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ESCOLA BRASILEIRA DE ADMINISTRAÇÃO PÚBLICA E DE EMPRESAS
MESTRADO EXECUTIVO EM GESTÃO EMPRESARIAL**

**THE INFLUENCE OF GENDER STEREOTYPING AND ISSUE ADVOCACY IN
ADVERTISING ON CONSUMER SENTIMENT**

**DISSERTAÇÃO APRESENTADA À ESCOLA BRASILEIRA DE ADMINISTRAÇÃO PÚBLICA E
DE EMPRESAS PARA OBTENÇÃO DO GRAU DE MESTRE**

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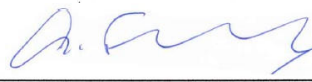
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Preface

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Abstract English

Purpose – The purpose of this thesis is to explore the effect of the stimuli gender stereotyping and issue advocacy on consumer sentiment towards advertising and brand.

Design/Methodology/Approach – In an experimental study, consumer groups are exposed to the two stimuli “gender stereotyping” and “issue advocacy” to understand their effect on consumers’ sentiment.

Findings – The findings indicate that issue advocacy can lift the negative effect of traditional female stereotyping. They further show that demographics are not necessarily the reason why a person favors or condemns stereotyping as well as advertising. On the contrary, it is far more linked to the personal disposition.

Practical implications – The results might encourage marketers to create advertising that allows the brand to connect better with its audience. While issue advocacy is currently trending, there has not been a lot of research on its effect on consumers. On contrary, gender stereotyping is frequently used, but has caused huge backlashes in recent ad campaigns. Thus, the paper hopes to enable marketers to better use these stimuli in order to achieve their desired outcome.

Originality – The paper adds to the discussion of the use of stereotyping in advertising as well as the use of issue advocacy. It challenges the idea, whether brand-unrelated issue advocacy advertising and gender stereotyping is harmful for a brand.

Keywords – stereotyping, issue advocacy, advertising effect on brand, consumer sentiment.

Category – Master Thesis

Resumo Português

Objetivo – O objetivo desta monografia é explorar o efeito dos estímulos estereotipados por gênero e emitir advocacia no sentimento do consumidor em relação à publicidade e marca.

Projeto / Metodologia / Abordagem – Em um estudo experimental, consumidores são expostos aos dois estímulos "estereotipagem de gênero" e "defesa de questões" para entender seu efeito no sentimento dos consumidores.

Resultados – Os resultados indicam que a defesa de questões pode elevar o efeito negativo dos estereótipos femininos tradicionais. A demografia não é necessariamente a razão pela qual uma pessoa favorece ou condena os estereótipos e a publicidade. Está muito mais ligado à disposição pessoal.

Implicações práticas – As descobertas podem incentivar os profissionais de marketing a criar publicidade que permita que a marca se conecte melhor com seu público. Embora a defesa de questões esteja em alta atualmente, não há muita pesquisa sobre seu efeito sobre os consumidores. Os estereótipos de gênero são usados com frequência, mas causaram grandes reações nas campanhas publicitárias recentes. O artigo espera permitir que os profissionais de marketing usem esses estímulos para alcançar o resultado desejado.

Originalidade – O artigo adiciona o uso de estereótipos na publicidade, bem como o uso da defesa de questões. Isso desafia a ideia de se a publicidade de advocacia de questões não relacionadas à marca e os estereótipos de gênero são prejudiciais para uma marca.

Palavras-chave - estereotipagem, defesa de questões, efeito publicitário sobre a marca, sentimento do consumidor.

Categoria - Monografia

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1. Introduction

1.1. Contextualization

Advertising is one of the main pillars for any Marketing Communication Effort of a given company, as it allows a firm to create and maintain a certain image in the consumer's mindset. At the same time, the problematics of stereotyping is a continuous topic within society, yet a frequently used tool of advertising activities. To understand the consumer of today, it is inevitable to acknowledge major forces that have continuously shaped the ideas, beliefs, and preferences of the consumer of today.

