

PRIMARY RESEARCH

The impact of brand innovativeness on purchase intention: The mediating roles of brand genuinity and femvertising attitude

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Keywords

Brand innovativeness
Attitude towards brand femvertising
Attitude towards brand genuinity
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Received: 14 Jan 2025**Accepted:** 12 Mar 2025**Published:** 25 May 2025**Abstract**

Femvertising, which is a combination of the terms "feminism" and "advertising," refers to a shift in how women are typically portrayed in advertising campaigns by incorporating themes that support gender equality and empower women. The current study investigates how brand innovativeness affects consumer purchase intention, as well as the moderating effect of brand loyalty among Omani women and the mediating effects of attitudes toward brand genuineness and femvertising. This research utilized a quantitative cross-sectional design and data were collected via an electronic questionnaire using Google Forms, from July to November 2024. A non-probability convenience sample was utilized to target Omani women and total sample collected was 355 female respondents. The findings show that brand innovativeness has a direct impact on customer purchase intention, attitude toward brand genuineness and attitude toward brand femvertising. The indirect effect of attitude towards brand genuineness mediating the relationship between brand innovativeness and customer purchase intention was significant. However, the indirect effect of attitude towards brand femvertising mediating the relationship between brand innovativeness and customer purchase intention was also significant. Also, moderating effect of brand loyalty on brand innovativeness, attitude towards brand genuineness, and attitude towards brand femvertising with Customer Purchase Intention was significant. The results provide practical insights for managers: Brands should consistently invest in practices that enhance perceived genuineness. And always in the best position, minimize the risk of being perceived as opportunistic, or "performative" (especially when engaging in social advocacy efforts like Femvertising).

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INTRODUCTION

In today's marketplace, brands are experiencing heightened levels of competition and continuously changing consumer expectations, forcing them to always look for new ways to attract and retain consumer attention (Budi Riharjo et al., 2025). Brand innovativeness is the degree to which consumers perceive a brand as able to provide new, unique and useful solutions to their needs (Akay & Kıymalıoğlu, 2025). It is one of the most important non-product-related brand associations that drives a brand's comparative advantage. In addition, the route from perceiving a brand as innovative to an actual purchase is often integral to the greater psychological attitude the consumer holds regarding the core identity of the brand and the brand's communication with society (Yang & Wang, 2024).

By pursuing cutting-edge and unique solutions, many brands want to establish themselves as innovators (Xu et al., 2024). Rather than having creative qualities, a company's success frequently hinges on how people view its brand. The degree to which consumers believe a brand can provide creative and successful solutions is known as brand innovativeness. Although consumers are more likely to buy products from innovative brands (Maharani & Hidayat, 2023), certain consumers may be reluctant to engage with such businesses because of the complexity and uncertainty that innovation can bring (Abualbasal & Hasan, 2024). According to Lin and Zhou (2022), previous research has not thoroughly examined customers' perceptions of innovation from the brand perspective.

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have significantly increased in modern societies (Martínez-Aguirre et al., 2025), sometimes matching or exceeding their partners' incomes (Waqar et al., 2024). Feminism and consumption have converged in the same setting because of this circumstance (Föhl et al., 2025). For feminists, this process means, on the one hand, promoting revitalized empowerment narratives that highlight the freedom to enjoy without fear of judgment (Gabrina & Gayatri, 2023). On the other hand, women are now a market that offers businesses numerous opportunities (Elhajjar, 2022). As a result, marketing has had to modify its tactics to communicate with customers in a more courteous manner (Al Busaidi et al., 2025), broadening the definition of femininity and the feminist movement (Waqar et al., 2024). Femvertising, then, is a socially conscious advertising strategy that avoids conventional gender stereotypes by using messaging and imagery to reach female audiences (Martínez-Aguirre et al., 2025).

One way forward, is to use brand genuineness as a point of distinction. Since support for the use of puffery claims seems to be receding, marketers need to consider alternative types of appeal to achieve marketing goals ('t Hart & Phau, 2022). One of those alternative types of appeal is brand genuineness, which has been defined as "The degree to which a brand belongs to a community, and hence displays purity of character, including expressing corporate intentions fully with no hidden agendas." Brand genuineness, as suggested in this definition, is about both the degree to which the brand belongs to a community and the character of the brand (Föhl et al., 2025). Waqar et al. (2024) highlights the relational emphasis of the appeal, as distinct from brand puffery. Attitude towards brand genuineness refers to an overall favorable or unfavorable psychological assessment of a brand's genuineness by the consumer. A brand that is high in genuineness is characterized as transparent, true to its intent, consistent in behavior and messaging, genuinely caring about more than financial value (Naz et al., 2023; 't Hart & Phau, 2022).

Brand loyalty is a consumer's commitment to consistently repurchase or re-patronize a preferred product or service, regardless of situational factors or competitive marketing strategies that may encourage switching (Haq et al., 2025). There is a strong consensus among academics about the importance of advertising in creating brand cues for long-lasting market success (Basu & Sondhi, 2025). Branding cues (and experiences) generate favorable reactions from consumers (Rehman & Elahi, 2024; Santoso et al., 2023), such as trust (Alfian et al., 2024) and enhanced well-being (Gökerik, 2024). Furthermore, communication experts affirm that the psychology of resonant brand advertising that fosters consumer brand relationships for long-term brand loyalty is more complex than a messaging strategy

(Rehman & Elahi, 2024). While advertisements are designed so that brands can communicate and build relationships with consumers, brand credibility is strengthened when messages are perceived as consistent with the brand's core purpose (Basu & Sondhi, 2025; Gökerik, 2024).

