Awards in 2015 in an effort to recognize

businesses that fought against historical gender stereotyping in advertising.

Female empowerment is promoted in these new female-targeted advertising,

commercials, and messaging. The 2015 Super Bowl advertisement for Always'

"Like a Girl" created a societal impact during that year, and the brand Keds

addressed women by saying, "It's not a running shoe." It is a pair of shoes marked

"run the world" and "ladies first."

2.2 Theoretical Analysis

    2.2.1 Commodity Feminism

According to the writers during the 1970s, marketers have attempted to

link women's autonomy with the purchase of commercial products and services.

According to Goldberg et al., commodity feminism is a rethinking of feminism

based on consumption and shopping habits. According to the theory, companies

have "rehabilitated" the feminist movement's concepts such as sexual authority,

autonomy, and liberation for use in marketing in order to sell products before

turning back to masculine possessive individualism (Goldman, Health & Smith,

1991).

According to Crouse–Dick (2002), a woman must initially make

an expenditure in order to be powerful (a central feminist ideal); she controls her

worth by making wise purchasing choices. Advertising in this situation claims

that the educated, sexually liberated woman is only truly independent when she

buys the "right" undergarments (see Figure 1). Figure 1 shows how a Hans

advertisement depicts commodity feminism.

Figure 2.2: How a Hans Advertisement Depicts Commodity Feminism
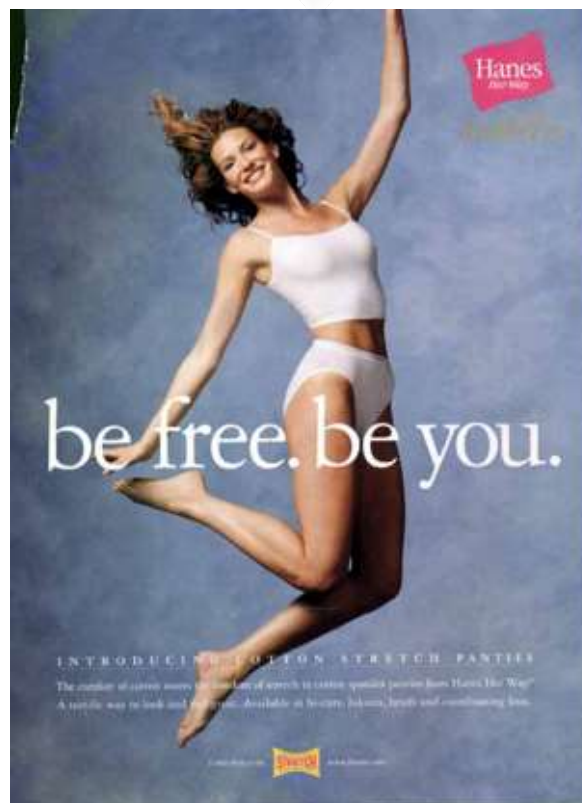
Sources: Becker–Herby, E. (2016). *The rise of femvertising: Authentically*

reaching female consumers. Retrieved from https://conservancy.umn.edu/

handle/11299/181494.

The six femvertising components that were employed in this study were finalized by the group. Positive messages about women's empowerment, positive imagery of women's strength, individuality, or confidence, non–objectification of women, stereotype–busting or anti–stereotyping roles, challenges to gender norms, and women's talents were among the elements considered.

In conclusion, numerous studies in the larger body of literature have demonstrated that the expression of cultural values in commercial advertising of goods has a significant impact on consumers' purchase intentions and brand preferences. Advertising attempts to draw attention to the values that are built into the product, the values that consumers may discover after using the product, and on occasion, the ideals that are brought up to make them cognitively associated with the product.

In multiple cultural values, when we speak of gender values in the advertising, there exists a considerable body of Gender Stereotype in commercial advertising. Over time, an extensive literature has developed on two gender categories in advertising. These depictions of gender stereotypes have been divided into two groups by academics: traditional stereotypes and unorthodox stereotypes. A lady in a family context and a male in a workplace setting are two examples of traditional stereotypes. These roles would be reversed in a non–traditional stereotype, showing the guy at home with the family and the

woman working. Later, several scholars made the case that stereotypes are living, evolving concepts that alter as society advances. According to their research, advertising stereotypes will alter as society develops. As long as women continue to fill historically "male–like" duties, Diekman and Eagly particularly predict that sexist assumptions of women in advertisements and elsewhere will become more atypical. This prediction establishes the theoretical basis for the emergence of Femvertising, which is in line with the concept of social roles and supports the idea that stereotypes are adaptable constructs that take into account societal developments.

Dove was the first brand to put the femvertising into actual practice. In 2014, SheKnows Media created the term 'Femvertising' at Advertising Week. Over time, with a big step on the awareness of Feminism in the society and the huge increase in the consumption ability of females in nowadays, an ever–growing number of brands, whose products are targeting female customers are adopting Femverting in their marketing strategies.

With theoretical background of Commodity Feminism and the existed category and formulate created by Richard (2012), This research will apply a new coding system based on the old form, the elements of measurements also will be updated accordingly. More than that, as mentioned before, According to Becker–Herby, Femvertising initiatives are based on the following five pillars: 1) The intersectional utilization of different female potential. 2) Inherently

pro-female messaging. 3) Pushing the limits of gender preconceptions.

4) Sexuality is minimized. 5) Authentically representing women in media.

Authenticity covers every facet of the advertisement, including the performer,

the product, the setting, and the aesthetic. These five pillars will be used in the

evaluation of Femvertising's manifestation in the commercial advertising of

SK–II.

   The aforementioned literature review was crystallized into the conceptual

framework shown in Figure 2 below.

2.3: Conceptual Model

Figure 2.3: Conceptual Model
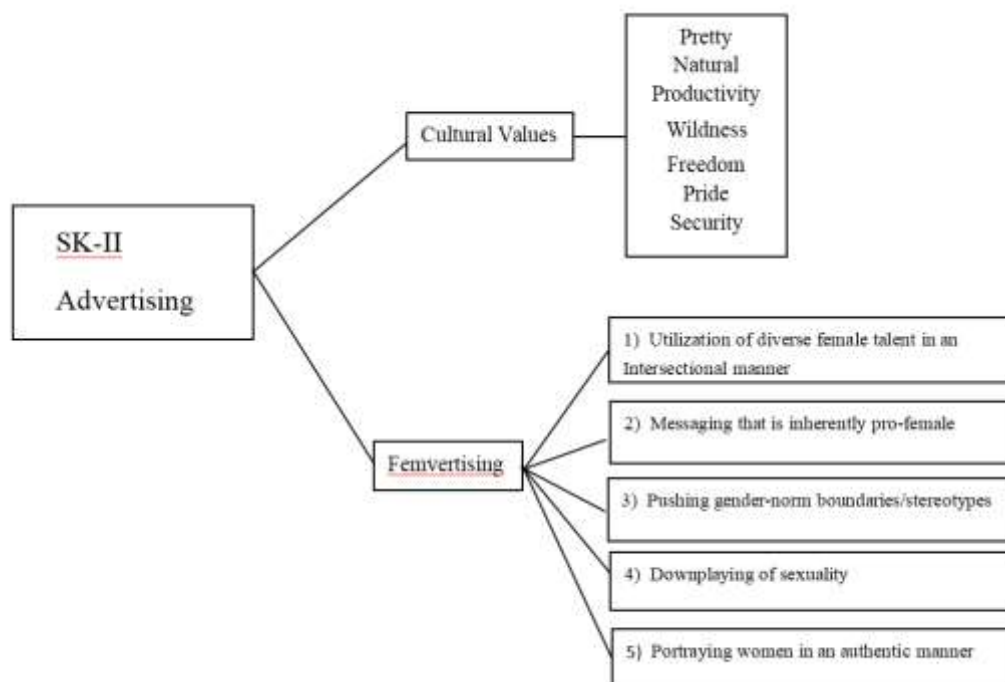
CHAPTER 3

METHODOLOGY

In order to evaluate the types and categories of cultural values present in

the commercial advertisements for the well–known skincare company SK–II, as well

as to look into how femvertising manifests itself in SK–II's commercials, the research

technique is described in Chapter 3. Three sections make up this chapter: study design;

important documents; and data analysis. The method used in this study to address the

research issues is content analysis.

3.1 Research Approach

The goal of this investigation is to categorize the cultural values appeared

in the commercial advertisements of SK–II and to analyze the presentation of

femvertising in the selected commercial videos. As a result, the study's methodology

incorporates qualitative as well as quantitative studies, and it will give specifics on

the content strategies and Femvertising tactics utilized in the commercial campaign

films for the SK–II product. Both qualitative and quantitative content analysis are

possible.

In this study, content analysis is utilized to examine cutural values appeared

in SK–II commercial videos, also to explore Women's femvertising including their

roles, physical characteristics, traits and age groups. Code categories are set up

according to previous literatures of this study.

Textual analysis includes qualitative content analysis. According to Davis, Powell and Lachlan (2013), on page 333, the task is to characterize the text and evaluate the contents it contains. With this method, the questions "How were they able to persuade" and "How is this concept constructed through the text?" are addressed. (2013), page 333, Davis, Powell and Lachlan. The goal of research question 1 in this study is to comprehend and identify the underlying cultural values present in SK–II advertising.

In the method of content analysis, from female perspective to crack each word of the scripts to discover the connotation of the scripts, the author think this research tool, content analysis, will exclusively measure the values contained in the videos. On the other hand, this research tool was first applied in Richard W.' study paper "Measuring the Cultural Values in Adverting", a historical sample of 2000 ads, which increase the reliability of this research tool.

The significance and substance of the marketing videos are therefore explained and described using qualitative content analysis in order to investigate the second research issue. Using this technique, we may describe how the film should be interpreted and identify the key points contained in the commercial. As mentioned in the literature review, five pillars to evaluate Femvertising created by Becker–Herby will be the standards to investigate the feminist messages that passed by the video scripts.

3.2 Important Files

As the study highlights the demonstration of Femvertising in the commercial advertisements of SK–II's series campaign videos, the study will investigate the videos posted on SK–II official YouTube Channel. The study videos are selected from three major campaigns: #MyPiteraStory launched in the year of 2021: SK–II STUDIO Presents: VS Series #CHANGEDESTINY launched in the year of 2021; #changedestiny launched in the year of 2016. There are 15 videos to be chosen as research samples.

The main focus of this content analysis will be on the roles, physical traits, age ranges, and traits of the female protagonists in these 15 videos. According to the content of the chosen films, the coding manual is somewhat updated.

3.3 Research Instrument

An effective research approach for categorizing cultural values in advertising is the criterion for coding classification developed by Richard W. Pollay. The author Richar W. stated in the study "Measuring the Cultural Values Manifest in Advertising" that the categories used should be in line with literature on the measurement of values in other contexts and literature on the social function of advertising. However, Pollay (2012) give a new discussion that focuses on the cultural effects of advertising as assumed by the modern academic community.

1) Pretty

2) Natural

3) Productivity

4) Wildness

5) Freedom

6) Pride

7) Security

The final set of concepts, along with their explanations and examples, can be seen in Exhibit 1.

Table 3.1: Coding Category of Common Pro–female Advertising Appeals

Concepts of Cultural Values	Pretty	Natural	Productivity	Wildness	Freedom	Pride	Security
Definitions of each cultural values	Beautiful, Adorned, Embellished, Detailed, Designed, Styled.	References to the elements, Vegetables; Unadulterated, Purity (of product), Organic, Nutritious,	References to achievement, Accomplishment, Ambition, Success, Careers, Self-development, Being, Skilled,	Boldness, Daring, Bravery, Courage, Seeking, Challenging, Adventure, Thrill,	Spontaneous, Carefree, At liberty, Uninhibited，Passionate	Self-sufficiency, Self-reliance, Autonomy, Unattached, To-do-it-yourself, To-do-your own thing,	Confident, Secure, Possessing Dignity, Self-worth, Self-respect, Peace of mind

Table 3.1 (Continued): Coding Category of Common Pro–female Advertising Appeals

Concepts of Cultural Values	Pretty	Natural	Productivity	Wildness	Freedom	Pride	Security
			Accomplished, Proficient, Contributing Ability.	Excitement. Change		Original, Unconventional, Singular, Nonconformist.	
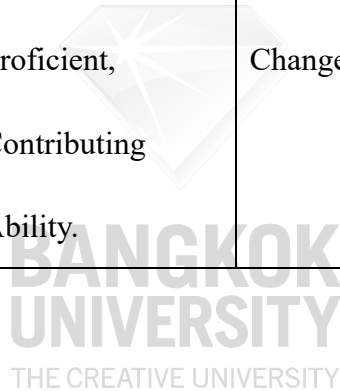
About this research tool's validity and reliability, this research tool was first

applied in Richard W. study paper "Measuring the Cultural Values in Adverting",

a historical sample of 2000 ads, which increase the reliability of this coding scheme.

Furthermore, a precise check list with sets of questions about the cultural values

appearance in video scripts will be the reference standard to demonstrate it's validity.

In accordance with the guidelines provided in the literature review, the five

principles that Elisa Becker–Herby evaluated in her essay "The Rise of Femvertising:

Authentically Reaching Female Consumers" were investigated for Femvertising in the

selected videos. Femvertising promotes gender equality by making women the center

of attention. Femvertising attempts to promote women and depict them in everyday

circumstances, frequently challenging conventional gender norms, in addition to

ensuring that women are represented. Technically speaking, an advertising campaign

is considered feminist if it corresponds to the Femvertising philosophy. However,

after examining dozens of Femvertising initiatives, it has been shown that they

virtually always uphold the following five principles:

1) Utilization of diverse female talent

Femvertising, consisting of third phase feminism, is intersectional. Women

and girls are much more likely to be represented by models who share their ethnicity,

physical characteristics, terms of size, and years of age. Instead than using a select

group of "perfect" runway models, femivertising commercials often utilize various

kinds of female representation. Instead of sticking with generic, "best" celebrities

being choose a range of female representation.

2) Messaging that is inherently pro–female

Empowering, motivating, and inclusive messages are among the main

points of Femvertising campaigns. Messaging attempts to build feelings of validation,

confidence in yourself, and resolve in the customer rather than conveying to her that

she is not good enough and that the product in question is the solution to "correcting"

her failings. On the contrary the content accentuates and highlights a good aspect.

3) Pushing gender–norm boundaries/stereotypes; challenging perceptions of

what a woman/ girl "should" be

Campaigns for feminizing advertising show women or girls in situations that

diverge from the usual specific to gender assumptions. It's rare to see advertisements

portraying women performing housework or other responsibilities related to

matrimony or parenting. Femvertising frequently uses pictures of women relaxing,

working, participating in sports or other sports that are competitive, or in ambiguous

situations (i.e., without a defined location or background).

4) Downplaying of sexuality; sexuality that does not cater to the male gaze.

Even though femvertising is not always completely free of sexuality, it is

used in ways that are significantly more subtly than typical advertising that

incorporates women. For instance, female athletes who exercise while wearing

sports bras feel relevant and authentic when they display exposed skin or other

female physical traits. Inappropriate sexual gestures, cosmetics, or cleavage are rarely

used in femivertising.

5) Portraying women in an authentic manner.

The performer, the item, the location, and the style are all authentic aspects of

the advertising. In addition, the advertising message must make sense in connection to

the advertised product and appear genuine. The first four pillars notably incorporate

authenticity, which is at the heart of Femvertising. Customers frequently demand

honesty and transparency from businesses and expect them to support women in all

aspects of business operations (Davidson, 2015).

The aforementioned 5 pillars research tool is crystallized into the following

conceptual model Figure 3.