Starting with globalization one has to note that "over the past 30 years, the field of international marketing research has witnessed a growing interest in studying the globalization of businesses, brands and consumption practices" (Sharifonnasabi, Bardhi, & Luedicke, 2019, p.2). Globalization as itself is defined as "a process that encompasses the causes, course, and consequences of transnational and transcultural integration of human and non-human activities" (Al-Rodhan & Stoudmann, 2006, p.5). This definition highlights that the impact of globalization is manifold. It does not only impact our economy but also the culture and society we live in. Resulting from the impact of globalization on society, consumers started to become more homogeneous in some preferences and even more heterogenic in others (Nezakati, 2013). This results in challenges for any global player, as marketing communication needs to be standardized to maintain a uniform brand understanding yet adapted to local needs whenever the heterogenic aspects are dominating. While homogenization allows alignment of culture and economics, it led to the development of certain companies that only focus on the standardization of their products. Taking McDonalds as an example, the chain is known for the equal taste and menu of their burgers around the world which eventually coined the term 'McDonaldization' (Ritzer, 1996). Likewise, the heterogeneity between countries, cultures, and people can be seen as stable in some places or even diverging stronger in other aspects. Consequently, convergence and divergence are happening simultaneously and continuously among consumers. Making it more difficult for companies to pinpoint the right way of advertising and marketing communication.

Besides globalization, the development within society has led to new forms of families, gender identities, and new ways of living that have become socially acceptable (Petroski & Edley, 2006). This shift of social norms is yet another challenge for today's companies. It is challenging the traditional role models and gender stereotypes that have been used over

centuries to segment customer bases and appeal to the right consumer. Taking as an example the stay-at-home dad; A role that has emerged due to the working opportunity and growing equality for women (Petroski & Edley, 2006). In the US alone, more than two million men were holding this position in 2012 (Livingston, 2014). Given the nature of social norms to influence the attitude and behavior of a consumer, it is just plausible that the societal development and adjustment of preferences is an essential aspect for companies to keep in mind (Ofosu, Chambers, Chen, & Hehman, 2019). In addition to the shift of societal roles, non-binary gender identities create another spectrum of new sub-groups, which are defined as follows:

“Non-binary is a term that defines several gender identity groups, including (but not limited to): (a) an individual whose gender identity falls between or outside male and female identities, (b) an individual who can experience being a man or woman at separate times, or (c) an individual who does not experience having a gender.” (Matsuno & Budge, 2017; Budge, 2016, p.116)

While these identities have not yet been accepted in the Western world (Matsuno & Budge, 2017), there is a stronger trend towards accepting and including these further gender identities. This eventually results in new potential customer groups, which can be a great opportunity but also risk for a given company and brand.

Having these two forces in mind, changes in the way companies are promoting their products, services, and brand are inevitable. While some have already started to redefine gender roles or chosen to talk about pending issues, others are still stuck on traditional roles or simply cannot successfully live the change.

Additionally, advertising and culture are continuously affecting and influencing each other. Academia has repeatedly discussed whether advertising is rather influencing or influenced by societal norms and stereotypes (Pollay, 1986; Lantos, 1987). While there is no conclusive answer, both options are vital to be acknowledged. Thus, to stay competitive and communicate in the right ways, companies need to consider societal and global changes that affect people.

Taking a closer look at recent advertisement campaigns across industries, various ad campaigns using issue advocacy can be identified. Negative campaigns have led to public outcries, consumer boycott, and immense costs due to lawsuits claims. The latest examples can be found easily within the fashion and beauty industry ranging from culturally inaccurate or racist advertising to body shaming and debatable gender stereotypes. But what exactly triggers these negative reactions? Predominantly these reactions are prompted by stereotypes that are not represented in the diverse and increasingly global market. Taking the example of the Italian luxury brand Gucci which broadcasted ads in which a model of Chinese descent was shown trying and failing to eat her Spaghetti with chopsticks (Felsted, 2018). Ultimately leading to an

offense towards the Asian culture. Thus, the public backlash was substantial, resulting in canceled shows in China and consumer boycotts. In response to public protest against certain ads, one-sided gender portrayal has recently been banned in the United Kingdom. Those new regulations make it significantly harder for brands to advertise the notion of traditional gender roles (The British Broadcasting Company, 2019).