For the past 20 years, corporations have used female empowerment messaging to promote equal rights for women, a tactic known as "Femvertising" (Martínez-Aguirre et al., 2025). Femvertising is a component of the larger trend of purpose-driven branding with initiatives like these. A brand has a purpose if it serves broader societal objectives in addition to being motivated by profit (Föhl et al., 2025). Omani society was mostly considered traditional and conservative, with women's roles primarily domestic in nature, resulting in minimal independent economic influence, and limited exposure to international brands (Al Busaidi et al., 2025). Following these developments, national development plans initiated policies of universal education and healthcare for both genders, which significantly advanced the status of women in society. As a result of this advancement, school and university enrollment for females increased rapidly and as more women entered the formal workforce in both public and private sectors, they gained discretionary income (Al Siyabi et al., 2024). This empowered, educated, urban female population became an experienced and informed group of consumers, transitioning from purchasing only for their basic household needs to making independent purchases in categories such as cosmetics, clothing, and technology. Over the last couple of decades there has been an increase in modern shopping centers, as well as access to digital media, that has assimilated Omani women into the global consumer culture, fostering demand for, and discerning evaluation of, innovative international and domestic brands (Al Busaidi et al., 2025; Al Siyabi et al., 2024).

This study provides significant contributions to the body of knowledge surrounding branding theory and marketing practice, particularly in the context of urban Omani consumers. First, it supports brand innovativeness as an important antecedent to customer purchase intention. Beyond this contribution, the study also identifies a double-mediation role, showing that BI influences PI simultaneously through the consumer's attitude toward brand genuineness and attitude toward femvertising (Martínez-Aguirre et al., 2025). This is important because it shows that innovation, in order to convert into purchase intention, must pass through two psychological stages: Perceived authenticity and positive evaluation of brand communications, including femvertising, when these are perceived as aligned with the target market's values. The affirmation of these mediated roles advances the understanding of how the consumers

processes innovative brand cues (Haq et al., 2025). Finally, the study indicates that the moderating role of brand loyalty is significant.

THEORETICAL BACKGROUND AND HYPOTHESIS DEVELOPMENT

Brand innovativeness and customer purchase intention

Few ideas in the behavioral sciences have a closer connection to consumer behavior than innovation (Jeong & Choi, 2022). The inclination of customers to embrace novel concepts, products, or services can be a significant factor in theories of communication, preference, decision-making, and brand loyalty. Consumer behavior would be limited to routine purchasing patterns associated with a static product line in the absence of such a characteristic as innovation (Lin & Zhou, 2022). The degree to which brands have an innovative reputation and are thought by customers to be able to provide fresh ideas is known as brand innovativeness. Brand innovation generates consumer enthusiasm, boosts brand loyalty, enhances tolerance for sporadic product failures, and acts as a signal for more benefits over competing products. Perceived product quality expected purchase outcomes, brand purchase intentions, and emotional reactions to product design have all been demonstrated to be positively impacted by brand innovativeness (Akay & Kiyimlioğlu, 2025). But brand innovation also makes it possible for brands to take advantage of advertising flexibility.

For example, research has revealed that brands which highlight their creative credentials receive much greater purchase intent from consumers who are drawn to the latest available benefits and solutions. This effect is bound up with the value proposition: brands which are seen as innovative provide more anticipated benefit, which increases consumers' willingness to purchases (Naz et al., 2023; Pancić et al., 2023). But, beyond immediate psychological attraction, the evaluation of the brand's innovativeness acts as an information cue that helps streamline the consumer decision-making process. In short, in an era of choice saturation, BI helps consumer simplifies and choose a brand that matches their self-concept, particularly those who have an innovative personality and desire to try new products and styles (Maharani & Hidayat, 2023). Studies that have examined specific product contexts such as mobile phones and local brands, have found a direct link between BI and purchase intentions, and demonstrated that new product features and premium packaging are significantly related to customer purchase intention (Zhao et al., 2024). According to earlier studies, consumers frequently buy cutting-edge goods to build their social identities, flaunt their status, and achieve other social objectives (Ahmed et al., 2023; Gökerik, 2024). According to

Huseynli and Mammadova (2022), the study contributes to our understanding of how consumers' evaluations of brand innovativeness are dependent on customer purchase intentions. Therefore, we establish the following hypothesis in light of this argument:

H1: Brand innovativeness has direct impact on customer purchase intention. Brand innovativeness and attitude towards the brand genuinity

Brand innovativeness is "the extent to which consumers perceive brands as capable of providing new and practical solutions to their needs," according to Yang and Wang (2024). The ability of a brand to launch new and distinctive goods, services, or marketing strategies is referred to as brand innovativeness. This quality is crucial since it can propel the brand's expansion and profitability (Budi Riharjo et al., 2025). Customers' perceptions of a brand's propensity for innovation, or its "perceived innovativeness" (Akay & Kiyimlioğlu, 2025), have a significant impact on how they view the brand. It is important to remember that even among brands owned by the same parent firm, perceptions of brand innovativeness might differ. This variation implies that a company's reputation is not the only factor that determines innovativeness; individual brands' efforts and customer experiences also play a role. In addition to the company's identity, brand genuineness emphasizes how much the brand is a part of a community. In contrast to brand puffery, this highlights the appeal's primary relational focus. According to (Abualbasal & Hasan, 2024), "being emotionally involved in the other person's story" is a crucial aspect of self-presence.