To test the validity of this research tool, a confirmation and consistency of

the research tool from an expert's checking procedure is necessary. The research

advisor has viewed the conceptual model and approved it as an effective and

trustworthy research instrument.

Table 3.2: Five Pillars to evaluate Femvertising

Femvertising	1) Utilization of diverse female talent in an intersectional manner
	2) Messaging that is inherently pro–female
	3) Pushing gender–norm boundaries/stereotypes
	4) Downplaying of sexuality
	5) Portraying women in an authentic manner

3.4 Method of Data Collection

To methodically gather the important documents and exams what cultural values are presented by the selected commercial videos, and how Femvertising manifested in the videos. This paper adopts coding approach proposed by Richard (2012), This has a solid foundation in literature relating to advertising themes and related components. For research question 2, the paper adopts the 5 pillars proposed by Becker–Herby (2016) as evaluation of Femvertising. For the data collection procedure, this research will follow 5 steps to collect data for question 1, will follow 4 steps to collect the data for question 2.

Data collection procedure for RQ#1:

1) Watching Sample videos, meanwhile reading the scripts.

2) Fill the checklist as aforementioned.

3) Collect the results from the checklist.

4) Analyze the results by counting the frequency of each cultural value elements words' appearance in each video sample.

5) Categorize cultural values appeared in each commercial videos.

Data collection procedure for RQ#2:

1) Watching Sample videos, meanwhile reading the scripts.

2) Analyze the scripts according to 5 pillars as mentioned before.

This study will collect the data from SK–II Youtube official channel. The study objectives the study videos are selected from three major campaigns: #MyPiteraStory launched in the year of 2021: SK–II STUDIO Presents: VS Series #CHANGEDESTINY launched in the year of 2021; #changedestiny launched in the year of 2016. There are 30 videos to be chosen as research samples.

3.5 Data Analysis

The study paper adopting content analysis in two specific research tool. One is based on the category scheme proposed by Richard (2012), which have tested the cultural values of a historical sample of 2000 pro–female advertisings. Another research tool was introduced from the paper of Becker–Herby (2016), 5 pillars to investigate the Femvertising. Each research tool is applied in each different research questions in particularly.

CHAPTER 4

FINDINGS

The findings of this study, which were obtained by analyzing the data of

15 films, are presented in Chapter 4 with the features of pro–female of SK–II

commercial advertisings. The study videos were selected from different campaigns

of SK–II. To accomplish the study's goals, a thorough analysis of every script from

the videos was conducted. The two research questions that were earlier put out were

each addressed separately.

4.1 Major Study Items of the Videos

One method of expressing values in advertising is through copywriting,

which frequently use straightforward assertions that a product is desirable because

it has particular characteristics. Values must, by their very nature, be self–evident to

those who receive them. The principles expressed in the advertisement's graphics are

frequently fairly overt. Sometimes, though, the imagery functions in a more indirect

way. The contiguity urges us to recognize a metaphorical likeness between the

product and the reference that is being offered and to consider it as such. The property

that will be passed to the product is frequently reaffirmed or made clear in the text to

avoid confusion in the communication.

The study used the method of qualitative content analysis, which requests the author to pay highly attention on the content of the study samples. Due to the amount of works required to be conducted, if the paper studies multiple objectives and elements of the commercial videos at the same time. To reach the goal of precise survey, the author studied only the context part of the videos, specifically the scripts. There are two types scripts should be involved in the study, which are spoken scripts and the written scripts.

To better answer the first research question, in the aspect of the appearance of cultural values. The contexts spoken or written in the study videos are the contexts imbued with describing words such as confident, manly, irreplaceable, incredible etc. In other words, the contexts of the commercial videos contain multiple cultural values as aforementioned.

The commercial videos of global skincare brand SK–II demonstrated that woman as a primary character and also the only protagonist of the advertising, which will enhance the brand awareness of SK–II among the female customers. The series campaigns, which range from 2016 #changedestiny, SK–II #changedestinyStories, 2017 #OneBottleAwayFrom, 2021 SK–II STUDIO 'VS' series #CHANGEDESTINY, 2021 #MyPITERAStory, to 2022 #PITARA and ME, all incorporate the idea that destiny isn't predetermined at birth but is instead determined by the choices women make, the risks they take, and whether or not girls should follow The findings demonstrated that the movies' characteristics, structure, and meaning increased levels

of engagement. The context of this study includes the context that from the videos

scripts that the protagonist speaks of and also includes the screen scripts that the

producer insists to propagate to the audience. The way of video context is presented

in the method of storytelling from the presenters, descriptions of the efficacy towards

the product along with personal lifestyles of female celebrity advocators, KOLs and

ordinary people. The context can also be a declaration of the characteristics and

benefits of the product, a declaration of pro–female ideals expressed by both the

product and its customers, or it can simply be a motivation tool for those watching.

Due to the amount of scripts of the videos are able to be categorized by the

research tool which are the check–list of cultural values (Exhibit 1) and the 5 pillars

of Femvertising (Figure 3), the author analyzed the scripts one sentence after another

sentence. For research question 2, the author also dissected the video clips from the

aspects of protagonist, age, group, major themes.

Table 4.1: Coding Category of Common Pro–female Advertising Appeals

Concepts of Cultural Values	Pretty	Natural	Productivity	Wildness	Freedom	Pride	Security
Definitions of each Cultural Values	Beautiful, Adorned, Embellished, Detailed, Designed, Styled.	References to the elements, Vegetables; Unadulterated, Purity (of product), Organic,	References to achievement, Accomplishment, Ambition, Success, Careers, Self-development,	Boldness, Daring, Bravery, Courage, Seeking, Challenging, Adventure,	Spontaneous, Carefree, At liberty, Uninhibited，Passionate	Self-sufficiency, Self-reliance, Autonomy, Unattached, To-do-it-yourself, To-do-your own thing, Original,	Confident, Secure, Possessing Dignity, Self-worth, Self-respect,

(Continued)

Table 4.1 (Continued): Coding Category of Common Pro–female Advertising Appeals

Concepts of Cultural Values	Pretty	Natural	Productivity	Wildness	Freedom	Pride	Security
		Nutritious.	Being, Skilled, Accomplished, Proficient, Contributing Ability.	Thrill, Excitement, Change.		Unconventional, Singular, Nonconformist.	Peace of mind.

Table 4.2: Five Pillars of Femvertising's Evaluation

Femvertising	1) Utilization of diverse female talent in an intersectional manner
	2) Messaging that is inherently pro–female
	3) Pushing gender–norm boundaries/ stereotypes
	4) Downplaying of sexuality
	5) Portraying women in an authentic manner

4.2 Findings

RQ1:

A series of analysis have revealed that at least 30 cultural values are contained in the study commercial videos, and 7 Concepts of Cultural Values are all related. Among all the scripts of the 15 sample videos, the words which are implicit with values have been tested out 80 times. In another word, 80 cultural values (not including overlap values) are contained in commercial video clips.

Here comes to the results from data collecting:

In all these 7 cultural values, the most appeared and popular using in advertising videos of SK–II are Productivity, Wildness, Security these three cultural values. It is worth to discuss that pretty as a very common and usual cultural value in female product commercial advertisement was not presented often in the commercial videos of SK–II the pro–female skincare brand. However, Productivity and Wildness both two values more likely are chosen by the producer when they design the

male-oriented commercial content, unexpected, these two cultural values are more frequently described in woman in the commercial videos of SK–II in this study, which apparently well–filled the Gender Gap as mentioned before in the transformation from the traditional advertising to the modern advertising.

One more point deserved to be pay attention is that for the 15 study samples of SK–II selected from different campaigns, in stead of potraying woman's natural beauty as what Dove this pioneer in femvertising did in its early very outstanding commercial campaings, SK–II did not mention woman's beauty is in her own, but in many different dimensions starting from work ability, self challenging, self improving in business, sports, art fields. This is much more capable of a Femvertising.

What came after the two most appeared cultural values in the content analysis of the videos is Security. The description words under this cultural value are Confident, Secure, Possessing, Dignity, Self–worth, Self–respect, Peace of mind. These description words are actually showing the mental status of the characters or in another way to show the health inner beauties. In nowadays, mental health and the nature of self–discovering for every of all citizens is of most importance.

The creativity and en–powering values were emphasized strongly in the study sample videos. From the adverting cultural values of these 15 videos, it is obvious that some cultural values were overlapped the cultural values in Femvertings, and it dose show the positive view of the life journey.

The checkout–lists survey data will be attached hereby:

Table 4.3: Evaluation Test form Results of the Usage of Seven Cultural Values

Sample 1							
Concepts of Cultural Values	Pretty	Natural	Productivity	Wildness	Freedom	Pride	Security
Definitions of each Cultural Values	☑ Beautiful (1) times ☐ Adornedl ( ) times ☐ Embellished ( ) times ☐ Detailed ( ) times ☐ Designed ( ) times ☐ Styled ( ) times	☐ Vegetables ( ) times ☐ Unadulterated ( ) times ☑ Purity (of product) (1) times ☐ Organic ( ) times ☐ Nutritious ( ) times	☐ Accomplishment ( ) times ☐ Ambition ( ) times ☐ Success ( ) times ☐ Careers ( ) times	☐ Boldness ( ) times ☐ Daring ( ) times ☐ Bravery ( ) times ☐ Courage ( ) times ☐ Seeking ( ) times	☐ Spontaneous ( ) times ☐ Carefree ( ) times ☐ At liberty ( ) times ☐ Uninhibited ( ) times ☐ Passionate ( ) times	☐ Self-sufficiency ( ) times ☐ Self-reliance ( ) times ☐ Autonomy ( ) times ☐ Unattached ( ) times	☑ Confident (1) times ☐ Secure ( ) times ☐ Possessing ( ) times ☑ Self-worth (1) times

(Continued)

Table 4.3 (Continued): Evaluation Test form Results of the Usage of Seven Cultural Values

Sample 1							
Concepts of Cultural Values	Pretty	Natural	Productivity	Wildness	Freedom	Pride	Security
			☐ Self-development ( ) times ☐ Being Skilled ( ) times ☐ Accomplished ( ) times	☐ Challenging ( ) times ☐ Adventure ( ) times ☐ Thrill ( ) times ☐ Excitement ( ) times		☐ To-do-it-yourself ( ) times ☐ To-do-your own thing ( ) times ☐ Original ( ) times	☑ Self-respect (1) times ☐ Peace of mind ( ) times

(Continued)

Table 4.3 (Continued): Evaluation Test form Results of the Usage of Seven Cultural Values

Sample 1							
Concepts of Cultural Values	Pretty	Natural	Productivity	Wildness	Freedom	Pride	Security
			☐ Proficient ( ) times ☐ Contributing ( ) times ☐ Ability ( ) times	☐ Change ( ) times		☐ Unconventional ( ) times	

(Continued)

Table 4.3 (Continued): Evaluation Test form Results of the Usage of Seven Cultural Values

Sample 2							
Concepts of Cultural Values	Pretty	Natural	Productivity	Wildness	Freedom	Pride	Security
Definitions of each Cultural Values	☐ Beautiful ( ) times ☐ Adornedl ( ) times ☑ Young ( ) times ☐ Detailed ( ) times ☐ Designed ( ) times ☐ Styled ( ) times	☐ Unadulterated ( ) times ☐ Purity (of product) ( ) times ☐ Organic ( ) times ☐ Nutritious ( ) times	☐ Accomplishment ( ) times ☐ Ambition ( ) times ☐ Success ( ) times ☐ Careers ( ) times	☐ Boldness ( ) times ☐ Daring ( ) times ☐ Bravery ( ) times ☐ Courage ( ) times ☐ Seeking ( ) times	☐ Spontaneous ( ) times ☐ Carefree ( ) times ☐ At liberty ( ) times ☐ Uninhibited ( ) times ☐ Passionate ( ) times	☑ Self-sufficiency ( ) times ☑ Self-reliance ( ) times ☐ Autonomy ( ) times ☐ Unattached ( ) times	☐ Confident ( ) times ☐ Secure ( ) times ☐ Possessing ( ) times ☑ Self-worth ( ) times ☑ Self-respect ( ) times

(Continued)

Table 4.3 (Continued): Evaluation Test form Results of the Usage of Seven Cultural Values

Sample 2							
Concepts of Cultural Values	Pretty	Natural	Productivity	Wildness	Freedom	Pride	Security
		☑ Naturally ( ) times ☐ Original ( ) times	☐ Self-development ( ) times ☐ Being, Skilled ( ) times	☑ Challenging ( ) times ☐ Adventure () times ☐ Thrill ( ) times ☐ Excitement ( ) times		☑ To-do-it-yourself ( ) times ☑ To-do-your own thing ( ) times ☐ Original ( ) times	☐ Peace of mind ( ) times

Table 4.3 (Continued): Evaluation Test form Results of the Usage of Seven Cultural Values

Sample 2							
Concepts of Cultural Values	Pretty	Natural	Productivity	Wildness	Freedom	Pride	Security
			☐ Accomplished ( ) times ☐ Proficient ( ) times ☐ Contributing ( ) times ☑ Ability ( ) times	☐ Change ( ) times		☐ Unconventional ( ) times	

Table 4.3 (Continued): Evaluation Test form Results of the Usage of Seven Cultural Values

Sample 3							
Concepts of Cultural Values	Pretty	Natural	Productivity	Wildness	Freedom	Pride	Security
Definitions of each Cultural Values	☐ Beautiful ( ) times ☐ Adornedl ( ) times ☐ Embellished ( ) times ☐ Detailed ( ) times ☐ Designed ( ) times	☑ Naturally ( ) times ☐ Unadulterated ( ) times ☐ Purity (of product) ( ) times ☐ Organic ( ) times ☐ Nutritious ( ) times	☐ Accomplishment ( ) times ☐ Ambition ( ) times ☐ Success ( ) times ☐ Careers ( ) times	☐ Boldness ( ) times ☐ Daring ( ) times ☐ Bravery ( ) times ☐ Courage ( ) times ☐ Seeking ( ) times	☐ Spontaneous ( ) times ☐ Carefree ( ) times ☐ At liberty ( ) times ☐ Uninhibited ( ) times ☐ Passionate ( ) times	☐ Self-sufficiency ( ) times ☐ Self-reliance ( ) times ☐ Autonomy ( ) times ☐ Unattached ( ) times	☐ Confident ( ) times ☐ Secure ( ) times ☐ Possessing ( ) times ☑ Self-worth ( ) times

(Continued)

Table 4.3 (Continued): Evaluation Test form Results of the Usage of Seven Cultural Values

				Sample 3			
Concepts of Cultural Values	Pretty	Natural	Productivity	Wildness	Freedom	Pride	Security
	☐ Styled ( ) times		☐ Self-development ( ) times ☐ Being, Skilled ( ) times ☐ Accomplished ( ) times	☐ Challenging ( ) times ☐ Adventure ( ) times ☐ Thrill ( ) times		☑ To-do-it-yourself ( ) times ☐ To-do-your own thing ( ) times ☐ Original ( ) times	☑ Self-respect ( ) times ☐ Peace of mind ( ) times

(Continued)

Table 4.3 (Continued): Evaluation Test form Results of the Usage of Seven Cultural Values

				Sample 3			
Concepts of Cultural Values	Pretty	Natural	Productivity	Wildness	Freedom	Pride	Security
			☐ Proficient ( ) times ☐ Contributing ( ) times ☐ Ability ( ) times	☐ Excitement ( ) times ☐Change ( ) times		☐ Unconventional ( ) times	

(Continued)

Table 4.3 (Continued): Evaluation Test form Results of the Usage of Seven Cultural Values