Conversely, issue advocacy advertising have had huge successes in recent years. Taking for example the advertising of the German supermarket chain “Edeka”. Initially aimed towards the national market, it had global success with its commercial “Heimkommen”. The advertisement, that addresses social isolation of elderly, became the most viewed advertisement on YouTube in the year of 2015, demonstrating how forceful this advertising style can be (Ghosh, 2015).

This trend of issue advocacy advertising raises the question of whether this new approach of focusing advertisement on social problems and promoting social equality is more beneficial for companies than classic stereotyping to boost the firm’s brand and products.

However, to understand when and why some advertisings using issue advocacy and/or stereotyping are appealing to the consumers while others fail to have the intended effect, more research needs to be undertaken.

1.2. Research Question

This thesis focuses on the linkage between gender stereotyping and issue advocacy advertising and the related positive or negative effects of these efforts on consumers. The reason being that there have been dramatic changes in the recent past in terms of traditional gender roles e.g. the acceptance of same-sex marriage, alternative gender identities, the acceptance of working-moms, and stay-at-home dads (Matsuno & Budge, 2017; Petroski & Edley, 2006). Likewise, consumers are demanding more than just a fair product or service from a company nowadays. With the rise of corporate shared value and a more reflective consumer mindset, taking a stand as a brand is becoming the norm (Snyder, 2015).

Already in mid 2000s, the continuous change of gender roles and patterns of domestic behavior, was acknowledged, indicating that traditional stereotypes were lacking actuality (Scott, 2006). Yet, this social development encountered many obstacles as these alternative love-, life- and gender-models are still orbiting around traditional gender roles.

By exploring the positive or negative consequence of gender stereotyping and issue advocacy advertising, this thesis tries to shed light on the resulting effects on consumers for the given

brand and advertising. Thus, the research question: *Do stereotyping and issue-advocacy in advertising have an effect on consumers sentiment towards the brand?*” is proposed.

1.3. Research Objectives

Given the discussed research question, the following research objectives will be answered:

- I. Does traditional female stereotyping negatively affect consumer’s sentiment (credibility, attitude, loyalty) towards the ad or brand?
- II. Does issue advocacy advertising positively affect consumer’s sentiment (credibility, attitude, loyalty) towards the ad or brand?
- III. Does the combined use of issue advocacy and gender stereotyping have a negative effect on brand or advertising sentiment?
- IV. Are there different segments based on personality characteristics that favor/condemn certain advertising approaches?
- V. Does the magnitude of the stimuli effect depend on the audience’s gender?

Each of these objectives aims to better understand the preceded question of whether or not issue advocacy advertising and the use of gender stereotypes can influence the attitude of consumers.

1.4. Justification & Relevance

The gender role debate has been a dominant topic in society. Equally the academia in marketing research has been debating about it for the last three decades (Bettany, Dobscha, O'Malley, & Prothero, 2010). However, there has been little progress in altering or limiting the use of, at times, harmful gender stereotypes.

In the paper “Perceptions of Harmful Female Advertising Stereotypes and Eating-Disordered Thinking among Female College Students: a Q Method Analysis” the negative characteristics of female stereotyping are outlaid as follows:

“[H]armful female stereotypes can take many forms and portray women as dumb blondes, halfwits, indecisive, child-like, frivolous, ding-a-lings, obsessed with men, submissive to men, a simple housewife, a superwoman, sexual objects, overly concerned with appearance, beautifully/successfully slim, dieting for a waif-look and sexual prowess (...).” (Gustafon, Thomsen, & Popovich, 1999, p.4).

While these characteristics have been identified and discussed as being harmful to women, little has been done after the 1990s to prevent the use of these stereotypes. Only in 2019 the first nationwide ban of gender stereotyping has been made by the UK government, as mentioned in the introduction roles (The British Broadcasting Company, 2019). However, other countries are yet to follow. Moreover, this movement brings many brands into a novel situation where they

have to reflect on their marketing campaigns, as the public becomes more sensitive to this topic. Thus, it is necessary to understand to what extent the use of stereotyping is still relevant and beneficial for brands.