The perception of innovation must be seen as aligned with the brand's history, intention or identity not simply opportunistic moves to take advantage of market trends (Lin & Zhou, 2022). Aligning a brand's innovation initiatives with its core story (e.g., an ethical brand innovating to support sustainability, or a technology brand innovating to support its product users and their experience) enhances its authentic intention, see by consumers as giving and is perceived by consumers as fostering a more positive attitude toward brand genuinity ('t Hart & Phau, 2022). Some work also highlights innovativeness as a signal of credibility in genuinity too, especially with regard to product quality and consumer benefits. When a brand is providing an ongoing stream of smart and useful solutions it is signaling that it is competent and experts, which are components of credibility and, subsequently, genuinity ('t Hart & Phau, 2022). Consumers view a brand's efforts as a consistent improvement path, rather than capricious change, which evokes a positive emotional response toward the product/design and builds trust (Föhl et al., 2025). That trust establishes a foundation for genuineness. Similarly, according to consumers, being able to effectively and consis-

tently innovate is seen as an expression of internal strength and commitment to the brand that moves beyond superficial offerings. Therefore, we establish the following hypothesis in light of this argument:

H2: Brand innovativeness has direct impact on attitude towards the brand genuinity.

Brand Innovativeness and Attitude towards the Brand Femvertising

Femvertising builds brand feminist identity by signaling a progressive and contemporary brand identity that aligns well with the empowering messages of Femvertising. Consumers often correlate innovative brands with innovative leaders, challenging the status quo, and a commitment to societal relevance (Elhajjar, 2022). Consequently, perceived progressiveness creates a credibility rationale for a brand to engage in social causes, such as female empowerment. When a brand is identified as an innovator in its core product category, a femvertising campaign is less likely to be perceived as a fad or 'woke washing' and more likely seen as authentic to its internal culture and values (Lin & Zhou, 2022). This alignment of product innovation and social innovation as a moral innovator will enhance brand credibility regarding sincere intentions of the femvertising advertising message, which will lead to a more favorable and less skeptical consumer attitude toward the advertising message (Yang & Wang, 2024). Femvertising, as a form of brand activism, represents a modern approach to communication that meets consumer demands for brands with purpose (Xu et al., 2024). Femvertising, short for "female empowerment advertising," was created by combining the terms "feminism" and "advertising" (Akay & Kıymalıoğlu, 2025; Budi Riharjo et al., 2025; Martínez-Aguirre et al., 2025). It is described as feminist advertising that promotes a product or service while also empowering women (Waqar et al., 2024). In 2024, Samantha Skey, chief sales and marketing officer of Media, chaired a panel discussion at AdWeek that introduced the word "femvertising" to a wider audience. Because of its attempt to change how society views female beauty and appeal, it is credited with initiating the movement of female empowerment advertising. Föhl et al. (2025) report they supported businesses engaging in pro-social activities, but they also said that this would probably not affect their intention to buy if, for instance, they already had a favored brand. One justification for this limited effect was that sales would suffer because of femvertising advertisements' disregard for relevant product information. However, additional research has also discovered a favorable impact on purchase intention (Al Busaidi et al., 2025). Martínez-Aguirre et al. (2025) also report they supported businesses engaging in pro-social

activities, but they also said that this would probably not affect their intention to buy if, for instance, they already had a favored brand. One justification for this limited effect was that sales would suffer as a result of femvertising advertisements' disregard for the real product information. However, additional research has also discovered a favorable impact on purchase intention (Gabrina & Gayatri, 2023). Femvertising is thought to have the same effects on attitudes towards the brand as it does on attitudes towards the advertisement: Stronger emotional appeal and congruency effects, as well as lower reactance to femvertising ads, all contribute to a more favorable attitude towards the brand. Furthermore, Al Busaidi et al. (2025) use the Signaling Theory to offer an additional explanation for the favorable effect of femvertising on attitudes towards the company. Therefore, we establish the following hypothesis in light of this argument:

H3: Brand innovativeness has direct impact on attitude towards the brand femvertising.

Mediating Role of Attitude towards the Brand Genuinity

Although brand genuineness has not yet been conceptualized in the literature, it is frequently used in many contexts, and other disciplines have shed some light on what brand genuineness might include (Bozkurt et al., 2023). Although there are several phrases that are comparable to brand genuineness, such as sincerity, authenticity, and honesty, the literature repeatedly highlights their conceptual differences. Although Föhl et al. (2025) pointed out that perfect honesty is rarely found among friends who regard each other as sincere, honesty is defined as "complete disclosure" of all information. According to contemporary social norms, sincerity is defined as being loyal to one's "station." However, as people increasingly value authenticity, sincerity is rapidly becoming a less significant phenomenon, as stated by Waqar et al. (2024). Brand innovation enhances genuineness by indicating expertise and vigor; a brand that consistently and continually presents new and useful solutions is seen as credible and knowledgeable, thus enhancing the belief that the brand is genuine and operates in good faith. Genuinity is a strong, well-established predictor of purchase intention because consumers are generally much more inclined to purchase from brands that they think are genuine, trustworthy, and that reflect their own values. Innovation involves uncertainty on the part of the consumer about qualities such as quality, utility, and whether it will hold up over time, as the new product is unknown (Föhl et al., 2025; 't Hart & Phau, 2022).