				Sample 4			
Concepts of Cultural Values	Pretty	Natural	Productivity	Wildness	Freedom	Pride	Security
Definitions of each Cultural Values	☐ Beautiful ( ) times ☐ Adornedl ( ) times ☐ Embellished ( ) times ☐ Detailed ( ) times ☐ Designed ( ) times	☐ Vegetables ( ) times ☐ Unadulterated ( ) times ☐ Purity (of product) ( ) times ☐ Organic ( ) times	☐ Accomplishment ( ) times ☐ Ambition ( ) times ☐ Success ( ) times ☐ Careers ( ) times	☐ Boldness ( ) times ☐ Daring ( ) times ☐ Bravery ( ) times ☐ Courage ( ) times ☐ Seeking ( ) times	☐ Spontaneous ( ) times ☐ Carefree ( ) times ☐ At liberty ( ) times ☐ Uninhibited ( ) times ☐ Passionate ( ) times	☐ Self-sufficiency ( ) times ☑ Self-reliance ( ) times ☐ Autonomy ( ) times ☐ Unattached ( ) times	☐Confident ( ) times ☐Secure ( ) times ☐Possessing ( ) times ☑ Self-worth ( ) times

(Continued)

Table 4.3 (Continued): Evaluation Test form Results of the Usage of Seven Cultural Values

Sample 4							
Concepts of Cultural Values	Pretty	Natural	Productivity	Wildness	Freedom	Pride	Security
	☐ Styled ( ) times	☐ Vegetables ( ) times ☐ Unadulterated ( ) times ☐ Purity (of product) ( ) times ☐ Organic ( ) times	☐ Accomplishment ( ) times ☐ Ambition ( ) times ☐ Success ( ) times ☐ Careers ( ) times	☐ Boldness ( ) times ☐ Daring ( ) times ☐ Bravery ( ) times ☐ Courage ( ) times ☐ Seeking ( ) times	☐ Spontaneous ( ) times ☐ Carefree ( ) times ☐ At liberty ( ) times ☐ Uninhibited ( ) times ☐ Passionate ( ) times	☐ Self-sufficiency ( ) times ☑ Self-reliance ( ) times ☐ Autonomy ( ) times ☐ Unattached ( ) times	☑ Self-respect ( ) times ☐ Confident ( ) times ☐ Secure ( ) times ☐ Possessing ( ) times

(Continued)

Table 4.3 (Continued): Evaluation Test form Results of the Usage of Seven Cultural Values

Sample 4							
Concepts of Cultural Values	Pretty	Natural	Productivity	Wildness	Freedom	Pride	Security
		☐ Nutritious ( ) times	☐ Self-development ( ) times ☐ Being Skilled ( ) times ☐ Accomplished ( ) times	☐ Challenging ( ) times ☐ Adventure ( ) times ☐ Thrill ( ) times ☐ Excitement () times ☑ Change ( ) times		☑ To-do-it-yourself ( ) times ☐ To-do-your own thing ( ) times ☐ Original ( ) times	☑Self-worth ( ) times ☑ Self-respect ( ) times ☐ Peace of mind ( ) times

Table 4.3 (Continued): Evaluation Test form Results of the Usage of Seven Cultural Values

Sample 4							
Concepts of Cultural Values	Pretty	Natural	Productivity	Wildness	Freedom	Pride	Security
			☐ Proficient ( ) times ☐ Contributing ( ) times ☐ Ability ( ) times			☐ Unconventional ( ) times	

Table 4.3 (Continued): Evaluation Test form Results of the Usage of Seven Cultural Values

				Sample 5			
Concepts of Cultural Values	Pretty	Natural	Productivity	Wildness	Freedom	Pride	Security
Definitions of each Cultural Values	☐ Beautiful ( ) times ☐ Adornedl ( ) times ☐ Embellished ( ) times	☐ Vegetables ( ) times ☐ Unadulterated ( ) times ☐ Purity (of product) ( ) times ☐ Organic ( ) times ☐ Nutritious ( ) times	☐ Accomplishment ( ) times ☐Ambition ( ) times ☐Success ( ) times	☑ Boldness( ) times ☐ Daring ( ) times ☐ Bravery ( ) times ☑ Courage ( ) times ☑ Seeking ( ) times	☐ Spontaneous( ) times ☐ Carefree( ) times ☑ At liberty( ) times ☐ Uninhibited( ) times ☑ Passionate( ) times	☐ Self-sufficiency ( ) times ☐ Self-reliance ( ) times ☐ Autonomy ( ) times ☐ Unattached ( ) times	☐ Confident () times ☐ Secure () times ☐Possessing () times ☑ Self-worth () times ☑ Self-respect ( ) times

(Continued)

Table 4.3 (Continued): Evaluation Test form Results of the Usage of Seven Cultural Values

				Sample 5			
Concepts of Cultural Values	Pretty	Natural	Productivity	Wildness	Freedom	Pride	Security
	☐ Detailed ( ) times ☐ Designed ( ) times ☐Styled ( ) times		☐ Careers ( ) times ☐ Self-development ( ) times ☐ Being Skilled ( ) times	☑Challenging ( ) times ☑Adventure ( ) times ☑Thrill ( ) times ☑Excitement ( ) times		☐To-do-it-yourself ( ) times ☐To-do-your own thing ( ) times ☐Original ( ) times	☐Peace of mind ( ) times

Table 4.3 (Continued): Evaluation Test form Results of the Usage of Seven Cultural Values

Sample 6							
Concepts of Cultural Values	Pretty	Natural	Productivity	Wildness	Freedom	Pride	Security
Definitions of each Cultural Values	☐ Beautiful ( ) times ☐ Adornedl ( ) times ☐ Embellished ( ) times ☐ Detailed ( ) times ☐ Designed ( ) times	☐ Vegetables ( ) times ☐ Unadulterated ( ) times ☐ Purity (of product) ( ) times ☐ Organic ( ) times ☐ Nutritious ( ) times	☐ Accomplishment ( ) times ☐ Ambition ( ) times ☐ Success ( ) times ☐ Careers ( ) times	☐ Boldness( ) times ☐ Daring ( ) times ☐ Bravery ( ) times ☐ Courage ( ) times ☐ Seeking ( ) times	☐ Spontaneous ( ) times ☐ Carefree ( ) times ☐ At liberty ( ) times ☐ Uninhibited ( ) times ☐ Passionate ( ) times	☑ Self-sufficiency ( ) times ☑ Self-reliance ( ) times ☑ Autonomy ( ) times ☐ Unattached ( ) times	☐ Confident ( ) times ☐ Secure ( ) times ☐Possessing () times ☐Self-worth() times ☐ Self-respect ( ) times

Table 4.3 (Continued): Evaluation Test form Results of the Usage of Seven Cultural Values

Sample 6							
Concepts of Cultural Values	Pretty	Natural	Productivity	Wildness	Freedom	Pride	Security
	☐ Styled ( ) times		☑ Self-development ( ) times ☐ Being Skilled ( ) times	☐ Challenging ( ) times ☐ Adventure ( ) times ☐Thrill ( ) times		☑ To-do-it-yourself ( ) times ☑ To-do-your own thing ( ) times ☐ Original ( ) times	☑ Peace of mind ( ) times

(Continued)

Table 4.3 (Continued): Evaluation Test form Results of the Usage of Seven Cultural Values

Sample 6							
Concepts of Cultural Values	Pretty	Natural	Productivity	Wildness	Freedom	Pride	Security
			☑ Accomplished ( ) times ☐ Proficient ( ) times ☐ Contributing ( ) times ☑ Ability ( ) times	☐ Excitement ( ) times ☑ Change ( ) times		☐ Unconventional ( ) times	

Table 4.3 (Continued): Evaluation Test form Results of the Usage of Seven Cultural Values

Sample 7							
Concepts of Cultural Values	Pretty	Natural	Productivity	Wildness	Freedom	Pride	Security
Definitions of each Cultural Values	☐ Beautiful ( ) times ☐ Adornedl ( ) times ☐ Embellished ( ) times ☐ Detailed ( ) times ☐ Designed ( ) times	☐ Vegetables ( ) times ☐ Unadulterated ( ) times ☐ Purity (of product) ( ) times ☐ Organic ( ) times ☐ Nutritious ( ) times	☐ Accomplishment ( ) times ☐Ambition ( ) times ☑Success ( ) times ☐ Careers ( ) times	☐ Boldness( ) times ☐ Daring ( ) times ☐ Bravery ( ) times ☐ Courage ( ) times ☐ Seeking ( ) times ☐Challenging () times	☐ Spontaneous ( ) times ☐ Carefree ( ) times ☐ At liberty ( ) times ☐ Uninhibited ( ) times ☐ Passionate ( ) times	☑ Self-sufficiency ( ) times ☑ Self-reliance ( ) times ☐ Autonomy ( ) times ☐ Unattached ( ) times	☑ Confident () times ☐ Secure () times ☐Possessing () times ☑ Self-worth () times ☐ Self-respect ( ) times

Table 4.3 (Continued): Evaluation Test form Results of the Usage of Seven Cultural Values

Sample 7							
Concepts of Cultural Values	Pretty	Natural	Productivity	Wildness	Freedom	Pride	Security
	☐ Styled ( ) times		☐ Self-development ( ) times ☐ Being Skilled ( ) times ☐ Accomplished ( ) times	☐ Adventure ( ) times ☐ Thrill ( ) times ☐ Excitement ( ) times ☑ Change ( ) times		☑ To-do-it-yourself ( ) times ☑ To-do-your own thing ( ) times ☐ Original ( ) times	☐ Peace of mind ( ) times

Table 4.3 (Continued): Evaluation Test form Results of the Usage of Seven Cultural Values

Sample 7							
Concepts of Cultural Values	Pretty	Natural	Productivity	Wildness	Freedom	Pride	Security
			☐ Proficient ( ) times ☐ Contributing ( ) times ☐ Ability ( ) times			☐ Unconventional ( ) times	

Table 4.3 (Continued): Evaluation Test form Results of the Usage of Seven Cultural Values

Sample 8							
Concepts of Cultural Values	Pretty	Natural	Productivity	Wildness	Freedom	Pride	Security
Definitions of each Cultural Values	☐ Beautiful ( ) times ☐ Adornedl ( ) times ☐ Embellished ( ) times ☐ Detailed ( ) times ☐ Designed ( ) times	☐ Vegetables ( ) times ☐ Unadulterated ( ) times ☐ Purity (of product) ( ) times ☐ Organic ( ) times	☐ Accomplishment ( ) times ☐ Ambition ( ) times ☐ Success ( ) times ☐ Careers ( ) times	☐ Boldness ( ) times ☐ Daring ( ) times ☐ Bravery ( ) times ☐ Courage ( ) times ☐ Seeking ( ) times	☐ Spontaneous ( ) times ☑ Carefree ( ) times ☑ At liberty ( ) times ☑ Uninhibited ( ) times ☐ Passionate ( ) times	☐ Self-sufficiency ( ) times ☐ Self-reliance ( ) times ☐ Autonomy ( ) times ☐ Unattached ( ) times	☐ Confident () times ☐ Secure ( ) times ☐Possessing () times ☐Self-worth () times ☐ Self-respect ( ) times

(Continued)

Table 4.3 (Continued): Evaluation Test form Results of the Usage of Seven Cultural Values

Sample 8							
Concepts of Cultural Values	Pretty	Natural	Productivity	Wildness	Freedom	Pride	Security
	☐ Styled ( ) times	☐ Nutritious ( ) times	☐ Self-development ( ) times ☐ Being Skilled ( ) times ☐ Accomplished ( ) times	☐ Challenging ( ) times ☐ Adventure ( ) times ☐ Thrill ( ) times ☐ Excitement ( ) times ☑ Change ( ) times		☐ To-do-it-yourself ( ) times ☐ To-do-your own thing ( ) times ☐ Original ( ) times	☐ Peace of mind ( ) times

Table 4.3 (Continued): Evaluation Test form Results of the Usage of Seven Cultural Values

Sample 8							
Concepts of Cultural Values	Pretty	Natural	Productivity	Wildness	Freedom	Pride	Security
			☐ Proficient ( ) times ☐ Contributing ( ) times ☐ Ability ( ) times			☐ Unconventional ( ) times	

Table 4.3 (Continued): Evaluation Test form Results of the Usage of Seven Cultural Values

Sample 9							
Concepts of Cultural Values	Pretty	Natural	Productivity	Wildness	Freedom	Pride	Security
Definitions of each Cultural Values	☐ Beautiful ( ) times ☐ Adornedl ( ) times ☐ Embellished ( ) times ☐ Detailed ( ) times ☐ Designed ( ) times	☐ Vegetables ( ) times ☐ Unadulterated ( ) times ☐ Purity (of product) ( ) times ☐ Organic ( ) times	☐ Accomplishment ( ) times ☐Ambition ( ) times ☐Success ( ) times ☐ Careers ( ) times	☐ Boldness ( ) times ☐ Daring ( ) times ☑ Bravery ( ) times ☐ Courage ( ) times ☐ Seeking ( ) times	☐ Spontaneous ( ) times ☐ Carefree ( ) times ☐ At liberty ( ) times ☐ Uninhibited ( ) times ☐ Passionate ( ) times	☑ Self-sufficiency ( ) times ☑ Self-reliance ( ) times ☐ Autonomy ( ) times ☐ Unattached ( ) times	☐ Confident () times ☐ Secure ( ) times ☐Possessing () times ☐ Self-worth ( ) times

(Continued)

Table 4.3 (Continued): Evaluation Test form Results of the Usage of Seven Cultural Values

Sample 9							
Concepts of Cultural Values	Pretty	Natural	Productivity	Wildness	Freedom	Pride	Security
	☐ Styled ( ) times	☐ Nutritious ( ) times	☐ Self-development ( ) times ☐ Being, Skilled ( ) times ☐ Accomplished ( ) times	☐ Challenging ( ) times ☐ Adventure ( ) times ☐ Thrill ( ) times		☐ To-do-it-yourself ( ) times ☐To-do-your own thing ( ) times ☐ Original ( ) times	☐ Self-respect ( ) times ☐ Peace of mind ( ) times

Table 4.3 (Continued): Evaluation Test form Results of the Usage of Seven Cultural Values

Sample 9							
Concepts of Cultural Values	Pretty	Natural	Productivity	Wildness	Freedom	Pride	Security
			☐ Proficient ( ) times ☐ Contributing ( ) times ☐ Ability ( ) times	☐ Excitement ( ) times ☑ Change ( ) times		☐ Unconventional ( ) times	

Table 4.3 (Continued): Evaluation Test form Results of the Usage of Seven Cultural Values

Sample 10							
Concepts of Cultural Values	Pretty	Natural	Productivity	Wildness	Freedom	Pride	Security
Definitions of each Cultural Values	☐ Beautiful ( ) times ☐ Adornedl ( ) times ☐ Embellished ( ) times ☐ Detailed ( ) times ☐ Designed ( ) times	☐ Vegetables ( ) times ☐ Unadulterated ( ) times ☐ Purity (of product) ( ) times ☐ Organic ( ) times	☐ Accomplishment ( ) times ☐ Ambition ( ) times ☐ Success ( ) times ☐ Careers ( ) times	☐ Boldness ( ) times ☐ Daring ( ) times ☐ Bravery ( ) times ☐ Courage ( ) times ☐ Seeking ( ) times	☐ Spontaneous ( ) times ☐ Carefree ( ) times ☐ At liberty ( ) times ☐ Uninhibited ( ) times ☐ Passionate ( ) times	☐ Self-sufficiency ( ) times ☐ Self-reliance ( ) times ☐ Autonomy ( ) times ☐ Unattached ( ) times	☑ Confident () times ☐ Secure () times ☐Possessing () times ☐ Self-worth () times ☐ Self-respect ( ) times