On the contrary, addressing social issues in marketing independent of the company's product or service is a more recent approach. Taking the fashion industry as an example, various brands have started to use political views and societal opinions to take a stand rather than solely promoting their goods (Harben & Kim, 2008) . While this resulted in substantial attention for these brands, the effectiveness of this marketing approach in the long run has yet to be identified.

Academic literature yet lacks sufficient papers on the more novel, product-, or service-unrelated type of issue advocacy advertising. Besides, gender stereotyping and the redefinition of gender roles has flamed up a new discussion in public as well as in advertising. Thus, both are leaving room for more discussion.

2. Theoretic Framework

2.1. Stereotyping: from societal beliefs to marketing efforts

A frequently used tool for advertising activities is creating or applying portrayals that are based on societal stereotypes. This form of stereotyping has been an eminent topic within advertising literature for more than 70 years (Venkatesan & Losco, 1975). In addition, the study of gender stereotyping for advertising purposes reaches back to over five decades (Grau & Zotos, 2016).

The word stereotyping has been described in various ways. The Oxford Dictionary defines a stereotype as: “a fixed idea or image that many people have of a particular type of person or thing, but which is often not true in reality” (Oxford University Press, 2019). Hence, stereotypes are typically very inaccurate and can foster negative preconceptions towards a social group. However, these ‘images’ can be found in many advertising mediums, whereby the most common ones are gender stereotypes, cultural/racial stereotypes, and social concepts.

Focusing on gender stereotypes, an important differentiation between male and female stereotypes has to be drawn. Stereotypes draw on certain traits, attributes, and behavior that are associated with a specific category of people (Nelson, Acker, & Manis, 1996). Commonly, women are portrayed in a rather domestic role, typically as a housewife. This role emphasizes that a woman is mainly concerned with her physical attractiveness or objectifies her sexually (Sexton & Haberman, 1974). Lantos observed that certain marketing led to the “stereotype [of] women as dependent on men, as overachieving housewives, as passive sex objects, and as being weak, silly, and overemotional” (Lantos, 1987, p.114). He proposed that discrimination of women in professional employment, lower self-esteem, and the general notion of holding on to these rather traditional gender-role beliefs can be linked to these harmful stereotypes. Over time, additional attributes and behavior associated with women evolved whereby the domestic role was replaced by a rather decorative role of women in advertising. Moreover, females are mainly placed in a predictable environment and are portrayed to be interested in relatively more creative than technical jobs such as engineering (Plakoyiannaki & Zotos, 2009).

Recent advertising has shifted its focus towards a more empowered portrayal of women, blurring the lines between traditional female vs. male occupations and attributes (Grau & Zotos, 2016). Nonetheless, the traditional way of female stereotyping is still dominating the advertising landscape.

Similarly, male stereotypes are decoded in attributes, traits, and behavior that is connected to assertiveness, performance, independence, and achievement (Wiles & Wiles, 1995). Men are

regularly depicted in working roles, strongly in contrast to their female counterparts. In addition, they are attributed as being incapable of domestic household chores or childcare. They are even portrayed with a lack of compassion or family-oriented attributes, as a stay-at-home father is perceived as a rather counter-traditional gender role (Edley & Petroski, 2004).

Besides the assignment of general attributes to sexes, further factors influence the power of these traditional gender role depictions. The study “Men's and women's responses to sex role portrayals in advertisements” highlights that a major cue used for highlighting gender stereotypes is a non-occupational or occupational setting (Orth & Holancova, 2004). Moreover, the authors note that the emotional and attitudinal reaction of any of these two stereotypes has yet been under-researched. Yet, as both sides are frequently exposed to advertising containing gender stereotyping, the effect on each of the sexes needs to be better understood and researched, as the paper underlines. Finally, sexes are also attributed to rather communal or agentic attributes. While communal characteristics are rather ascribed to women, agentic characteristics are ascribed predominantly to men. Communal attributes entail having a strong sense for the community and welfare of others which includes to be gentle, caring, kind, have empathy and a natural understanding of affection, to be sensitive, nurturant, and gentle.