A strong genuinity serves as an important filter that alleviate consumer skepticism about the brand's motivations in producing the innovation (Claeys et al., 2024). Any time an innovative

move is imagined by the consumer to be driven by opportunism, or inconsistent with the brand's legacy or purpose, the positive impact of brand innovation is undermined or reversed. "t Hart and Phau (2022) state that, if the innovation is accepted by the consumer to be a real act in line with the brand's purpose, for instance an ethical brand innovating to promote greater sustainability genuinity legitimizes the purpose of innovation. The genuinity reinforces the perceived durability and validity of the innovation as a genuine value, and provides assurance to the consumer that purchasing the innovative product is a low-risk gamble, significantly increasing purchase intention. One useful approach for predicting consumers' purchasing behavior is purchasing intention (Naz et al., 2023). It is described as "an individual's conscious plan to make an effort to purchase a brand in the future" ('t Hart & Phau, 2022. It shows the willingness to purchase a good or service; the higher the purchase intention, the more likely it is that a customer will act to buy a good or service. Consumers' perceptions of values determine their purchase intentions, which can alter in response to perceived product or service quality. Therefore, we establish the following hypothesis in light of this argument:

H4: Attitude towards the brand genuinity has mediating role between brand innovativeness and customer purchase intention.

Mediating Role of Attitude towards the Brand Femvertising

For instance, customers are more likely to think about innovative brands, which increases brand influence (Elhajjar, 2022). Additionally, innovation is essential for producing favorable consumer outcomes such brand loyalty, purchase intention, positive attitudes, and happiness (Martínez-Aguirre et al., 2025). High brand innovativeness has been linked to issues like perceived risk and uncertainty, according to (Gabrina & Gayatri, 2023; Waqar et al., 2024). The service environment, which consists of two crucial elements: intangibility and inseparability, might increase consumer doubt about brand innovativeness (Martínez-Aguirre et al., 2025). Intangible services are challenging to standardized, in contrast to tangible items, which can be evaluated using objective and established standards. Additionally, a single failure can have a substantial impact on the service experience, and service quality is highly dependent on several consumer-brand interaction points. These differences make it challenging to evaluate the value of an innovative brand's product, which raises the information asymmetry and gives a brand's services more uncertainty (Föhl et al., 2025). The influence of brand innovation on marketing may be lessened if consumers lose faith in a brand's capacity to live up to their expectations as a result of this reinforced ambiguity. As a result,

it is crucial to look at brand innovativeness in relation to other concepts, including perceived brand ethics, which can indicate a company's competence and reassure customers about the caliber of its goods.

Although BI may indicate competence and vitality, it is femvertising that demonstrates the type of moral relevance that consumers of today expect to see (Al Busaidi et al., 2025). BI suggests a progressive set of values and the capacity to not only challenge the status quo but also commit to the act of change as a supporting brand capacity translated into a visible and actionable process through Femvertising (Huseynli & Mamadova, 2022). Once BI has been perceived, the process by which femvertising motivates PI is almost entirely emotional and identity-based. Social advertising research indicates that messages supporting female empowerment (femvertising) create brand equity, establish stronger emotional ties, and are more persuasive towards the ad itself, all of which are known precursors to PI (Ahmed et al., 2023; Jeong & Choi, 2022). For the consumer, purchasing the innovative product is an act of self-congruity and advocacy because the consumer is not simply buying an innovative product (which was made possible by BI), but they are also expressing their own beliefs to support the core values expressed in the femvertising campaign. Should BI become perceived as opportunistic or only self-interested, the process of PI will be impacted by skepticism. But, once an innovative brand commits resources and messaging in a cause such as femvertising, the consistency of its messaging validates the brand's claim to being a, "moral innovator" (Goyal & Verma, 2024; Khan et al., 2024). Therefore, we establish the following hypothesis in light of this argument:

H5: Attitude towards the brand Femvertising has mediating role between brand innovativeness and customer purchase intention.

Moderating Role of Brand Loyalty

Brand loyalty is defined as an intrinsic motivation to consider, or purchase, a preferred service or product at a future point in time leading to an exchange with the specific brand or product, with either situational factors or promotions able to impede or disrupt that behavior. Haq et al. (2025) describe brand loyalty as consumers having "a commitment toward buying the same brand repeatedly because of a strong preference for it." Rehman and Elahi (2024) noted that the cumulative importance of the brand construct led to research on a number of related constructs. He added that among these, brand loyalty is considered the most important construct. It is recognized that brand loyalty is an important construct because it allows an organization to connect with consumers and build repeat pur-

chasers. All organizations have a strong interest in obtaining or creating loyal consumers (Budi Riharjo et al., 2025). The consumer completing every type of exchange or connection with the organization's brand, and elements within that connection (e.g., image, icon, button, placement), can all lend considerable weight to the impressions and associations based on that organization as a whole (Goyal & Verma, 2024). Brand loyalty can result in several benefits, specifically loyal consumers who will purchase the organization's goods without expectations of switching and advocate for others to do the same.