(Continued)

Table 4.3 (Continued): Evaluation Test form Results of the Usage of Seven Cultural Values

Sample 10							
Concepts of Cultural Values	Pretty	Natural	Productivity	Wildness	Freedom	Pride	Security
	☐ Styled ( ) times	☐ Nutritious ( ) times	☐ Self-development ( ) times ☐ Being Skilled ( ) times ☐ Accomplished ( ) times	☑ Challenging ( ) times ☐ Adventure ( ) times ☑ Thrill ( ) times ☑ Excitement ( ) times ☑ Change ( ) times		☐ To-do-it-yourself ( ) times ☐To-do-your own thing ( ) times ☐ Original ( ) times	☐ Peace of mind ( ) times

(Continued)

Table 4.3 (Continued): Evaluation Test form Results of the Usage of Seven Cultural Values

				Sample 10			
Concepts of Cultural Values	Pretty	Natural	Productivity	Wildness	Freedom	Pride	Security
			☐ Proficient ( ) times ☐ Contributing ( ) times ☐ Ability ( ) times			☐ Unconventional ( ) times	

Table 4.3 (Continued): Evaluation Test form Results of the Usage of Seven Cultural Values

Sample 11							
Concepts of Cultural Values	Pretty	Natural	Productivity	Wildness	Freedom	Pride	Security
Definitions of each Cultural Values	☐ Beautiful ( ) times ☐ Adornedl ( ) times ☐ Embellished ( ) times ☐ Detailed ( ) times ☐ Designed ( ) times	☐ Vegetables ( ) times ☐ Unadulterated ( ) times ☐ Purity (of product) ( ) times ☐ Organic ( ) times	☐ Accomplishment ( ) times ☐ Ambition ( ) times ☐ Success ( ) times ☑ Careers ( ) times	☐ Boldness ( ) times ☐ Daring ( ) times ☐ Bravery ( ) times ☐ Courage ( ) times ☐ Seeking ( ) times	☐ Spontaneous ( ) times ☐ Carefree ( ) times ☐ At liberty ( ) times ☐ Uninhibited ( ) times ☐ Passionate ( ) times	☐ Self-sufficiency ( ) times ☐ Self-reliance ( ) times ☐ Autonomy ( ) times ☐ Unattached ( ) times	☐ Confident () times ☐ Secure () times ☐Possessing () times ☐ Self-worth () times ☐ Self-respect ( ) times

Table 4.3 (Continued): Evaluation Test form Results of the Usage of Seven Cultural Values

Sample 11							
Concepts of Cultural Values	Pretty	Natural	Productivity	Wildness	Freedom	Pride	Security
	☐ Styled ( ) times	☐ Nutritious ( ) times	☑ Self-development ( ) times ☐ Being Skilled ( ) times ☐ Accomplished ( ) times	☑ Challenging ( ) times ☐ Adventure ( ) times ☐ Thrill ( ) times ☐ Excitement ( ) times ☐ Change ( ) times		☐ To-do-it-yourself ( ) times ☐ To-do-your own thing ( ) times ☐ Original ( ) times	☐ Peace of mind ( ) times

(Continued)

Table 4.3 (Continued): Evaluation Test form Results of the Usage of Seven Cultural Values

Sample 11							
Concepts of Cultural Values	Pretty	Natural	Productivity	Wildness	Freedom	Pride	Security
			☐ Proficient ( ) times ☐ Contributing ( ) times ☑ Ability ( ) times			☐ Unconventional ( ) times	

(Continued)

Table 4.3 (Continued): Evaluation Test form Results of the Usage of Seven Cultural Values

Sample 12							
Concepts of Cultural Values	Pretty	Natural	Productivity	Wildness	Freedom	Pride	Security
Definitions of each Cultural Values	☑ Beautiful ( ) times ☐ Adornedl ( ) times ☐ Embellished ( ) times ☐ Detailed ( ) times ☐ Designed ( ) times	☐ Vegetables ( ) times ☐ Unadulterated ( ) times ☐ Purity (of product) ( ) times ☐ Organic ( ) times	☐ Accomplishment ( ) times ☐Ambition ( ) times ☐Success ( ) times ☐ Careers ( ) times	☐ Boldness ( ) times ☐ Daring ( ) times ☐ Bravery ( ) times ☐ Courage ( ) times ☐ Seeking ( ) times	☐ Spontaneous ( ) times ☐ Carefree ( ) times ☐ At liberty ( ) times ☐ Uninhibited ( ) times ☐ Passionate ( ) times	☐ Self-sufficiency ( ) times ☐ Self-reliance ( ) times ☐ Autonomy ( ) times ☐ Unattached ( ) times	☐ Confident () times ☐ Secure ( ) times ☐Possessing () times ☐ Self-worth () times ☐ Self-respect ( ) times

Table 4.3 (Continued): Evaluation Test form Results of the Usage of Seven Cultural Values

Sample 12							
Concepts of Cultural Values	Pretty	Natural	Productivity	Wildness	Freedom	Pride	Security
	☐ Styled ( ) times	☐ Nutritious ( ) times	☐ Self-development ( ) times ☐ Being, Skilled ( ) times ☐ Accomplished ( ) times	☑ Challenging ( ) times ☐ Adventure ( ) times ☐ Thrill ( ) times ☐ Excitement ( ) times ☑ Change ( ) times		☐ To-do-it-yourself ( ) times ☐To-do-your own thing ( ) times	☐ Peace of mind ( ) times ☐ Original ( ) times

(Continued)

Table 4.3 (Continued): Evaluation Test form Results of the Usage of Seven Cultural Values

Sample 12							
Concepts of Cultural Values	Pretty	Natural	Productivity	Wildness	Freedom	Pride	Security
			☐ Proficient ( ) times ☐ Contributing ( ) times ☐ Ability ( ) times			☐ Unconventional ( ) times	

Table 4.3 (Continued): Evaluation Test form Results of the Usage of Seven Cultural Values

Sample 13							
Concepts of Cultural Values	Pretty	Natural	Productivity	Wildness	Freedom	Pride	Security
Definitions of each Cultural Values	☑ Beautiful ( ) times ☐ Adornedl ( ) times ☐ Embellished ( ) times ☐ Detailed ( ) times ☐ Designed ( ) times	☐ Vegetables ( ) times ☐ Unadulterated ( ) times ☐ Purity (of product) ( ) times ☐ Organic ( ) times	☐ Accomplishment ( ) times ☐ Ambition ( ) times ☐ Success ( ) times ☐ Careers ( ) times	☐ Boldness ( ) times ☐ Daring ( ) times ☐ Bravery ( ) times ☐ Courage ( ) times ☐ Seeking ( ) times	☐ Spontaneous ( ) times ☐ Carefree ( ) times ☐ At liberty ( ) times ☐ Uninhibited ( ) times ☐ Passionate ( ) times	☐ Self-sufficiency ( ) times ☐ Self-reliance ( ) times ☐ Autonomy ( ) times ☐ Unattached ( ) times	☐ Confident () times ☐ Secure () times ☐Possessing () times ☐ Self-worth ( ) times

Table 4.3 (Continued): Evaluation Test form Results of the Usage of Seven Cultural Values

Sample 13							
Concepts of Cultural Values	Pretty	Natural	Productivity	Wildness	Freedom	Pride	Security
	☐ Softly ( ) times ☐ Gracefully ( ) times	☐ Nutritious ( ) times	☐ Self-development ( ) times ☐ Being, Skilled ( ) times ☐ Accomplished ( ) times	☐Challenging ( ) times ☐ Adventure ( ) times ☐ Thrill ( ) times ☐ Excitement ( ) times		☐ To-do-it-yourself ( ) times ☐To-do-your own thing ( ) times ☐ Original ( ) times	☐ Self-respect ( ) times ☐ Peace of mind ( ) times

(Continued)

Table 4.3 (Continued): Evaluation Test form Results of the Usage of Seven Cultural Values

Sample 13							
Concepts of Cultural Values	Pretty	Natural	Productivity	Wildness	Freedom	Pride	Security
			☐ Proficient ( ) times ☐ Contributing ( ) times ☐ Ability ( ) times	☐ Change ( ) times		☐ Unconventional ( ) times	

Table 4.3 (Continued): Evaluation Test form Results of the Usage of Seven Cultural Values

Sample 14							
Concepts of Cultural Values	Pretty	Natural	Productivity	Wildness	Freedom	Pride	Security
Definitions of each Cultural Values	☑ Beautiful ( ) times ☐ Adornedl ( ) times ☐ Embellished ( ) times ☐ Detailed ( ) times ☐ Designed ( ) times	☐ Vegetables ( ) times ☐ Unadulterated ( ) times ☐ Purity (of product) ( ) times ☐ Organic ( ) times	☐ Accomplishment ( ) times ☑ Ambition ( ) times ☐ Success ( ) times ☑ Careers ( ) times	☑ Boldness ( ) times ☐ Daring ( ) times ☐ Bravery ( ) times ☐ Courage ( ) times ☐ Seeking ( ) times	☐ Spontaneous ( ) times ☐ Carefree ( ) times ☐ At liberty ( ) times ☐ Uninhibited ( ) times ☐ Passionate ( ) times	☐ Self-sufficiency ( ) times ☐ Self-reliance ( ) times ☐ Autonomy ( ) times ☐ Unattached ( ) times	☐ Confident () times ☐ Secure () times ☐Possessing () times ☐ Self-worth () times ☐ Self-respect ( ) times

Table 4.3 (Continued): Evaluation Test form Results of the Usage of Seven Cultural Values

				Sample 14			
Concepts of Cultural Values	Pretty	Natural	Productivity	Wildness	Freedom	Pride	Security
	☐Styled ( ) times	☐ Nutritious ( ) times	☑ Self-development ( ) times ☑ Being, Skilled ( ) times ☑ Accomplished ( ) times	☐ Challenging ( ) times ☐ Adventure ( ) times ☐ Thrill ( ) times ☐ Excitement ( ) times		☐ To-do-it-yourself ( ) times ☐To-do-your own thing ( ) times ☐ Original ( ) times	☐ Peace of mind ( ) times

(Continued)

Table 4.3 (Continued): Evaluation Test form Results of the Usage of Seven Cultural Values

Sample 14							
Concepts of Cultural Values	Pretty	Natural	Productivity	Wildness	Freedom	Pride	Security
			☐ Proficient ( ) times ☐ Contributing ( ) times ☐ Ability ( ) times	☐ Change ( ) times		☐ Unconventional ( ) times	

(Continued)

Table 4.3 (Continued): Evaluation Test form Results of the Usage of Seven Cultural Values

Sample 15							
Concepts of Cultural Values	Pretty	Natural	Productivity	Wildness	Freedom	Pride	Security
Definitions of each Cultural Values	☐ Beautiful ( ) times ☐ Adornedl ( ) times ☐ Embellished ( ) times ☐ Detailed ( ) times ☐ Designed ( ) times	☐ Vegetables ( ) times ☐ Unadulterated ( ) times ☐ Purity (of product) ( ) times ☐ Organic ( ) times	☐ Accomplishment ( ) times ☐Ambition ( ) times ☐Success ( ) times ☐ Careers ( ) times	☐ Boldness ( ) times ☐ Daring ( ) times ☐ Bravery ( ) times ☐ Courage ( ) times ☐ Seeking ( ) times	☐ Spontaneous ( ) times ☐ Carefree ( ) times ☐ At liberty ( ) times ☐ Uninhibited ( ) times ☐ Passionate ( ) times	☐ Self-sufficiency ( ) times ☐ Self-reliance ( ) times ☐ Autonomy ( ) times ☐ Unattached ( ) times	☑ Confident () times ☑ Secure ( ) times ☐Possessing () times ☐Self-worth () times ☐ Self-respect ( ) times

(Continued)

Table 4.3 (Continued): Evaluation Test form Results of the Usage of Seven Cultural Values

Sample 15							
Concepts of Cultural Values	Pretty	Natural	Productivity	Wildness	Freedom	Pride	Security
	☐ Styled ( ) times	☐ Nutritious ( ) times	☐ Self-development ( ) times ☐ Being, Skilled ( ) times ☐ Accomplished ( ) times	☐ Challenging ( ) times ☐ Adventure ( ) times ☐ Thrill ( ) times ☐ Excitement ( ) times		☐ To-do-it-yourself ( ) times ☐To-do-your own thing ( ) times ☑ Original ( ) times	☑ Peace of mind ( ) times

Table 4.3 (Continued): Evaluation Test form Results of the Usage of Seven Cultural Values

Sample 15							
Concepts of Cultural Values	Pretty	Natural	Productivity	Wildness	Freedom	Pride	Security
			☐ Proficient ( ) times ☐ Contributing ( ) times ☐ Ability ( ) times	☐Change ( ) times		☐ Unconventional ( ) times	

RQ2:

This study used the previously indicated 5 pillars in response to the second study query about the manifestation of Femvertising in SK–II commercial videos.

Utilization divers of female talent

The idea behind this pillar is that women and girls are substantially more likely to be depicted by designers who share their ethnicity, body type, size, and age. Instead than using a select group of "ideal" supermodels, femivertising commercials often utilize a variety of female representation.

In the 15 video samples, the protagonists are selected in the age groups starting from 5 years old to 45 years old; The protagonists are also the females who are with different skin colors, including the yellow skins, white skins, black skins and brown skins; In the term of body shape, the protagonists are in various body shapes. Some of them are slim and tall, some of them are strong and with middle height, some of them are little chubby.

In another aspect, the protagonists are not all the celebrities, the producers choose to film the females in an ordinary perspective, which leads to the stories are described about the life or situations that thousands female are facing currently.

By all means, the study sample videos are qualified for the first Pillar of Femvertising--Utilization of divers female talent.

Messaging that is inherently pro-female.

Pushing gender-norm boundaries/ stereotypes

Downplaying of Sexuality

Portraying woman in an authentic manner.
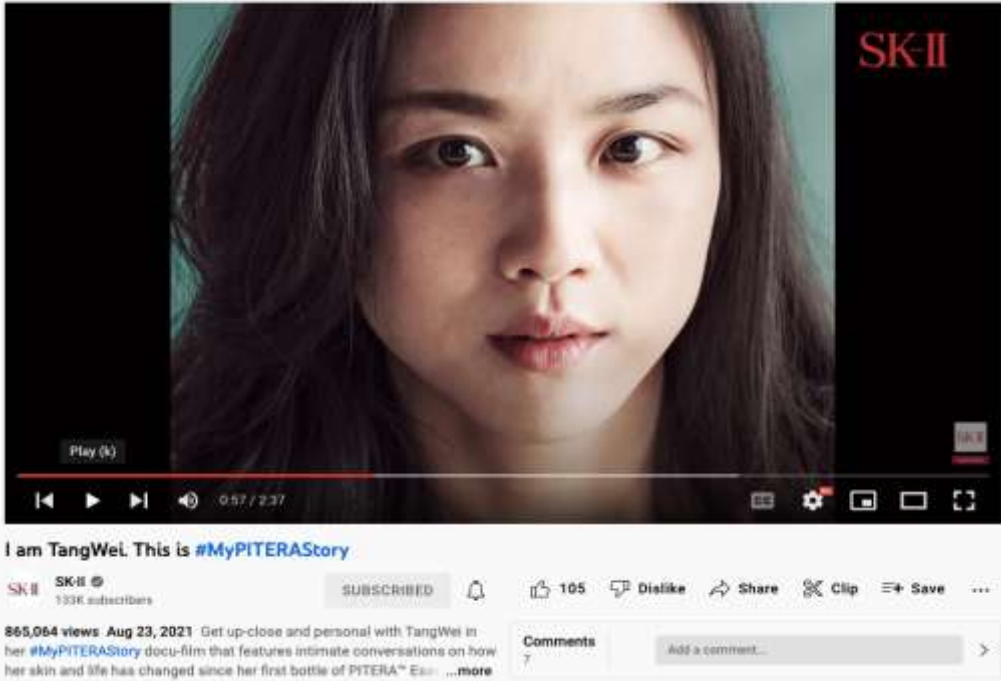
For the second and third evaluating standards, the detailed analysis will be discussed along with each sample videos' scripts.

