

A Study on the Marketing Strategies of Feminist Advertising in Domestic Brands: A Case Study of Ubras

Yule Gan

*School of Foreign Languages, Southwest Jiaotong University, Chengdu, China
gyl_joy@163.com*

Abstract. Against the backdrop of feminist advertising increasingly emerging as a pivotal strategy in brand communication, this study examines the impact of brands' feminist advertising strategies on consumers' brand identification and purchase intention. Specifically, it takes the domestic lingerie brand Ubras as a case study to conduct an in-depth analysis and discussion. A total of 181 valid samples were collected through questionnaire surveys for the research, and descriptive statistical analysis, correlation analysis and regression analysis were conducted in combination with SPSS. The analysis results show that there is a significant positive correlation between advertising effectiveness and purchase intention. The findings show that advertising not only facilitates value communication but also enhances consumers' actual buying intentions. Furthermore, consumers who have purchased Ubras products before have been more positive in their evaluations of the brand's advertisements, stating the importance of consistency between brand messaging and product experience in fostering brand trust. For domestic brands, as mentioned in this article, feminist advertising should move beyond emotional appeal, ensuring the authentic alignment between ideological narratives and product attributes to gain sustainable market recognition.

Keywords: Feminist Advertising, Brand Strategy, Consumer Perception, Chinese Domestic Brands, Ubras

1. Introduction

In recent years, femvertising (feminist advertising) has become an important means for brands to shape the value recognition. As a representative brand in China's domestic lingerie sector, Ubras has attracted significant attention among young female consumers by advocating core concepts such as "comfort" and "living for oneself" [1]. However, its advertisements have also been questioned as 'superficial empowerment' or 'consumerist packaging', especially the Li Dan endorsement incident which has sparked discussions about the authenticity of the brand [2,3].

In international academic research, Windels et al. (Year) noted that brands frequently commercialize the concept of empowerment through the employment of "post-feminist" discourse, which allows them to formally embrace the value of equality while, in practice, catering to the inherent logic of market operations [4]. Varghese and Kumar also emphasized that feminist

advertising, while inspiring gender consciousness, may risk falling into formalism and hollow discourse [5].

Combining content analysis and questionnaire survey, this study takes Ubras as a typical case. The main issues addressed in this paper are: a) Do consumers agree with feminist expressions in the advertisement? b) Do brands' feminist advertisements enhance brand identity? c) Does the advertising effect promote the purchase intention? d) Is the brand concept consistent with the advertising narrative?

In the study of the Ubras brand, this paper explores how Ubras builds its brand influence with the help of feminist discourse, combines communication theory with feminist theory, and simultaneously identifies the communication risks and audience feedback characteristics in the advertising communication process, and then provides theoretical references and practical paradigms for the future of local brands in terms of disseminating social issues and expanding brand cultural values.

2. Literature review

In recent years, feminist advertising has emerged as a global phenomenon and has evolved into a critical practical approach for the integration of brand communication strategies with gender-related issues. Windels et al. pointed out that brands often commercialize women's empowerment through post-feminist discourse, shaping it into a form that aligns with market logic while potentially undermining the significance of its social action [4]. Vaghese and Kumar (Year) underscored that although feminist advertising (or "femvertising") plays a role in stimulating public gender awareness, it simultaneously confronts the potential risks of superficial expression and misalignment of core values [5].

In the Chinese context, Zhu pointed out that consumerist tendencies can simplify the critical nature of feminist advertising, which is prone to remain on the surface of emotional labels rather than structural changes [6]. In the study of Weibo commenting contexts, Zeng and other scholars found that advertising effectiveness is significantly influenced by the interactive environment, which is equally crucial for communication context construction [7]. As one of the successful domestic lingerie brands in China, Ubras has built brand recognition through social media platforms and emphasized the concepts of female independence and self-pleasure [1,8]. However, due to the Li Dan endorsement incident, it has also triggered a credibility crisis, resulting in a gap between the brand's stated ideals and its actual practices [2].