For exceptionally loyal consumers, the brand and its associations already have a trusted, evaluated space in the decision hierarchy, which shapes how new information, like an innovation from the brand (BI), is processed (Alfian et al., 2024). A loyal consumer is likely to possess greater cognitive consistency regarding the brand and have the intrinsic motivation to view and interpret brand actions and behaviors positively to reaffirm preferences and commitment to previous choices. When a loyal consumer is aware of a product innovation from the brand, the high trust still associated with BL lowers the perceived financial and performance risk associated with trying the new product (Haq et al., 2025). This trust developed from the positive brand experience can even lessen the cognitive burden associated with the information search and evaluation process that consumers who are not loyal customers must otherwise undertake in the absence of pre-existing trust (Budi Riharjo et al., 2025). Additionally, loyal clients often identify as brand advocates and early adopters of the ecosystem of the brand. This level of commitment is associated with a willingness to assume the position of early adopters by selecting the new product quickly as dis-

cussed by theories of brand commitment (Basu & Sondhi, 2025) consumer's perception of the brand's honesty and integrity is at the core of sustained trust, which in turn is a critical antecedent to loyalty (Rehman & Elahi, 2024). For a consumer that is not loyal to a brand, genuinity must develop first trust to consider purchase; this is a slow, cautious process, but for a loyal consumer (high BL), trust already exists. A strong genuinity simply serves to confirm existing, durable positive beliefs and elicits an immediate strong positive affective response that shortens the path to PI (Goyal & Verma, 2024). For deeply committed consumers to the brand, their loyalty combines a perception of brand values aligned to their own (Gökerik, 2024). As an overt demonstration of progressive social values, femvertising speaks to this self-brand connection. Such that within a loyal consumer perceiving the brand's femvertising positively (high femvertising) validates their identity and social position and makes consummating purchase (PI) an amplified expression of brand affinity and personal belief (Alfian et al., 2024). When the brand embraces a social stance through femvertising, it further reinforces the consumer's and brands shared positive identity (Huo et al., 2022; Santoso et al., 2023).

H6: Brand loyalty has moderating role on brand innovativeness and customer purchase intention.

H7: Brand loyalty has moderating role on attitude towards the brand genuinity and customer purchase intention.

H8: Brand loyalty has moderating role on attitude towards the brand femvertising and customer purchase intention.

Conceptual Framework

The study's conceptual model and suggested hypotheses are shown in Fig. 1.

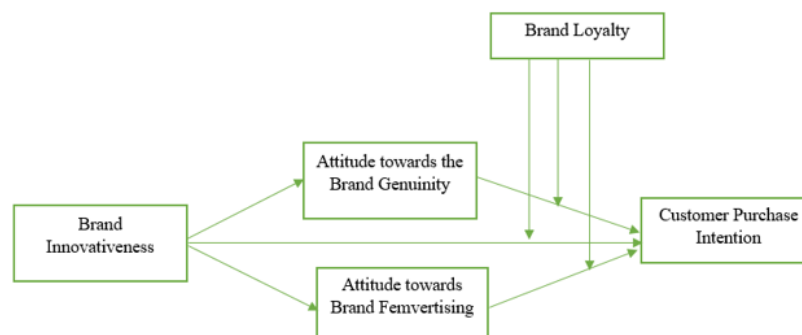


FIGURE 1. Conceptual model

RESEARCH METHODOLOGY

Conceptual Model

This study involved Omani women who had given consent to have their data collected and analyzed for a specific consumer

brand category (i.e. personal care, clothing). Additionally, these women validated that they were regular brand users via a screening question and voluntarily agreed to take part in a survey. This research utilized a quantitative and cross-sectional det-

sign. Data were collected via an electronic questionnaire using Google Forms, from July to November 2024. A non-probability convenience sample was utilized to target Omani women who were regular active consumers within the specified brand category. The total sample collected consisted of 355 female respondents. The surveys were conducted in public places in the Muscat Governorate including major malls (i.e., Mall of Oman, Muscat City Centre), universities (i.e., Sultan Qaboos University, Higher College of Technology), and other community locations. The survey was also distributed on popular social media outlets applicable to an Omani audience, such as: Instagram, X (formerly Twitter), and WhatsApp, to reach as many individuals as

possible and for convenience.

Demographic Characteristics

Demographic data regarding the 355 participants are presented in Table 1. Regarding marital status, respondents identified as single (56.1%) most often, followed by married (33.8%). With respect to employment status, respondents identified predominantly as employees (48.2%) and secondarily as students (15.8%), while also being represented as homemaker or independent service workers. Educationally, the sample was a highly educated, with 67.0% of respondents achieving a bachelor's degree and 23.4% having completed a postgraduate degree.