For the fourth pillar, due to the study objects are the texts and scripts of the video, however the fourth pillar focuses on the video scenarios in particular the hidden messages of woman's body, poses, wearings etc. It is unnecessary to add extra survey or studies to check other elements of the video expect the scripts. Therefor, the fourth pillar will not be applied in the study.

The last Pillar--Potraying woman in an authentic manner. Authenticity is probably the most crucial component of Femvertising. In terms of business behaviors, beliefs, and behaviors, consumers are becoming more and more accustomed to firms acting freely and honestly (Molleda, 2010). Unfortunately, when it comes to the audiences or the customers reaction towards the videos, the survey will beyond the research scope. For a preciser study result, the author will not study the aspect of consumer.

The detailed content analysis will be presented hereby:

Table 4.4: Sample Videos Results

Sample 1
Video Resource: https://www.youtube.com/watch?v=dus8wy1u__c&list= PLi9Vo29oBJ-KPAqmkTmBDPTwNl6vnrayD&index=2

Scripts:

It's been ten years with SK–II.

Back then, I had never done a skincare commercial.

I wasn't confident during the filming, I remember it.

I questioned if my face is pretty enough to film a skincare commercial.

I am not a very feminine woman.

It's okay, it was okay to be a little manly.

Table 4.4 (Continued): Sample Videos Results

And SK–II they also like this aspect of me.

I became a part of the SK–II family.

I felt a special sense of belonging.

I think the most important thing is, being able to be with people you want to be

with,

and not the people you don't want to be with,

I think these things will completely change your destiny.

I never thought that I would marry a foreigner.

My husband and I used to be friends for a long time.

There's no one who knows me better than him.

I've never met a person like this again.

Unique.

One and only.

Irreplaceble.

I liked it from the moment I first smelled it

It's the one,

That's why it's called "Miracle Water"

It's so amazing.

It's like that now and the begining.
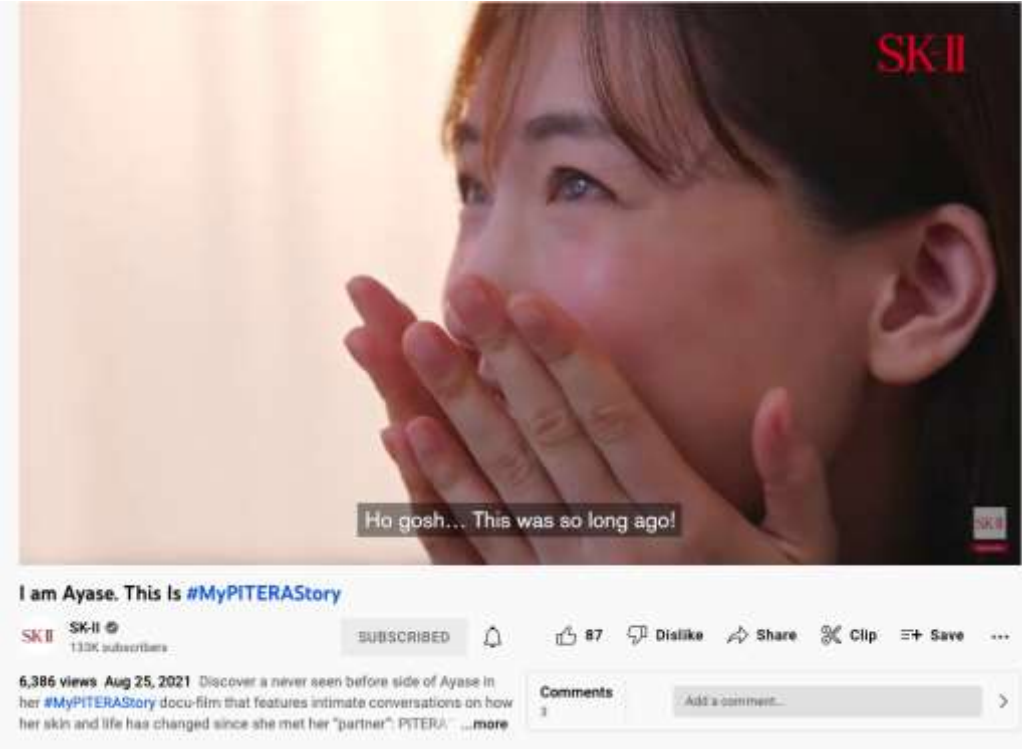
(Continued)

Table 4.4 (Continued): Sample Videos Results

I think SK–II is a good friend in many cases.

SK–II has changed my life.

In certain aspects, view, degree...

The skin become moist, clean, bright and glows.

And it changed the way I think about beauty.

It changed the way I percevie how a woman should love herself.

Because my life is mine to decide and I don't need anyone to tell me otherwise.

I'm Tang Wei and this is My Pitera Story.

Analysis:

In this video, the actress Tangwei promoting that woman should love herself and

the girl's life is hers to decide and she dosen't need anyone to tell her otherwise.

The inherent messages of her words is that woman are brave enough and qualified

enough to achieve her ambitions.

For standard 3 of Femvertising, Which is "Pushing gender–norm

boundaries/ stereotypes; challenging perceptions of what a woman/girl "should be".

Tangwei as the protagonist of the video, she mentioned that she was not that

confident in herself as she is a not very feminine female, however SK–II told her

that it is acceptable for her to be a little manly, she was beautiful as the way she was,

SK–II is honored that to invite Tangwei to do the cosmetic commercial advocate.

(Continued)

Table 4.4 (Continued): Sample Videos Results

Sample 2
Video Resource: https://www.youtube.com/watch?v=   Vxr8sT38wFM&list=PLi9Vo29oBJ-KPAqmkTmBDPTwNl6vnrayD&index=7
Scripts: Ho gosh... This was so long ago!   I thought I looked so young.   Yeah, this is my first SK–II commercial,it's a little embarrassing.   They're all memorable, we just saw is memorable. Yoyogi park too.

Table 4.4 (Continued): Sample Videos Results

That got me really excited because it was a little different from other

commercials.

The jump at Sicily is memorable too.

I jumped head first, instead of my feet.

It makes me happy to be part of that.

So lately, I'm realizing how important it is to have a conversation with yourself.

Usually, the things that makes you feel better about yourself is right things to do.

I was too busy concentrating things right in front of me. I was too busy trying to

do things to the best of my ability and to meet everyone's expectations.

I thought I'd quit before I turned thirty.

Then I was presented with lots of other new challenging projects.

That started to slowly change my mind.

As I gained more experience,

I put more pressure on myself to exceed all expectations that I personally place

on myself.

Of course, more is expected of me as well.

But all I can do is to give the very best of my ability.

Table 4.4 (Continued): Sample Videos Results

What I'd like to tell myself in the past, is that when we are lost or feeling

anxious, we tend to go searching for answers. But you're the only person who

understands your own feelings, and what you need.

And that has helped me to be who I am today.

It's been over ten years since I started using Pitera Essence, so it's become a part

of my daily life now.

At first, it's watery.

Back then, I had the image that this skincare was for older women. So I

remember being surprised at first.

When you are young, your skin is naturally healthy.

But as I continued using it, people started telling me how my skin never changes.

That's when I realized that I've been able to maintain the condition of my skin,

and that left an impression on me.

Because I was introduced to this product when I was 24 or 25, it helped me to

become more conscious of my skin and that has helped me to be who I am today.

I'd say it's my partner. That's how I feel, This is My Pitera Story.

Analysis: -

Table 4.4 (Continued): Sample Videos Results

Sample 3
Video Resource: https://www.youtube.com/watch?v= sED6O2rf5jY&list=PLi9Vo29oBJ-ItM1doz7H5mcf8eP_nkXla

#changedestiny

What was your childhood dream? Dream big, discover your true self & change your destiny | SK-II

442,348次观看 2016年6月30日 When we grow up we often forget 展开   👍 254 👎 踩   分享   保存   ...

Scripts:

Host: So, What is your big dream?

(One sentence showed on the screen: Have we forgotten how to dream?)

Host: Hello.

Interviewee 1: Hello

Host: Now, I'm going to ask you many things.

Interviewee 1; Okay

Table 4.4 (Continued): Sample Videos Results

(Screen scripts: SK–II invited women to an unusual counseling session)

Interviewee 1: I've never really spoken as myself before, I'm really nervous,

(Screen scripts: What they didn't realize was who was actually counselling

them...)

Daughter of interview 1: When you were a child, what was your dream?

Host :When you were a child, what was your dream?(Repeat after the daughter)

Interviewee 1: I wanted to be an Anime voice actress

Interviewee2 : Tennis Player

Interviewee 3: Singe

Interviewee 4: I wanted to be a piano teacher.

Interviewee 5: A Samurai

Daughter of interviewer 3: What is your dream now?

Interviewee 3: Hmm...

Interviewer 4: (silent)

Interviewee1: I don't have one

Daughter 1: Why

Interviewee5: When you're over thirty... You have to get a proper job,

Interviewee2: I have to focus on housework, that's my responsibility.

Daughter 3: Housework is boring

(Continued)

Table 4.4 (Continued): Sample Videos Results

Interviewee1: I go to work, come home and sleep, go to work again...

Interviewee4: Negative evil thoughts, tell you that you can't do it

Daughter 2: Why do you have to think that way?

Interviewee3: People are always telling me, you're not going to make it

Interviewee2: The words, "Because you are a mother" carry a lot of pressure.

Host: Your children are all grown up. What would you do?

Interviewee1: Ah one place I do want to go... the Blue Cave in Italy

Daughter 1: Please say, " I'm going to Italy

Interviewee: I will go to Italy

Daughter: More louder, I will go to Italy,

Interviewee 2: I'd like to study English

Daughter: Hello,

Interviewee 2: Hello,

Daughter: Good bye

Interviewee: Good bye

Daughter 3: If you could do something different from other people what would

it be?

Interviewee: When I was in kindergarten I loved drawing.

Daughter 4: Please draw.

(Continued)

Table 4.4 (Continued): Sample Videos Results

Interviewee2: What's happening?

Daughter 5: What is your dream?

Interviewee3: I want to travel around the world

Interviewee4: I resolve them by writing songs.

Daughter 3: I'd like to listen to you sing

Imagine you're on the stage.

Interviewee: Singing

Daughter 3: Your younger self is proud of you now.

Daughter 4: Your dream will come true if you believe in it

Interviewee 4: Even the smallest words of encouragement...You don't get them...

I have to decide to motivate myself. I feeling tearful. Dreams come true, it can really

happen.

Interviewee 3: Normally I don't speak that much... but talking with you, it was

fun.

Host: Actually what I've been saying to you now, is someone else's words, please

close your eyes. Here they are

Daughters: Are you surprised we're your children?

Daughters: You're Englishi is good.

(Continued)

Table 4.4 (Continued): Sample Videos Results

From now on, you can do it!
Interviewee 2: Yes, Thank you very much!
(Screen scripts: Kids remind us what it feels like to dream.)
Dream again, Change destiny.

Analysis:
 	
     Dream can be demonstrated in affirmation, self-confidence and motivation. Everyone, including every female in every age, has the right to follow her dream. In the video, five middle age woman with kids are already living a steady life. The "life" they are living is a life with routine, with responsibility of other members in their family. However, women at this age are also encouraged to dream again to live another kind of life that only is about herself. The producer of this video played a clever trick. The protagonists' kids are interviewers of a series questions came after "Dream". Those little girls told their mothers that mothers are good enough to chase after the dream. In a certain level, the girls provided the constant affirmation to their mothers, in the mean time, to motivate the mothers to do what they really like to do instead of endless house work and boring office work.
 	
    In this case, the video is answering for the second pillar of Femvertising.

Table 4.4 (Continued): Sample Videos Results

Sample 4
Video Resource: https://www.youtube.com/watch?v= 2ujUfHKqFE0&list=PLi9Vo29oBJ-ItM1doz7H5mcf8eP_nkXla&index=7
Scripts: Every second we have the opportunity to make next second greater than now. Because destiny is not a matter of chance, but it's a matter of choice. So, let go what others want you to be, change, listen all of us, and the only person who decide your destiny to be come, is the person you decide to be. Change Destiny.

(Continued)

Table 4.4 (Continued): Sample Videos Results

Analysis:

This video says by Tangwei a Chinese famous actress that the only person who decide your destiny to be come, is the person you decide to be. The messages delivered through the video are telling the audience that you have to choose your destiny, it is apparently en-powering and inspirational. Thus, Sample No.4 is also in accord with the second pillar of Femvertising.

In this video, the actress Tangwei points out destiny is not a matter of chance, but it's a matter of choice, let go what others want you to be, change, listen all of us, and the only person who decide your destiny to be come, is the person you decide to be. It is inspiring the girls to be whoever they really want to be instead of caring how other people or the society think of them, which is the main content and the concept of No. 3 standard of Femvertising.

Table 4.4 (Continued): Sample Videos Results

Sample 5
Video Resource: https://www.youtube.com/watch?v=   R6HDugp9msQ&list=PLi9Vo29oBJ-ItM1doz7H5mcf8eP_nkXla&index=8
Scripts: My DNA is a funny little dictator, it dictates that I will see the world through brown coloured eyesThat my barrow hips will limit the range of my movements.It dictates that my features are too flat to show emotion.That my legs are too short to be graceful.It dictates that I will be too petite to stand out. But most of all, my DNA dictates that I shouldn't listen to little dictators.

(Continued)
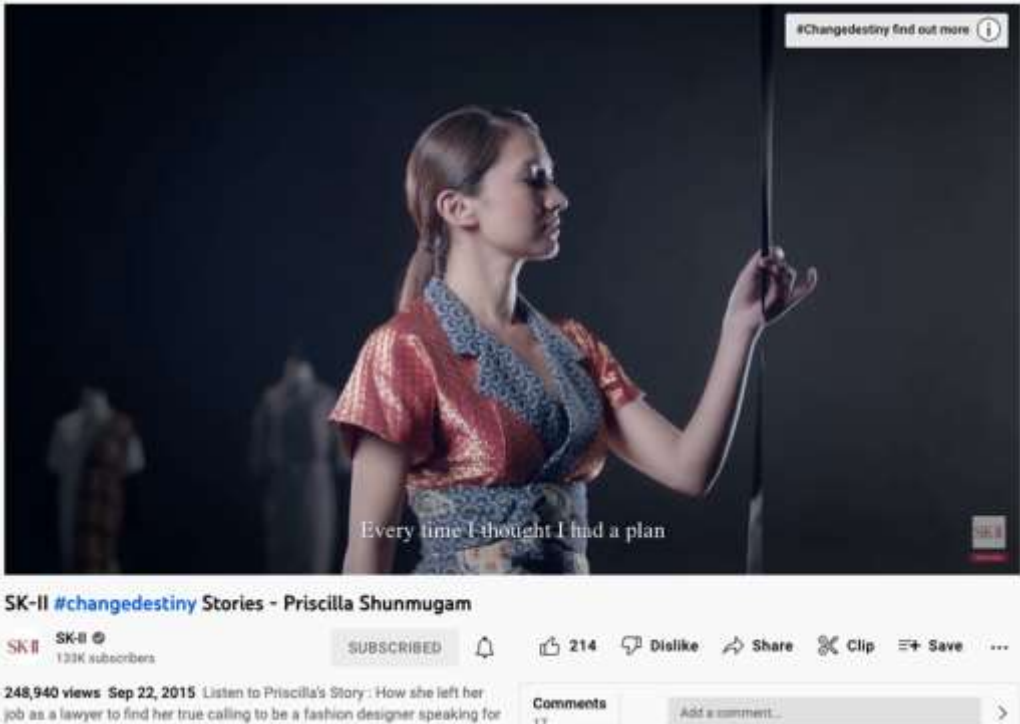
Table 4.4 (Continued): Sample Videos Results

Analysis:

Misa Kuranaga says in the video's epilogue that she wasn't destined to be a ballerina but that she #changeddestiny. She is now the first Asian principle dancer in the history of Boston Ballet. SK–II supports giving women the tools they need to break through barriers and rewrite their fate. As a result, according to the No. 2 Femvertising Pilla criteria, this film qualifies as femvertising for the element of woman empowerment.