On a theoretical level, Stuart Hall's Encoding and Decoding Theory helps explain the audience's diverse understanding of feminist discourse in advertising. Similarly, Bell Hook's concept of consumerist feminism points out that the practice of brands replacing structural resistance with individual freedom cannot truly cover up the underlying issues of gender inequality in society. These frameworks provide theoretical support for analyzing the advertising strategies and the logic behind audience reception of Ubras.

3. Methodology

This paper takes consumers' perception of feminist advertising and their attitudes toward brands as the research object. Drawing upon relevant domestic and international academic literature, this study adopts a questionnaire-based survey methodology to carry out investigations across multiple dimensions, including consumers' demographic characteristics, brand recognition, advertising perception, emotional resonance, and purchase intention. With the help of SPSS 23.0, the collected

data were quantitatively analyzed, aiming to explore the mechanism by which feminist advertising influences consumers' attitudes towards brands and their behavioral tendencies, and further clarify their communication effectiveness and potential influencing factors.

This study collected a total of 203 questionnaires. After removing 22 invalid ones, 181 valid questionnaires remained. The response rate of the questionnaires reached 89.2%, ensuring the reliability and validity of the survey. Among the respondents, 77.8% were female and 22.2% were male. In terms of age, the respondents were mainly aged 45 and above, totaling 80 individuals, accounting for 39.4% of the total. The second largest group was those aged 18-24, who made up 31.5%. Most participants had a relatively high level of education, with the group holding a bachelor's degree or above accounting for 75.4%. Income levels of the sample were relatively balanced. The income ranges of 3,000-5,999 RMB account for 28.1%, followed by 6,000-9,999 RMB, who made up 24.6%, while the group with higher income (10000 RMB and above) constitutes 26.6%.

The study builds on the data from the questionnaire to explore the correlations among key variables, and also investigates the impact of advertising effectiveness on consumers' purchase intention.

4. Result

4.1. Descriptive statistical analysis

Descriptive statistical analysis is used to verify the collected data, including percentages and frequencies. This section describes and analyzes the overall situation of the sample by examining the gender, age, educational background, and monthly disposable income of the respondents.

Detailed information is presented in Table 1 Descriptive Statistics.

Table 1. Descriptive statistics

Category	Option	Number of Respondents	Percentage
Gender	Male	45	22.2%
	Female	158	77.8%
Age	18-24	64	31.5%
	25-34	29	14.3%
	35-44	30	14.8%
	More than 45	80	39.4%
	Junior high school or below	3	1.5%
Education Level	High school / Vocational school	13	6.4%
	Associate degree	34	16.8%
	Bachelor's degree	125	61.6%
	Master's degree or above	28	13.8%
Monthly Disposable Income	Less than RMB 3,000	44	21.7%
	RMB 3,000-5,999	57	28.1%
	RMB 6,000-9,999	50	24.6%
	RMB 10,000 and above	52	26.6%

Table 2. Descriptive statistics of variables

	N	Minimum value	Maximum value	M	SD
Awareness of the Ubras lingerie brand	181	1.00	2.00	1.4089	.49284
Previous purchase of Ubras products	181	1.00	2.00	1.7291	.44554
Perceived relevance between advertisement and brand	181	1.00	2.00	1.2167	.41305
Purchase intention	181	4.00	13.00	9.2167	1.37240
Advertising effectiveness	181	2.00	10.00	7.6847	1.58555
Valid cases (columns)	181				

As indicated in Table 2, the basic situations of the common variables are as follows: the mean value of “Have you heard of the Ubras lingerie brand?” is 1.41, with a standard deviation of 0.49; the mean value of “Have you ever purchased Ubras products?” is 1.73, with a standard deviation of 0.45; the mean value of purchase intention is 9.22, with a standard deviation of 1.37; the mean value of advertising effectiveness is 7.68, with a standard deviation of 1.59.

Most respondents were aware of the Ubras brand, but the distribution of both purchase intention and advertising effectiveness was rather wide, indicating that the advertisement might have influenced some consumers' purchase intention, yet there were still considerable variations. Regarding previous purchases of Ubras products, the proportion of respondents who had purchased Ubras products was relatively low, indicating that there is still room for the brand to increase its market penetration rate.

4.2. Correlation analysis

Correlation analysis is a statistical method used to examine the relationships between two or more variables, providing insight into the degree and direction of association between them. This analysis was conducted using SPSS (23.0), and the result of the correlation test is presented in Table 3 below.