TABLE 1. Demographic profile of respondents (N=355)

Demographic Variable	Category	Frequency (n)	Percentage (%)
Marital Status	Single	199	56.1%
	Married	120	33.8%
	Divorced	31	8.8%
	Widowed	5	1.4%
Employment Status	Employee	171	48.2%
	Student	56	15.8%
	Independent Services	51	14.4%
	Businesswoman	38	10.7%
Education	Homemaking	39	11.0%
	Elementary Education	2	0.6%
	Middle School	4	1.1%
	High School	28	7.9%
	Bachelor's Degree	238	67.0%
	Postgraduate Degree	83	23.4%

Measures

The instrument was constructed with validated scales from prior literature but modified for the purposes of this study involving consumer brand users (e.g., current customers of brand X). The first two questions were screening questions that verified whether respondents were women and consumers of the relevant brand category (e.g., current customers of Bank X). Respondents proceeded to the main survey after passing these screening criteria. For the constructs of brand innovativeness, attitude toward the brand, femvertising, brand loyalty, and customer purchase intention scales, all items were rated using a 5-point Likert scale ranging from 1 = Strongly disagree to 5 = Strongly agree. The construct of attitude towards brand genuinity is used with a 5-point likert scale determined by the nature of the study source.

Results and Analysis

The research model was analyzed using the Partial Least Squares Structural Equation Modeling Methodology (PLS-SEM) because

the method allows the estimation of complex models that are more focused on explanation and predictions. The analysis was conducted through SmartPLS 3.0 software with 5,000 bootstrap resamples to estimate standard error (Hair et al., 2024).

Measurement Model Evaluation

Furhtermore, the analysis reports on a model fit sufficiently for the proposed comparison, there were high Cronbach's alpha values over > 0.80 for each observed variable (Hair et al., 2024). To evaluate internal consistency reliability, Cronbach's Alpha and Dillon-Goldstein's Rho_A were calculated. Values for both measures were above the minimum acceptable benchmark of 0.70 for all constructs, as can be seen in the convergent validity section of Table 2. To evaluate convergent validity, Average Variance Extracted (AVE) was calculated. The AVE values for all constructs were above the minimum benchmark of 0.50 (Hair et al., 2024), which indicates that each of the construct's indicators is explaining greater than half of the variance. Specific AVE values for all constructs are presented in Table 2.

TABLE 2. Assessment of measurement model

Variables	Items	O.L	α	CR	AVE
Brand Innovativeness	BI1	0.869	0.815	0.878	0.644
	BI2	0.746			
	BI3	0.757			
	BI4	0.833			
Attitude toward the Brand Genuinity	ATBG1	0.862	0.899	0.926	0.714
	ATBG2	0.848			
	ATBG3	0.865			
	ATBG4	0.881			
	ATBG5	0.765			
Attitude toward the Brand Femvertising	ATBF1	0.759	0.975	0.78	0.547
	ATBF2	0.837			
	ATBF3	0.771			
Brand Loyalty	BL1	0.925	0.935	0.954	0.837
	BL2	0.911			
	BL3	0.912			
	BL4	0.913			
Customer Purchase Intention	CPI1	0.875	0.897	0.936	0.829
	CPI2	0.922			
	CPI3	0.935			

Discriminant validity was assessed using two commonly accepted indices: the Heterotrait-Monotrait (HTMT) ratio and the Fornell-Larcker criterion. The HTMT ratio method is considered a more reliable approach for assessing discriminant validity due to its higher specificity and sensitivity (Fornell & Larcker,

1981). The HTMT value must be below 0.85 to establish sufficient discriminant validity between constructs. The presented results indicate that this criterion was met as all HTMT values were below the established 0.85 benchmark.

TABLE 3. Discriminant validity

	1	2	3	4	5
Attitude toward the Brand Femvertising	0.740				
Attitude toward the Brand Genuinity	0.468	0.845			
Brand Innovativeness	0.407	0.614	0.803		
Brand Loyalty	0.696	0.666	0.380	0.915	
Customer Purchase Intention	0.510	0.716	0.449	0.735	0.911

Structural Model Evaluation

The proposed relationships between the variables under investigation were assessed by evaluating the path coefficients (β) and determination coefficients (R^2). The significance of the paths was evaluated by assessing the t -statistics obtained from the bootstrapping procedure. The determination coefficients (R^2) associated with the endogenous variables were examined to identify the predictive ability of the model and the overall explanatory power. R^2 values below 0.10 are considered very

weak, values near 0.25 are considered weak, values around 0.50 are considered moderate, and values above 0.75 are considered strong (Hair et al., 2024). The results presented in Table 4 show that the collective exogenous variables provide a moderate predictive capacity for Customer Purchase Intention (CPI) ($R^2 = 0.633$) and Attitude towards the Brand Genuinity (ATBG) ($R^2 = 0.377$). The predictive capacity of Attitude towards the Brand Femvertising (ATBF) was rated as weak ($R^2 = 0.166$).