“In contrast, agentic characteristics (...) describe primarily an assertive, controlling, and confident tendency – for example, aggressive, ambitious, dominant, forceful, independent, self-sufficient, self-confident, and prone to act as a leader” (Eagly & Karau, 2002, p.574). In general, the two gender stereotypes are presented as rather converse portrayals of two distinct social groups.

The problematics of stereotyping are a continuous issue within society, especially as gender is becoming a more fluid and a binary differentiation is no longer sufficient (Budge, Rossman, & Howard, 2014). This issue had already led to discussion in the 1970s (Fox H. W., 1976).

Conversely, only recently restrictions about the use of gender stereotyping are actively being followed. Taking the United Kingdom as an example; The new regulation against using stereotyping in marketing, makes it significantly harder for brands to advertise to a particular sex and many companies have failed to comply with these rules.

The latest ban based on this newly passed law, was against the American multinational confectionery, food, holding, and beverage company which had launched an advertising TV spot depicting two men being incapable of watching their children as they were too focused on grabbing lunch.

The committee's decision was based on the fact that:

“[T]he ad relied on the stereotype that men were unable to care for children as well as women and implied that the fathers had failed to look after the children properly because of their gender. We also considered that the narrative and humor in the ad derived from the use of the gender stereotype. We did not consider that the use of humor in the ad mitigated the effect of the harmful stereotype; indeed it was central to it, because the humor derived from the audiences' familiarity with the gender stereotype being portrayed.”

(Committees of Advertising Practice, 2019).

These new and radical approaches to bring an end to harmful gender-stereotyping show that the advertising industry is still struggling with addressing their target group effectively but also appropriately.

Previous research shows the impact of stereotypes in sports media where certain attributes were ascribed to male and female athletes (Harrison, et al., 2009). In addition, in television for children, the impact of stereotypes has been explored (McGhee & Frueh, 1980). Also, studies about the effect of humor on gender-stereotypical ads have been conducted. The research investigated two distinct effects of humor on traditional and non-traditional stereotyping in advertising. Primarily, whether traditional stereotyping occurs more or less frequently on humorous ads and second, how consumers react to gender stereotypes with or without humor. Ultimately, the effectiveness of both factors was investigated among a male and female consumer audience with the result, that non-traditional stereotypes are increasing the credibility of the brand, especially among the female audience (Eisend, Plagemann, & Sollwedel, 2014). In addition, humor positively influences the attitude towards an ad which is also using stereotypes.

A recent example of Aptamil shows once again the struggle of brands that are having to cope with the backlash of traditional and harmful stereotyping. The advertising of the food products corporation Danone which owns Aptamil depicts a female baby becoming a ballerina and two male babies a scientist and a rock climber. These traditional gender role models earned substantial backlash and forced the brand to take the ad down (Scott J. 2017).

While these advertising efforts display negative outcomes, gender stereotyping does not necessarily lead to a failed advertising campaign. Eisend (2019) states that there are positive as well as negative outcomes of advertising that is using gender-stereotypes.

A main factor that influences the success or failure is the congruency thru which a consumer can identify oneself or the depicted gender with the displayed role. The reason being that there is a high risk of a negative evaluation by the consumer if something diverges from the normative element of the stereotype (De Meulenaer, Dens, De Pelsmacker, & Eisend, 2018). Thus, as

gender roles change over time it is more likely that marketers fail to depict a suitable stereotype (Eisend, 2019).

In addition, the development in which a society is no longer accepting traditional gender roles depends highly on the culture the consumers are living in. All these differences are external factors that cannot be changed by any marketer and are also hard to identify.

Finally, the effect differs significantly between female and male audiences, even if the use of female and male stereotyping is often applied to segment customers for addressing just one gender (De Meulenaer, Dens, De Pelsmacker, & Eisend, 2018).

It becomes evident that there is still a lot to investigate concerning the use and effect of stereotypes as they are prone to exogenous factors as well as endogenous factors such as the use of humor or setting.

If either non-traditional or traditional gender roles will have the desired effect for companies is still an inconclusive discussion in the academic literature concerning marketing efforts and advertising.