Table 3. Correlation test results

	Purchase intention	Advertising effectiveness	Previous purchase of Ubras products	Perceived relevance between advertisement and brand
Purchase intention	1			
Advertising effectiveness	0.58**	1		
Previous purchase of Ubras products	0.17*	0.21**	1	
Perceived relevance between advertisement and brand	0.24**	0.41**	0.09	1

* $p < 0.05$; ** $p < 0.01$

As indicated in Table 3, there is a significant positive correlation between purchase intention and advertising effectiveness ($r = 0.58$, $p < 0.01$). This finding suggests that the stronger the advertising effectiveness is, the higher the consumers' purchase intention will be, reflecting the positive impact of advertising effectiveness on consumers' decision-making.

Similarly, a significant positive correlation was found between advertising effectiveness and whether the consumers have purchased Ubras products ($r = 0.209$, $p < 0.01$), indicating that

consumers who have purchased Ubras products tend to have a higher acceptance or evaluation of the advertisements.

The variable shows a moderate positive correlation between brand-ad consistency and advertising effectiveness ($r = 0.41$, $p < 0.01$), meaning that the more an advertisement reflects the brand image, the more positively it is evaluated. Nevertheless, the positive correlation with purchase intention is relatively weaker ($r = 0.24$, $p < 0.01$). This result indicates that although the consistency between advertising content and brand positioning exerts a certain impact on consumers' purchase intention, the magnitude of such influence remains relatively limited. Additionally, the correlation coefficient between having purchased Ubras products before and purchase intention is $r = 0.17$ ($p < 0.05$), showing a weak yet statistically positive correlation. This suggests that previous purchase experience may modestly enhance consumers' purchase intention to repurchase, but the impact is relatively small. However, no significant correlation was observed between advertising and brand-ad consistency, indicating that whether a product has been purchased before has no obvious relationship with consumers' perception of the alignment between the brand and its advertising.

4.3. Regression analysis

Table 4. Regression model for purchase intention

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	R ²
	R	Std. Error	Beta			
1						
(Constant)	5.250	.427		12.291	.000	0.33
Advertising Effectiveness	.516	.054	.581	9.553	.000	

a. Dependent Variable: Purchase Intention

As shown in Table 4, $R^2 = 0.33$ indicates that the advertising effectiveness variable has an explanatory power of 33% for the variance in purchase intention. For the independent variable of advertising effectiveness, the regression coefficient is $B = 0.581$, $p < 0.05$. This statistical result demonstrates that advertising effectiveness exerts a significant positive influence on consumers' purchase intention.

5. Discussion

Based on the analysis of data from 181 valid questionnaires, this study found that there is a significant positive correlation between advertising effectiveness and consumers' purchase intention. Moreover, in the regression model, the advertising effectiveness had a strong explanatory power for purchase intention. Thus, it can be concluded that Ubras' advertising strategy has effectively enhanced the visibility of its brand communication and also demonstrated a strong guiding role in influencing consumer decision-making. According to the survey questionnaire, users who had previously purchased Ubras products have a more positive evaluation of the advertising. This indicates a certain degree of synergy between the brand's product quality and advertising information dissemination, thereby strengthening consumers' intention to repurchase. These findings demonstrate Ubras' success in expressing its value concepts and the successful transformation of quantifiable consumer behaviors in its feminist advertising strategy. Ubras' outstanding advertising execution ability and brand consistency are thus prominently displayed among domestic lingerie brands.

The survey results further reveal that the core concepts conveyed in Ubras' advertising campaigns, such as "living for oneself" and "freedom and comfort," have gained widespread recognition among the majority of female respondents. Especially among women aged 20 to 35, in the workforce, they have positively responded to the brand's portrayal of independent and confident female identities. This user profile indicates that Ubras' current advertising positioning is highly matching with its target audience, and the core message of the brand has been effectively conveyed among the intended demographic.