(Continued)

Table 4.4 (Continued): Sample Videos Results

Sample 6
Video Resource: https://www.youtube.com/watch?v=   tP0X1a1Td5A&list=PLi9Vo29oBJ-Kzei_cSZCoJJu99Qzq3Fqg&index=1
Scripts: My life has never been a straight line. It has always been unpredictatble.Every time I thought I had a plan it would usually go another way.I think like most obedient Asian children I went along with the plan that my parents had for me. I graduated from low school, strangest thing was I felt that I achieved something, at the same time I felt that I had nothing at that point of time it felt like the best thing to do was to follow my instinct.So much to the disappointment of everyone around me. I left the

Table 4.4 (Continued): Sample Videos Results

legal industry and I decided that I decided that I had enough, I was just struggling

with a restless mind.So I felt there had to be a lot out there so I decided to pipe my

bags and hit to London to learn how to sew and that's when I started to view the

world through the eyes of Aisa. It was funny to realize that how west view the East,

was actually very cliched full of stereotypes and very different from what reality

actually was. I think that made me feel a sense of responsibility, almost in 2010 I

decided to develop a Woman's Wear Lable that was going to design and speak of

Asia.A woman's wear brand that was going to be inclusive, representative and

authentic on all levels.I feel like I have come full circle I am in a really happy and

peaceful place and I have made my family proud of you. I'm Priscilla Shanmugam

and I believe you can change destiny.

Analysis:

In this video, people would hear of how Priscilla left her job as a lawyer to

find her true calling to be a fashion designer speaking for the beauty of Asia. It is also

another classic theme of pro–female persona, which meets the second standard of

Femvertising.

Instead of doing a bread winner job as a lawyer, Priscilla abandoned the

expectations of her close friends and families, she became a part of clothing industry

as a professional designer, who makes Asian style outfit. A successful business

(Continued)

Table 4.4 (Continued): Sample Videos Results

woman plays a role of non-traditional female, it shows female excellent ability in her

career instead that she is great in housework or motherhood. This is exactly the spirit

or the message of the third pillar to decide if the commercial is Femvertising.

Table 4.4 (Continued): Sample Videos Results

Sample 7
Video Resource: https://www.youtube.com/watch?v= xyrfqUTho7g&list=PLi9Vo29oBJ-Kzei_cSZCoJJu99Qzq3Fqg&index=2

Scripts:

  Being successful at an early stage in life can be dangerous.

Back in Indonesia was really trapped by my own success.

Those times weren't the happiest I have to say, which is ridiculous sometimes.

When you have such success you're not happy, something definitely wrong.

Table 4.4 (Continued): Sample Videos Results

I needed something more, I needed to have a some kind of meaning, and I was lacking in real life.

So I packed up my music,

I left Indonesia and left everything that I knew behind,

So, I had to work really hard to make things happen in London.

Becasue no one know me I was in a celebrity I worked so hard writing songs, making demos knocking on doors of record labels.

I wasn't used to that kind of work a lot of sleepless night, they were a lot of going back and forth, and meeting people.

So I had to convince people there were a lot of convincing, when I realized that it wasn't going to happen in London, I was bitter.

What stopped me going back home was the fact that I promised myself that I would never go back without something.

If you try to see a problem in a different angle, it gives you a different solution, so that's what I did when I decided to move from England to France.

It was like an epiphany after all the rejection, and it all of a sudden I got to meet the right people,got to write good songs, and then everything it was just like finding pieces of the puzzle, but all the pieces are involved were actually in front of you.

(Continued)

Table 4.4 (Continued): Sample Videos Results

It was super exciting, all of a sudden when those life-changing turning points come, you have to be ready and be able to seize the moment.
When I look back, I had to go through all that, so that I can be who I am today.
I'm Angwin and I believe you can change your destiny.
Anggun's story: How she left behind her early success in Indonesia, to challenge herself in Europe to become a world renowned Singer, which represented the woman dare to face the challenge in her career and it also showed the audience her confidence along with her self-motivation. Obviously, this video reinforces pro–female persona (No.2)
Analysis:
Anggun's story: How she left behind her early success in Indonesia, to challenge herself in Europe to become a world renowned Singer, which represented the woman dare to face the challenge in her career and it also showed the audience her confidence along with her self–motivation. Obviously, this video reinforces pro–female persona.

(Continued)

Table 4.4 (Continued): Sample Videos Results

Sample 8
Video Resource: https://www.youtube.com/watch?v=kv0uhhmVGvo

SK-II - The Expiry Date

우희재
2.51K subscribers

👍 99   👎 Dislike   ➦ Share   ✂ Clip   ☰+ Save   ...

7,976 views Jul 3, 2017 SK-II - The Expiry Date

Comments

Scripts:

Are we all born the same?

Do we share the same dreams?

What is expected from us?

Will love always be carefree?

Screen scripts: Tik,tok, Time is running out.

You can't afford to be picky.

I'm getting married, are you jealous,hurry up!

(Continued)

Table 4.4 (Continued): Sample Videos Results

Through whose eyes do we see ourselves?

Do we have an expiry date.

And if we haven't ticked all the right boxes.

Are we worth less after turning thirty?

Screen scripts: Tik,tok, Time is running out.

You can't afford to be picky.

Or can things be different?

Can we decide for ourselves?

Who we are?

Who we aspire to be?

What really matters?

And messages we pass onto others.

Can we change destiny by changing our thonghts?

Screen Scripts: You are more than your age.

Don't let others put an expiry date on you.

SK–II

#Changedestiny.
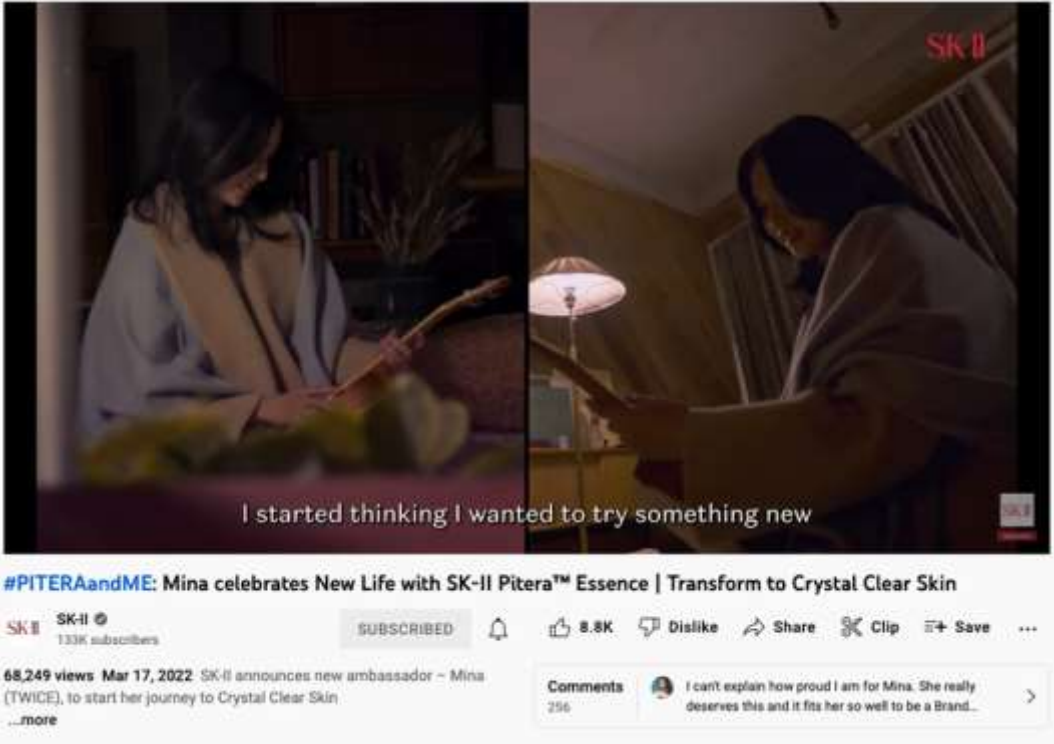
Table 4.4 (Continued): Sample Videos Results

Analysis:

From the topic of this video we can tell that the expiry date is the fetters of the society towards female. Does woman whose age is beyond 30 should be discriminated in the marriage field? Are they no longer qualified? This video is passing the message that the girls are no longer afraid of telling people how old are they, they no longer hiding their ages, they against the traditional marriage arrangement, they dare refuse to stay with the people whom they do not like to stay with. Most of the woman back then chose to marry someone they don't like for compromising, however the protagonists in the video showed their courage to not bend down to the fetters of the society. No.3 Pillar of Femvertising is just talk about females against the traditional female role play in the commercial advertising.

(Continued)

Table 4.4 (Continued): Sample Videos Results

Sample 9
Video Resource: https://www.youtube.com/watch?v=yyd8BWzNBZs&t=54s

#PITERAandME: Mina celebrates New Life with SK-II Pitera™ Essence | Transform to Crystal Clear Skin

Scripts:

Ta-da! I got an invitation from SK-II!

(SK–II invites new ambassador Mina on a retreat this "New Life")

We're here,

Hello

(Just Mina and her true authentic self.)

I'm on a trip alone today

(Continued)

Table 4.4 (Continued): Sample Videos Results

There's another card

(We have something special for your special trip)

(Have a wonderful time with Pitara Essence)

I love it. It's going to be a wonderful day.

Ta-da, I've changed my clothes

Oh?

Can you see this?

Is this a gift? I am so happy. Thank you

With Pitera Essence, I am going to start a new routine, I hope we get along.

Is it recording right?

Ta-da! I've prepared a warm drink. Smell so sweet, I love it.

About my life, I don't know.

I started thinking I wanted to try something new.

That's how I started dancing,

Really, I think my life changed drastically overnight.

My schedule has been busy,

I think Mina as a person is just normal girl, just a really normal girl.

But in real life, I'm shy. And I might be more plain, normal than you think.

My goal this year, is to spend more meaningful time alone.

(Continued)

Table 4.4 (Continued): Sample Videos Results

Good morning.

Starting today, I'm begining a new morning routine.

Ta-da! Can't wait!

It's lightweight but feels like it's being absorbed into skin.

I love it.

Let me talk while I make this vision board.

New life begining...

When someone asks me what I want to try, I have a long list.

I like knitting because I like making things.

So I'd like to try making rugs.

I didn't have enough time to get to know myself.

Skincare included.

That's one of the thoughts that I keep having these days.

I want to be more interested in myself.

And take care of my skin better.

Pitera and me!

Personally, I think I've gotten stronger.

I think when I feel down, I get over it.

I realize that I've changed, I've matured.
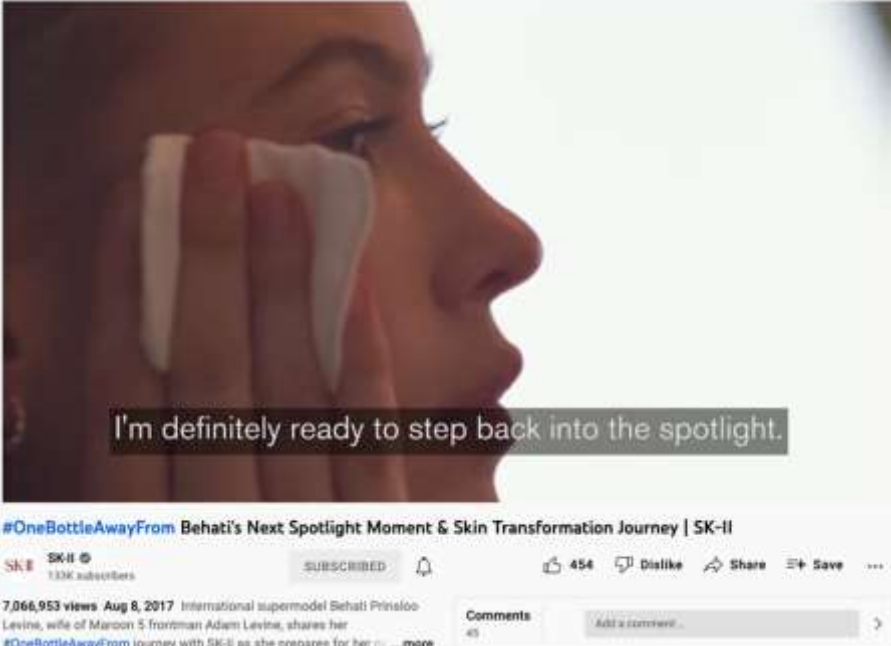
Table 4.4 (Continued): Sample Videos Results

In the past, I used to worry before anything happens.
If I show my true self, everything will be alright.
That's what I think now when I work.
The goal of my new life begin, is, I think, taking care of myself.
I can't wait to experience the change.
Analysis: -

Table 4.4 (Continued): Sample Videos Results

Sample 10
Video Resource:https://www.youtube.com/watch?v=okpKUs3XwGc

Scripts:

I just feel so blessed to have such amazing people in my life, after I, like, got taken away to this crazy fashion world.

Hi guys, I've been gone for a while, getting used to being a mother.

It has been an amazing journey so far and I'm gonna be using this bottle of SK–II Essence over the next couple of weeks to help me prepare for my first TV appearance.

I am trying to get back to where I was, but it's not easy as when I was 18 years old.
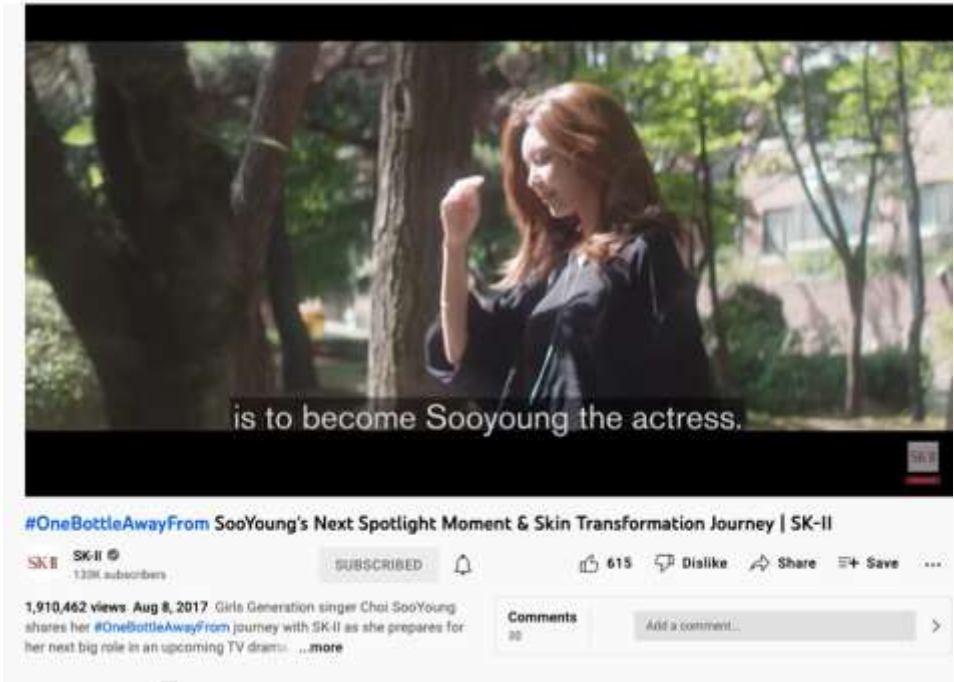
(Continued)

Table 4.4 (Continued): Sample Videos Results

So, I'm halfway through my challenge.