TABLE 4. R-Square values

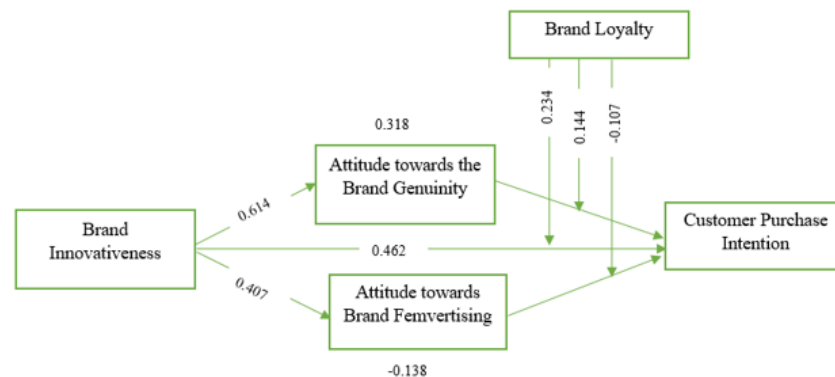
	R Square
Attitude toward the Brand Femvertising	0.166
Attitude toward the Brand Genuinity	0.377
Customer Purchase Intention	0.633

Table 5 shows the results of the hypothesis testing, presented in terms of path coefficients (*beta*), *t*-statistics, and *p*-values. All direct and indirect paths tested were statistically significant ($p < 0.05$) (Hair et al., 2024). The brand innovativeness direct paths were well supported, with customer purchase intention, showing a statistically significant positive effect ($p = 0.000$). Attitude towards brand genuineness exhibited a statistically significant positive effect ($p = 0.000$), and attitude towards brand femvertising exhibited a statistically significant positive effect ($p = 0.000$).

The indirect effect of BI mediating the relationship between ATBG and CPI was positive and highly significant ($p = 0.000$). The indirect effect of BI mediating the relationship between ATBF and CPI was statistically significant but exhibited a negative path coefficient ($p = 0.000$). Also, moderating effect of brand loyalty on brand innovativeness ($p = 0.000$), attitude towards brand genuinity ($p = 0.000$), and attitude towards brand femvertising ($p = 0.001$) with customer purchase intention.

TABLE 5. Hypothesis testing

	Beta Values	T Values	p Values
Brand Innovativeness -> Customer Purchase Intention	0.462	9.809	0.000
Brand Innovativeness -> Attitude toward the Brand Genuinity	0.614	17.562	0.000
Brand Innovativeness -> Attitude toward the Brand Femvertising	0.407	8.493	0.000
Brand Innovativeness -> Attitude toward the Brand Genuinity -> Customer Purchase Intention	0.318	8.080	0.000
Brand Innovativeness -> Attitude toward the Brand Femvertising -> Customer Purchase Intention	-0.138	2.864	0.000
Brand Loyalty * Brand Innovativeness -> Customer Purchase Intention	0.234	4.287	0.000
Brand Loyalty * Attitude toward the Brand Genuinity -> Customer Purchase Intention	0.144	5.009	0.000
Brand Loyalty * Attitude toward the Brand Femvertising -> Customer Purchase Intention	-0.107	3.422	0.001

**FIGURE 2.** Evaluation of structural model

DISCUSSION

The present study explores that brand innovativeness influences customer purchase intention, as well as mediating effects of

attitude towards brand genuinity and femvertising and moderating effect of brand loyalty among women in Oman. The direct relationship between brand innovativeness and consumer

purchase intention was statistically significant. This indicates that for consumers in Oman, simply being innovative doesn't directly relate to actual purchase behavior, and instead the influence happens through psychological evaluations and attitudinal evaluations. This is different from previous studies where a strong direct relationship was often identified, which speaks to the fact that in competitive and mature markets, being innovative is simply an entry requirement, and not necessarily a driver of sales (Abualbasal & Hasan, 2024; Xu et al., 2024; Yang & Wang, 2024). The study provided strong support for the hypothesis that brand innovativeness relates positively to attitudes towards brand genuinity. This is consistent with brand equity theory, which states that when a brand is successful at being innovative, the consumer internalizes that information as a function of competence and an authentic commitment to creating value (Naz et al., 2023). In turn, consumers view a brand that is consistently inventive, as consistently being genuinely committed to enhancing their experience, which leads to a strong foundational attitude of trust and authenticity. Results also show that brand innovativeness has a positive effect on attitude towards the brand femvertising. This means that Omani consumers who identify a brand as innovative demonstrate a more positive attitude toward the brand's social marketing efforts focusing women empowerment and inclusion. Innovation is not merely the development of a product, but also an innovative brand communication strategy which shows consumers it is progressive and modern in the local market.

The mediation hypothesis that attitude towards the brand genuineness mediates the relationship between brand innovativeness and customer purchase intention was supported. This is an important finding; this suggests that perceived genuineness is the psychological mechanism that turns the abstract value of innovation into actual purchase intention. If Omani consumers believe the brand innovation was sincerely intended and is genuine, they are likely to transform their positive attitude into purchase intention, adding to Föhl et al. (2025) finding that sincerity is indispensable in consumer trust models. The study found that attitude toward brand femvertising acts as a mediator for the relationship between brand innovativeness and customer purchase intention, yet with a notable negative path. This unexpected finding indicates that while brand innovativeness does promote a positive attitude towards the femvertising message (H3) that inspires, this positive attitude does not necessarily increase willingness to purchase. This finding can be researched and discussed within definition of "Performative Marketing" (Föhl et al., 2025) as especially in a context under which consumers are culturally conscious, such as Oman, can appreciate the social message of the femvertising yet interpret

that message as an attempt to gain advantage from social issues, thereby inducing skeptical beliefs ultimately hindering their intention to purchase (Martínez-Aguirre et al., 2025).