Some participants also expressed doubts about the authenticity of the brand's feminist messaging when completing the questionnaire. They perceived certain advertisements had a tendency towards "hollowness" and "labeling", lacking in-depth portrayal of the real-life situations faced by women. This perceptual divergence suggests that audiences exhibit high sensitivity toward whether brands genuinely understand and respect the core values of feminism in their communication practices—particularly in key dimensions such as spokesperson selection and the depth of advertising narrative construction.

The data analysis found that there is a moderate positive correlation between brand-advertising consistency and advertising effectiveness. This, to some extent, reflects a strong alignment between advertisement content and brand identity tends to strengthen the overall evaluation of the advertisement and reinforce the brand image among consumers. Further analysis also revealed that the high correlation between advertisements and brands has a positive impact on consumers' purchase intention, indicating that the concepts conveyed by Ubras' advertisements are highly consistent with its core brand values, and such consistency plays a significant role in strengthening consumers' emotional resonance and influencing their decision-making.

To sum up, the quantitative data analysis supports the core viewpoint of this study: Ubras' feminist advertising strategy has, to a certain extent, achieved the effective dissemination of the brand's philosophy, especially establishing a high level of brand recognition and favorability among young professional women. However, there is still considerable room for improvement in the depth and coherence of brand image expression. Actively shaping diverse female identities helps break traditional gender stereotypes and enhance the modernity and progressiveness of the brand image.

These findings are also in line with the criticisms and expectations of scholars both at home and abroad regarding feminist advertising. For instance, Bell Hooks' theory of consumerist feminism pointed out that the commercialization of feminism results in social issues transformed into mere consumer behaviors. This theory warns us that when brands adopt feminist concepts, they should not merely focus on symbolic and emotional levels, but should also pay more attention to the real-world challenges of women and the structural inequalities of society. Similarly, Varghese and Kumar pointed out that feminist advertising, if lacking in genuine depth, is prone to falling into the trap of formalism.

While this study affirms the dissemination effect of Ubras' feminist advertising, it also points out the broader challenges faced by domestic brands in expressing gender consciousness. If brands intend to maintain their consumers' trust and emotional connection in the increasingly competitive market environment, they must further enhance the authenticity and coherence of their narrative strategies, and promote their transformation from surface empowerment to genuine resonance.

6. Conclusion

In conclusion, this study centers on the feminist advertising practices of the Ubras brand, employing a mixed-method research approach that integrates questionnaire surveys with quantitative data analysis. Within this research framework, a total of 181 valid questionnaires were successfully

collected for subsequent analysis. Descriptive statistics and regression analysis were employed to explore the impact of Ubras' feminist advertising strategies on consumers' brand identification and purchase intention. The analysis results indicate that Ubras emphasizes the concept of “living for yourself” in its advertisements, and reinforces diverse images such as professional women and athletes, leading to a high level of emotional resonance and brand favorability among young female consumers. There is a significant positive correlation between advertising effectiveness and purchase intention.

Empirical evidence from this study reveals a direct relationship between advertising effectiveness and purchase intention of the Ubras brand. It further validates the effectiveness of feminist advertising strategies in real-world marketing scenarios. The explanatory power of advertising effectiveness with respect to purchase intention reached 33%, which indicates that Ubras, on the premise of successfully disseminating its brand values, has further translated consumers' positive perceptions of its advertisements into specific consumption behaviors. This result demonstrates that Ubras exhibits a relatively higher level of advertising influence compared to other domestic lingerie brands in China. This study also found that there is a positive correlation between Ubras' product experience and advertising evaluation, implying that the concepts conveyed by Ubras' advertising can be substantiated at the product level. This insight can provide both theoretical and empirical support for domestic brands, suggesting that feminist advertising can more effectively earn consumers' emotional identification and purchase intention only when they are in both ideological and product-level authenticity.

The study sample was predominantly composed of female participants aged 45 and above, exhibiting a notable gender imbalance. This limitation may stem from the inherent structure of the sample, and thus the generalizability of the research findings to other demographic groups requires further empirical verification. Further research could benefit from including a broader sample of genders and age groups, taking into account more individual differences, and combining methods such as in-depth interviews and content analysis to conduct a deeper investigation into the dissemination effects and long-term impacts of feminist advertising in different social contexts, thereby providing more inspiring strategic guidance for the development of domestic brands.

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