I am feeling confident, and I am excited to get back to work.

I'm still trying to figure out how to balance family life and work, and saying no to things that I usually would have done.

So, my skin is feeling really good.

I'm definitely ready to step back into the spotlight.

And, excited to see what the next chapter brings.

SK–II

Changedestiny.

Analysis:

In this story, global socialite Behati Prinsloo Levine, the wife of Maroon 5 vocalist Adam Levine, has just given birth to her child and is getting ready to make her TV debut as a new mother. This story is showing that a female after her fetation, instead of devoting all herself to her child or her family, she chose to get back to her career. She is still trying to figure out how to balance family life and work, and saying no to things that she usually would have done. Her confidence in her career and positive encouragement both proving that this video clip is inspirational, pro–female and against the traditional way of woman presenting in commercials

(Continued)

Table 4.4 (Continued): Sample Videos Results

Sample 11
Video Resource: https://www.youtube.com/watch?v=hdDuKxl31vk

Scripts:

There were times that I felt a little sad when people only saw me as a part of a girl group.

My current biggest challenge is to be Sooyoung the actress.

I am about to start the Pitera one bottle challenge.

I think that getting into character is the most important thing.

This is different from what I do as a singer.

Today is finally the day.

Table 4.4 (Continued): Sample Videos Results

All the preparations have been completed.
I always thought that the eight of us simultaneously burdened the spotlight together.
But I have learned to think of the spotlight as something, that's completely my own responsibility.
Analysis: -

Table 4.4 (Continued): Sample Videos Results

Sample 12
Video Resource: https://www.youtube.com/watch?v=nbftWhc8VWQ

#OneBottleAwayFrom LiQin's Next Spotlight Moment & Skin Transformation Journey | SK-II

4,915次观看 · 2017年8月8日

Scripts:

I have been really busy preparing for my upcoming series

It's been challenging as it's very different from the roles I have played so far

(Screen scripts: Hi, this is Li Qin.

This is my first day using SK–II Facial Treatment Essence.

This marks the beginning of my 30 day one bottle campaign.

With each and every character I play. I pour my heart into it, I immerse myself

into it, so that the audience can connect with them.

(Continued)

Table 4.4 (Continued): Sample Videos Results

I think it's very important that you feel beautiful on the inside. A good mood shows on the outside.
This is the 30th day of SK–II one bottle challenge.
I am about to begin my new series work now. It's actually my first day.
My skin feels so good.
Analysis:
In this video, the protagonist was with full passion at her work, she works hard, the en -powering sentence in this video is that she said "With each and every character she plays, she pours her heart into it, she immerses herself into it, so that the audience can connect with the characters. The protagonist's belief and confidence at her career againsting the traditional female role play. In this way, this video is qualified for Standard No. 2 and No. 3 of Femvertising.

Table 4.4 (Continued): Sample Videos Results

Sample 13
Video Resource: https://www.youtube.com/watch?v=LQpJ3jsCnQI

Scripts:

Voice 1: Mahina, Mahina... You must wake up.

I just had the strangest dream...

There was a wave...it was so big.

You must hurry.

A Beauty must never be late.

(Screen Scripts: Rule 1: Walking)

A Beauty must not walk with the heavy feet.

Table 4.4 (Continued): Sample Videos Results

Walk gently at all the time.

For Beauty, there are rules to follow.

Follow them, and you will be beautiful too.

(Screen Scripts : Rule 2: Talking)

You must hurry.

A Beauty must never be late.

A Beauty does not speak with a loud voice.

She must speak softly and gracefully.

Main Character Voice:

But what if I can't be heard with a small voice?

What if I need to speak up?

What if I need to be heard?

(Screen Scripts: Rule 3: Smiling)

Voice 1: A Beauty must smile with her mouth closed.
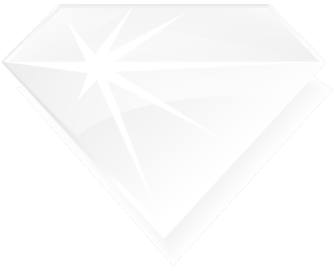
Main character: But I have such a big smile...

For Beauty, there are rules to follow

Follow them, and you will be beautiful too.

(Continued)

Table 4.4 (Continued): Sample Videos Results

Voice1: You must hurry up.

A beauty must never be late.

(Rule 4: Smooth Long Hair.)

A Beauty must have smooth hair which a comb can easily run through.

But what about mine...?

(Rule 5: Modesty)

Voice 1: A Beauty must always keep a low profile.

Main character: Let's go, Let's go

Voice 1: Mahina! Sit down

Main character: I didn't mean to stand out...

V1: For Beauty, there are rules to follow.

Follow them, and you will be beautiful too.

V1: For Beauty there are rules to follow.(Repeat 10 times)

Main character: I belong here (sea)

It calls to me.

Table 4.4 (Continued): Sample Videos Results

This is who I am. The real me.
I feel it in my heart.
V1: A Beauty must always follow her heart.
(Should others make the rules of beauty? or should we make our own?)
Analysis:
This video is strongly againsting the traditional beauty standards, which are the dross passing from the ancient time. The video is promoting the girls should laugh in the way as she wants, the girls are beautiful in different shapes, the girls who are beautiful are to dare to follow her heart. It is apparently challenging the the traditional social status of females, which qualified the No.3 standard of Femvertising.

(Continued)

Table 4.4 (Continued): Sample Videos Results

Sample Video 14
Video Resource: https://www.youtube.com/watch?v=jNpSU2tul6M
 SK-II STUDIO: 'VS Obsession' featuring Liu Xiang #CHANGEDESTINY 28,158次观看・2021年5月1日   401
Scripts: 'VS Obsession' Trailer featuring Liu Xiang Wow. Where I am. Wow! Look at all the filters. That one's cute. This one's not bad either. Whoa… Why is this selfie getting so many likes?

(Continued)

Table 4.4 (Continued): Sample Videos Results

(Welcome to the Social World. Anytime, anywhere, share your wonderful life!

(Congrats Goddess on breaking the world record!)

(Liu Xiang is too strong!)

(Congrats on being the Champion!)

(Looking forward to your next face!)

(Go Go Goddess!)

(Congrats Liu Xiang on breaking the world record. Keep going!)

Thank you! I will definitely try my best!

(You could be famous without being an athlete, why be an athlete when you can

rely on your looks?)

(Beauty is her strength)

(You could be famous without being an athlete! But I hope everyone can pay

more attention to my performance.)

(Amazing Swimming Goddess)

(Liu Xiang the prettiest swimmer)

Thank you… Thank you for the comments.

(Continued)

Table 4.4 (Continued): Sample Videos Results

(TOP TEN ATHLETES IN CHINA)

I'm no the list.

This is the conversation that I want to be part of.

I want to be seen as an athelte!

(China's most beautiful swimmer Liu Xiang is taking social media by storm.)

No,

I don't want to be defined this way!

I am a swimmer!

I am a world record holder.

When I'm in the pool, my goal is clear.

I appreciate the attention.

But I am a swimmer first,

Always, Forever.

(Scripts: Our looks can be judged in one second.)

(But our achievements lasts a lifetime.)

(Destiny is not a matter of chance, it's a choice.)

(Continued)

Table 4.4 (Continued): Sample Videos Results

Analysis:

Over the course of "VS", the swimmer from China is facing a big challenge of celebrity reputation with a flood of complements, however she did not indulge herself in all the complements, applause and praises. Her diligent life and work attitude in this video inspiring more woman to focus on their dreams and goals instead of losing themselves in money and a great lottery. On the otherside, the protagonist Liuxiang is an athelet, and also she showed her perseverance in her profession. Instead of using the appearance this knife to gain more attention and profits, she withstanded temptations of money and reputation, insisting to great performance in swimming. This firm spirit is the beauty of female from her inner side. When choosing the characters of series video clips, SK–II did not invite the traditional celebrities who are with slim bodies, small faces and big eyes in "VS" series. Thus, this series video clip is defenatily pro–female and Femvertising.

(Continued)

Table 4.4 (Continued): Sample Videos Results

Sample Video 15
Video Resource: https://www.youtube.com/watch?v=nLvUm2eJ6cQ

SK-II STUDIO: 'VS Pressure' featuring Kasumi Ishikawa #CHANGEDESTINY

1,544,749次观看・2021年5月1日　👍 1401　👎 踩　↗ 分享　≡+ 保存　...

Scripts:

（Screen Scripts： Have you lived up to expectations ？）

（Can you keep climing?）

(Can Kasumi push forward like she used to?)

(Can you keep climibing?)

V1: Do you know who you are?

I am Kasumi Ishikawa.

V1: And what are you going to do?

Table 4.4 (Continued): Sample Videos Results

I'm going to be the best table tennis player I can be!

V1: Are you sure?

Character dad's voice: That's great Kasumi, well done.

Main character: I've loved playing since I was a child.

It was so much fun.

V1: And now?

Main character: Even now, table tennis is everything to me. I want to keep going

as far as possible.

V1: And how far can you go?

Main Character: As far as I can. I never felt any pressure.

V1: Haven't you?

You haven't ever felt any pressure?

(Screen: The noteworthy 14-year old Ishikawa Kasumi)

Main: No, the opposite. I've enjoyed myself.

V1: You enjoyed it?

(Screen: Can you keep climing?)

V1: Really:

Main: Stop, Enough.

(Continued)

Table 4.4 (Continued): Sample Videos Results

V1: How can you be so certain?

Paparazzi：Ishikawa Kasum

V1: You've never questioned youself?

Main: No, I have never ever.

V1: Really? Never?

(Team Bronze Medal) (National pride)

V1:You must have questions ...

What is right, what is wrong? Should you turn back?

Maybe it's time to stop dreaming?

Maybe it's better to give up?

Main: But, what if I give up, what will happen to me?

Am i finished?

V1: Will you stop now?

'VS Pressure' featuring table tennis star Kasumi Ishikawa. In a neon-lit futuristic
city, beset by questions she must battle self-doubt and overcome the greatest
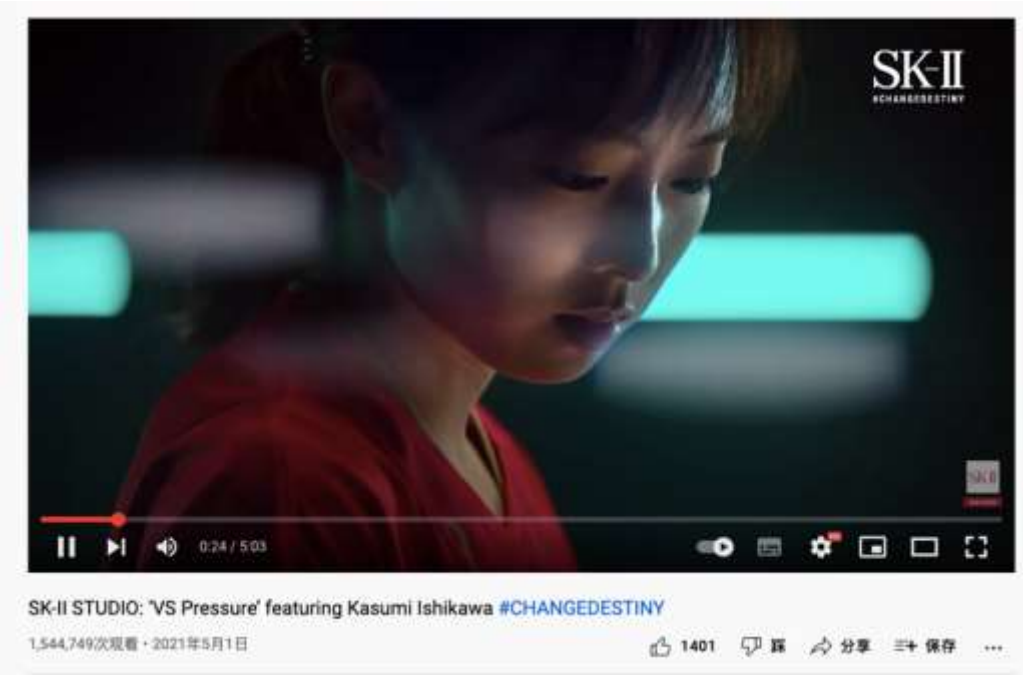opponent she has ever faced Herself.

(Continued)

Table 4.4 (Continued): Sample Videos Results

Analysis:

In the series of "VS", the swimmer from China is facing a big challenge of celebrity reputation with a flood of complements, however she did not indulge herself in all the complements, applause and praises. Her diligent life and work attitude in this video inspiring more woman to focus on their dreams and goals instead of losing themselves in money and a great lottery. On the otherside, the protagonist Liuxiang is an athlete, and also she showed her perseverance in her profession. Instead of using the appearance this knife to gain more attention and profits, she withstood temptations of money and reputation, insisting to great performance in swimming. This firm spirit is the beauty of female from her inner side. When choosing the characters of series video clips, SK–II did not invite the traditional celebrities who are with slim bodies, small faces and big eyes in "VS" series. Thus, this series video clip is definitely pro–female and Femvertising.

For both research questions, an unexpected findings are that the femvertising features that digged out from the video clips are coindentally the most popular cultural values that happened in the research question 1.

Women are described with brave, free–thinking, independent, talented, dreamer, breadwinner, competitor and more down–sexualality roles have also included in the video clip scripts.

CHAPTER 5

DISCUSSION

Chapter 5 discusses the research results in detail and analyzing of advertising videos of global skincare brand SK–II from 5 campaigns of its recent years' advertising strategy, which are 2016 #changedestiny, SK–II #changedestinyStories, 2017 #OneBottleAwayFrom, 2021 #SK–II STUDIO 'VS' series #CHANGEDESTINY, 2021 #MyPITERAStoryto2022 #PITARA and ME.

5.1 Summary of Findings

This research primarily focused on examining cultural values and Femvertising manifestation of female–targeted global skincare brand SK SK–II, through a series discussion of content analysis towards 15 video scripts. A comprehensive text analysis of the entire of 15 advertising video samples, to rip down scripts and fill the words to relate cultures. It can be seen that SK–II has used Feminist as a tool to diverse the under value of its advertising, it also aroused the interest of women who are the main target audience of this skincare brand. Besides, the series advertising of this brand also displayed how femvertisings nowadays popped out in female-target cosmetic market.

5.1.1 Cultural Values in Sample Advertising Videos

An effective advertisement must choose the right message to promote when it comes to cultural values because, especially when it is promoted through different forms of media, it can influence how consumers live their everyday lives, how they perceive their needs and wants, and whether or not they think positively about themselves. The international skincare company SK–II promotes the seven cultural values of Pretty, Natural, Productivity, Wildness, Freedom, Pride, and Security as part of their advertising strategy.