The hypothesis that brand loyalty moderates the relationship between brand innovativeness and customer purchase intention was supported with a significant negative interaction term. That is, brand loyalty behaved as an overall inverse moderation that if a consumer is already very loyal to the brand, the push to innovate new products has a weaker marginal effect on purchase intention than with less loyal customers. A loyal consumer is likely to have their purchases cornered by their commitment and consumer repeated inertia, so as such the innovative action has a much lower potential for use as a conversion strategy for that consumer's purchase intention than for less loyal customers (Goyal & Verma, 2024). We observed that brand loyalty moderates the relationship between attitude towards brand genuinity and customer purchase intention while retaining a significant positive interaction term. This indicates that loyalty amplifies the benefit of perceived genuinity. For high loyalty customer segments, trust has already been established, and therefore, confirmation of brand genuinity is more interpretable as evidence of authenticity. If the brand is characterized as genuinely sincere, that previously established loyalty will enhance the positive attitude, effectively exponentially increasing purchase behavior (Rehman & Elahi, 2024). Concluding that brand equity is typically sustained by a favorable association. Finally, brand loyalty plays a moderating role in enhancing the relationship between attitude towards brand femvertising and customer purchase intention. This alludes to social identity Theory, where in cases of brand loyalty and equity established by a brand community, the branding is seen as an extension of the selves, placing inherent value on the brand based on the users own values and self-concept (Budi Riharjo et al., 2025). Therefore, a loyal consumer perceives brand behavior representative of femvertising as a public demonstration of identity with personal values and beliefs, further validating the loyalty consumer's emotional investment in the brand. Subsequently heightened self-congruity enhancement moves the positive attitude into a higher degree of emotional driver for purchase intention at a faster pace rate than non-loyal consumers.

CONCLUSION

Theoretical Implications

This study provides several theoretical contributions by combining the existing drivers of purchase intention with contemporary constructs of strategic communication, in a non-Western, emerging market (Oman). This research makes a significant contribution to brand strategy literature by formally testing and

demonstrating the mediating role of attitude towards brand genuinity in the relationship between brand innovativeness and customer purchase intention. While past authors have researched innovation (Budi Riharjo et al., 2025) and authenticity (Yang & Wang, 2024) as their own drivers, this model demonstrates that for innovativeness to fulfill its role, it must first be perceived by the consumer as sincere and legitimate. This suggests that markets, with specialized cultural and socio-logical sensitivities, a social message that is well-received does not guarantee the creation of commercial value. This speaks to the literature's notion of "Performative Marketing Critique" and recognizes the complexity of the risk-reward profile brands must navigate when integrating social advocacy into their core selling message, as a prescriptive shift to simple message activation may be challenged. Secondly, the finding that loyalty significantly diminishes the marginal utility of simple Brand Innovativeness on purchase intention also offers a necessary theoretical boundary condition, with the logic being that for customers who might identify as loyal, that is where their resources could be spent, on more trust (genuinity) and less on extraneous novelty (innovation) for potentially higher returns.

Practical Implications

Findings provide actionable recommendations for brand leaders and advertisers who work in markets like Oman focused on enhancing the the financial outcomes of innovation and social messaging. Since brand innovativeness only increases purchase intention through its perceived enuinity, managers will need to pivot from innovation-for-innovation's-sake to authentic innovation practices - this means enhancing transparency and genuine social purpose in product development and advertising. Marketing campaigns must be able to articulate why the innovation is important, and how it aligns with the brand's genuine identity to create the "Genuinity Attitude," which is the critical attitudinal pathway to purchase. While taking a pro-social stance is a preferred tactic for brand image, as was noted with the strong positive path from Innovativeness to Femvertising Attitude, managers need to be extremely cautious of being viewed as opportunistic or inauthentic. To lessen this concern, brands should ensure they are consistently supporting their Femvertis-

ing efforts through substantive corporate social responsibility initiatives (i.e., long-term commitments) with evidence of actual, genuine support beyond the advertisement.

Limitations and Future Research

While this study provides considerable contributions, it is important to note that there are methodological and contextual aspects that present some clear opportunities for future research. This study relied exclusively on a non-probability convenience sampling approach that focused on Omani women brand users living in urban city. As such, the paper's reliance on a limited and accessible sample limited the generalizability of findings to the wider Omani consumer group, who might experience quite different perceptions of innovativeness, genuinity, or even sensitive social messaging, such as Femvertising, due to other regional, tribal, and socioeconomic characteristics. In addition, this study employed a cross-sectional design so that the data reflects the consumers' perception at a single point in time. Although Partial Least Squares Structural Equation Modeling (PLS-SEM) is equipped with a rigorous approach to the analysis of the hypothesized relationships, this design cannot conclusively address consumer perceptions of genuinity and femvertising or changes to their purchase intentions, based on prolonged strategic messaging from a brand.

There are various avenues for future research that could expand on the current findings. In terms of methodology, further work is needed to address the design limitation with the implementation of an experimental design. For example, researchers could manipulate one variable (such as high compared to low innovativeness advertisements or high compared to low genuinity brand narratives) to evaluate the real causal impact that these stimuli have on attitude and behavior outcomes. In terms of the context study, given the skepticism unique to Oman on the topic of Femvertising (as demonstrated by the negative mediation), it is worth replicating the tested model across multiple cultural and gender contexts. Finally, extending the sample to male consumers would allow researchers to examine whether men interpret innovativeness and social advocacy differently, or whether brand loyalty alters these relationships.

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