The idea that corporations are utilizing advertising as a tool to question gender stereotypes and empower women was reinforced by Monllos (2015), in terms of female products, the manifesting of cultural values in commercial advertising is to influence customer's emotions, attitude, actions or to empower women in some certain aspects and in the end to reach the goal of increasing the preference of the brand, furthermore, to make the deal and purchasing. Apparently, SK–II have cleverly guided the female audiences' freewill of being an unchained consumer from society stereotype in the market. It can be said that SK–II is selling the spirits instead of selling the products, and also the positive values were propagated in a very attractive way story–telling description. In this way, the audience can really be touched by SK–II's call on to be what you want to be, to be a part of modern female society.

5.1.2 The Demonstration of Femvertising in SK–II Commercial Advertising

Under the evaluation of 5 pillars created by Elisa Becker–Herby, the 15

sample videos selected from 5 campaigns of SK–II are more or less contained modern

feminism. Femvertising affirms the worth of women as a multifaceted contributor

to society and acts as a model for all marketers and advertisers. How femvertising

demonstrated in SK–II video clips? According to Elisa's the 5 pillars, we know that

to exam if an advertisement is a feminine advertising, the content has to relate at least

one standard from the 5 pillars. Therefore, among the 15 video clips of SK–II, some

reveled women's extraordinary working ability, some were directly breaking

gender–norm stereotypes, some redefine the concepts of beauty of women. In another

side, there were even few video clips reflected unfairness and discrimination towards

female in nowadays marriage market, however, it also revealed women's courage to

defeat the inequity and to say no to unwanted match. In the scripts, women are bold to

purchase what they really like, to dare to live the life they really want, to desire to

prove their value, they are fearless to challenge conventions. By applying

Femvertising strategy, the luxury skincare brand SK–II has left an impression as

a woman–supporting product to the audience. It did not only extent the concept of

women's beauty, but also suggested the the social role's transition of women.

5 pillars are the best exhibits of modern society's view of women's role transition.

Utilization of Diverse Female Talents in an Inter Sectional Manner

The 15 video samples selected from global skincare brand SK–II all elaborated the stories of 20 different women around the world. They are selected in the age groups starting from 5 years old to 45 years old; The protagonists are also the females who are with different skin colors, including the brown skin, black skin, white skin, and yellow skin; In the term of body shape, the protagonists are in various body shapes. Some of them are slim and tall, some of them are strong and with middle height, some of them are little chubby. They are movie actresses, singers, business women, designers, government officers, athletes and of course traditional role housewives. These various characters displayed women's different talents. They are telling the society women can do what men can do, and they are as qualified as men.

Messaging that is Inherently Pro–female

8 videos matched the requirement of the Second Pillar messaging that is intrinsically pro–female, according to data gathered from the research and related analyses. Femvertising campaigns' main messages are inclusive, uplifting, and empowering. Messaging is to instill sentiments of motivation, self–assurance, and validation in the audience. In these 8 videos, empowering woman and increasing their self–confidence and motivation are demonstrated in the scripts specifically.

Pushing Gender–norm Boundaries/ Stereotypes

In this research study, the author discovered that 7 of the 15 sample videos aimed to push against sex and gender limits. Women have the same possibilities and rights to choose how they behave, to say no or yes in various circumstances, whether they are in the marriage or the workplace. Campaigns for feminizing advertising show women or girls in situations that deviate from the usual gender–specific stereotypes. Women rarely appear in campaigns doing housework or other responsibilities related to marriage or parenthood. Femvertising frequently features women participating in sports or competitive activities, enjoying leisure time, working, or in neutral settings.

Downplaying of Sexuality; Sexuality That does not Cater to The Male Gaze

Femvertising is employed in ways that are considerably more subtle than traditional advertising that features women, even if it is not always completely devoid of sexuality. Female athletes working out in sports bras, for example, flaunt exposed skin or other female physical characteristics in a way that feels relevant and authentic. Femvertising hardly ever uses nakedness, makeup, or inappropriate sexual expressions. In this study research, the author didn't use this standard as major testing pillar, for its readability is based on the images in the certain level of visual effects. However, for the 15 study videos, most of the exposed skin of females in the scenarios are on the purpose of showing the women's line beauty, dynamic beauty and skin texture beauty. The protagonists are athletics, ballet dancers, and girls who love a healthy life style and go regularly to a gym.

Portraying Women in An Authentic Manner

The performer, the item, the location, and the style are all authentic aspects of the advertising. In addition, the advertising message must make sense in connection to the advertised product and appear genuine. The first four pillars notably incorporate authenticity, which is at the heart of Femvertising. Customers' need for honesty and openness extends beyond marketing; many of them want the company to prioritize women in its operational procedures. The author will not take into consideration client reaction in order to improve the research scope. However, SK–II went into great depth in Femvertising on every facet of the advertising films.

5.2 Discussion

5.2.1 Connecting Results to Theory

Values are the preservation, improvement, and transmission of good or negative action commitments with regard to cultural values in advertising. A acceptable starting point for a thorough compilation and classification of human values should be the identification of the important institutions in a society. When values interact with culture and become institutionalized, they typically become part of that culture. While many institutions, like the family, church, military, courts, colleges, etc., transmit cultural values, there is a compelling reason to pay close attention to advertising in this regard. Values are the preservation, improvement, and transmission of good or negative action commitments with regard to cultural values in

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As a result, advertising aims to draw attention to values that are inherent in the product, values that users may experience after using the product, and on occasion, values that are invoked in order to make them mentally connected with the goods, their company, or business identity—part of its image. The cultivation theory, which holds that people tend to assimilate preconceptions supplied in the media into their own interpretations of reality, shows that people commonly alter their personal conduct based on stereotypes to which they have been repeatedly exposed. Consequently, the SK–II product's advertisement, in certain levels, point out the values that the product contains inherently presented to the audience, whenever they are using or accessing the product, they would be cognitively associated with the values that manifested in ads.

Regarding gender stereotypes, Hentschel et al. (2009) defined them as "normal assumptions developed in society regarding the way men and women act." These pervasive beliefs include traits that set the sexes apart, such as typical occupations or anticipated role actions (Eisend, Plageman & Sollwedel, 2014).

When women do appear in advertising, they tend to be portrayed as an accessory to a male figure, a passive observer, a mother or caretaker, or as being in the home.

These representations of women do not fully reflect the data that illustrates their place in society, and they can typically be explained by applying gender and sex role preconceptions. According to Knoll et al. (2011), many advertisers in society portray both men and women in traditionally feminine and masculine roles. Many of these conventional duties come from times when it was important to strictly follow gender norms because of a long–gone class system. This makes such preconceptions obsolete, unneeded, and potentially hurtful. Men are more likely to be portrayed in an autonomous role or an environment outside of the house than women are, according to Zawisza and Cinnerella (2010). These depictions of gender stereotypes have been divided into two groups by academics: traditional stereotypes and unorthodox stereotypes. A lady in a family context and a male in a workplace setting are two examples of traditional stereotypes. In a non-traditional stereotype, the man would be at home with the family and the woman would be working.

From the research of 15 video samples, the author found out that while the products presenting along with different female roles in the video, various cultural values have also been sending to the audience. In all these 7 cultural values, the most appeared and popular using in advertising videos of SK–II are Productivity, Wildness, Security these three cultural values. It is worth to discuss that Pretty as a very common and usual cultural value in female product commercial advertisement was

not presented often in the commercial videos of SK–II the pro-female skincare brand.

However, Productivity and Wildness both two values more likely are chosen by the

producer when they design the male-oriented commercial content, unexpected, these

two cultural values are more frequently described in woman in the commercial videos

of SK–II in this study, which apparently well-filled the Gender Gap as mentioned

before in the transformation from the traditional advertising to the modern advertising.

5.2.2 Related Findings to Previous Research

The previous research increasingly draws attention to the potential influence

of the editorial context in influencing viewers' perceptions of and responses to

advertisements, as seen in the study Measuring the Cultural Values Manifested in

Advertising. The specific magazine, television program, or other media medium can

produce mental frameworks and attitude predispositions that may have an impact on

viewers' perceptions of subtleties, sense of the relevance of the product, salience of

needs, and aesthetic appraisal of certain advertisements. Therefore, context may play

a significant role in the cultural and value of the advertising content that is actually

consumed. Therefore, an approach that considers context may be extremely

applicable to the most recent research in the area. Therefor the author applied the

measurement and coding system of cultural values in the research mentioned before.

As methodology, the author suggested content analysis in the study of SK–II's

femvertising for there is too little was known at this stage about specific role of

context in the advertising's values communication.

The theoretical structure on commodity-based feminism was made possible by earlier research demonstrating that advertising capitalized on the societal trend of feminism in 1991. In this scenario, feminist ideals and stereotypes combine to form an ironic partnership--coopting fundamental feminist principles in an effort to sell products to women. There is a gap between how women are portrayed in ads and how many women genuinely view themselves, however, as a result of the recent emergence of present–day feminism (also known as "the third wave feminism"). The term "Femvertising" is aptly used to describe the new form of female–focused advertising that has developed from the cultural friction.

In earlier studies, the origins of Femvertising and its significance to the field of strategic communications were examined. Primary investigation into the strategic underpinnings of the trend. Femvertising may signal the beginning of a sea change in how society perceives women—both as consumers and as unique, complex, and necessary contributors to society. Even if there is still work to be done, it is clear that a necessary cultural shift has already begun. Femvertising offers a counterpoint to demeaning sexist perceptions of women and the overall underrepresentation of women. Most importantly, feminizing may offer an answer for businesses wishing to engage directly with female consumers if organizations are able to convey and support their content honestly. Previous research has shown that companies that sell products to women can run advertising campaigns that offer helpful tips.

The criteria for Femvertising are described as follows in the prior research's findings. The problem of female representation in commercials can be partially resolved by femvertising. Women must be in positions of leadership and have the power to influence the creative process, especially when products are marketed to women. Brands must prioritize the empowerment of women and girls to make sure Femvertising stays true to its origins. The five pillars from the study The Rise of Femvertising- Authentically Female Consumers, in particular. SK–II as a female commercial brand, to build the connection with the audience and consumers are the priorities for its brand reputation and the products it self. The results of the study exploded that in many commercial advertising videos of SK–II are more or less sending the empower female messages to the audience which brought the women-supported images to the audience.

5.3 Limitations

With the use of the content analysis method to analyze commercial videos of SK–II, there are some limitations. First of all, the author did not follow the most studies of commercial advertisement in where consumers' insights and perspectives take the major concepts of the study, therefore the results of this research will not be referable in the marketing and brand campaign's strategy. Secondly, the sample of this study was limited in the scope of 15 videos for analysis, in a way we can consider that the results of the study can only expose partially of the brand' campaign and

marketing that is SK–II in a certain way is a feminist and woman supported cosmetic

industry. Thus, for the overall research for SK-II's brand positioning and its future

development direction, this study still lacks of diverse or a comprehensive analysis

for the brand. Thirdly, for the study only focuses on one global cosmetic brand,

however with the development of 'Third wave of feminist' and the potential of female

consumption, there are more and more female-target brands which are not only just be

confined to cosmetic industry but extended to all kinds of property. In this aspect,

the readers will not be able to learn about other female targeted brand's

communication strategy and feminist factory usage.

5.4 Recommendation for Further Application

    5.4.1 Implication for SK–II Global Skincare Brand

    At this moment, strongly thanks to the diverse presents of the advertising

and media industry nowadays to give the opportunities to different culture and values,

so that the feminism or other meaningful values could be delivered to the audience.

On the other hand, the advertising campaign also could take advantage of the occasion,

the original values always come from and go through the audience, the femvertsing

are the reflection of each female, girl, woman in the daily real life. The author knew

about SK–II's femvertsing advertisement through a campaign of the brand in 2016,

which talks about the Chinese marriage marketing. The commercial film recorded

the real situation of Chinese women at that time, exploded the unfairness and

embarrassment of women who are unmarried and over 30 years old. Therefore,

the author appreciated the brand and it's communication perspectives. Therefor,

the author believes SK–II should continue to develop the femvertising in an attractive

and convincing method. By analyzing and discussing the manifestation of

Femvertising in SK-II's commercial campaign, the author would like to suggest

some recommendations for SK–II in future launch campaigns:

Stick Out the SK–II Story Telling Series

As we all know, the most spontaneous Campaigns of SK–II is story telling

series, #MyDiscoveryStory #MyPiteraStory#Stories of changedestiny;

The commercial style of SK–II in advertising had never been put the every function of

the products on the table to show the audience, but in a story telling way, by sending

the message behind the stories of successful women in different occasions, or reveal

the gender unfairness in the society. And the series campaign of storytelling received

unexpected responds in the market. In this case , if the brand continuing doing the

story, to make it a symbol and tradition, it is undoubted that the brands reputation

and brands image will stands in audience minds whenever similar story telling

advertisements of female appear again.

Expand the Target Affected Consumers

As we have discussed that SK–II has included all the successful women with

different skins and races, they are from different cultures and countries, they are

working in different careers. However there is one type of people who was regardless,

that is disable female. What I suggested for SK–II in next step is to extend its influence crowds to disable people for deeper brand culture of inspiration. Femvertising will also links and crosses through the every each story of disabled girl who respects their life and reach the success step by step or the disabled girls who is living a positive and happy life.

Offline Campaigns

For the most commercial advertising of SK–II were actually conducted on online or through social media platform, which researched the huge success towards brand image and brand reputation, especially in China and other Asian countries. However, if the brand involves the off line consumer engagements into consideration such as Marathon, Model show (model with different size and different skin colors etc.) and also can have sponsorship with different enterprises to reduce sex discrimination towards females who's dreaming to be lawyers, doctors, engineers etc. Potential customers and current consumers are more likely to stick with the brand when those significant activities are given. The series campaigns will also bring a lot social attention. At this point, Femvertising itself also will be developed in next level.

Diverse Cultures

After applied the Feminism as the major culture value in the campaign, we don't know if SK–II can include more divers cultures breathe the energy into the brand itself, such as LGBTQ supports, to embrace more fairness, more natures and more respects.

5.4.2 Implication for SK–II Global Skincare Brand

Not only for SK–II skincare brands, the femvertising could also be referenced by other cosmetic brands even the mail target products and brands. A new perspective could bring more ideas for the marketers on brands communications. More importantly, the developments on Femvertising and other minority groups cultures representing the progress of civilization of the society.

5.5 Recommendation for Further Research

5.5.1 Recommendations in Directions of Research

In terms of research direction, future researchers can broaden their reach in Customer insights discover and customer engagements, to better understand what the customer really cares about in skincare or cosmetic products. More important, to release the customer's attitude and perspectives towards the brand's campaign and its commercial advertising videos. If the researcher counts the consumers reaction into the flexible factory which influences the brand reputations and its popularity, the new research will be very helpful to the brand and also benefits other cosmetic brands'communication.

In addition, if the future researchers intends to discover other most popular cosmetic brand globally at current time. The generality of the industry will be much more referable for other new cosmetic brand or even other clothing brands that target at females. The researcher could categorize the characters of different continents'

females preference in cosmetic industry.

5.5.2 Recommendation in Methodology

Regarding methodology, Future scholars may think about including quantitative research to more clearly show the impact of feminist advertising on many facets of the overall communication strategy. Future studies might consider scaling up the data, which might produce more strategic results. They can also choose different products and conduct research in other markets. The outcomes could provide both the academic community and the advertising sector with outstanding answers.

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