2.2. Issue Advocacy Advertising: From product- to people-centric

Issue advocacy is an advertising practice that aims at taking a stand against a societal problem and the resulting issues e.g. gender discrimination (WFA, 2019).

This advertising practice has clearly evolved from a rarely to frequently used style of advertising. One of the earliest academic works addressing issue advocacy advertising describes it as “a subset of corporate image advertising, is concerned with the propagation of ideas and the elucidation of controversial social issues of public importance.” (Sethi S. P., 1979).

Waltzer (1988) extends this definition by elaborating that issue advocacy advertising can be seen as a possibility for firms to present their point of view in regard to pressing issues and social debates. Thus, issue advocacy advertising differentiates itself from traditional advertising by tackling debatable topics and taking a clear position. This early definition of issue advocacy advertising makes a linkage between the chosen matter and the given firm or product (Sethi, 1978). Moreover, Waltzer (1988) differentiates various forms of issue advocacy advertising in his paper “Corporate advocacy advertising and political influence”. The author identified four different forms of issue advocacy advertising:

Table 1 – Issue Advocacy Type & Examples

<i>Advocacy Type</i>	<i>Definition</i>	<i>Example</i>
<i>Ideological Advertising</i>	This type of advertising is making use of basic principles such as the equality of opportunity, democracy, and liberal markets for enterprises; Frequently, they challenge the interference of governments with the market.	Daniel Defense is frequently using the second amendment as a way to appeal to their consumers ideologies and to challenge governmental actions toward gun restriction. (Phillip, 2014)
<i>Corporate Defense Advertising</i>	The advertising is used to defend the corporation's position within an addressed issue and uses marketing to counter criticism and negative opinions onto the firm's activities or performance.	Facebook launched campaigns defending its position on fake news in their social network and misleading political ads (Clark, 2019; Isaac & Kang, 2020).
<i>Right-to-reply Advertising</i>	These advertisements are a paid way to respond to media outlets and news that are not in favor of the brand.	Nestlé paid advertising to reply claims that Maggi products are a health risk. Their advertising contained slogans like "Your Maggi is safe, has always been" in order to counter the accusations (Koe, 2019).
<i>Ally-recruitment Advertising</i>	This form of issue advocacy advertising urges the consumer to take part in the debate and asks the audience to take a position in favor of the company.	Lyft used their reach and network to stir resentment against a ride-hailing car cap. The company distributed notifications to all of their customers and included a responsive button that allowed users to directly issue a complaint to the city council (Dickey, 2018).

Past marketing efforts of issue advocacy advertising reinforce this definition, ranging from a Tobacco company trying to reinforce courtesy between non-smokers and smokers or a car manufacturer addressing the issue of mileage standards (Fox K. F., 1986). This focus on linking the product with social issues such as fast food, soft drinks, and obesity, changed over time as current initiatives go beyond this linking (Wymer, 2010).

A survey conducted by APCO in 2018 found that 90% of consumers expect "brands to be involved in taking on society's most pressing concerns" (O'Cass & Griffin, 2006), and 71% of

consumers positively acknowledge if companies position themselves towards controversial topics. Yet, even though consumers demand from companies and brands to raise their voice concerning social issues, multiple complications are accompanying this advertising effort.

Among others, credibility and believability are crucial aspects that each company needs to consider. When initiating an ad campaign that tackles a social issue, the advertising message plays a significant role for the believability of this company (O'Cass & Griffin, 2006) .

The study also indicated that:

“it would seem that the degree to which advertisements are believed may impact on the target audience’s attitudes and intention to comply with the messages. It is expected that messages whose content is factual and believed by individuals, will impact positively on attitudes towards the issue and intention to comply favorably with the issue message whether or not the individual engages in the behavior.” (O'Cass & Griffin, 2006, p.89)

A more recent study by Bravo & Lee (2019) supports these views and claims that companies should pay attention to the topic the issue advocacy ad conveys as it is crucial for the positive response of the consumer. When reflecting recent advertisement campaigns across industries, slightly different examples regarding the use of issue advocacy can be examined. While in the past the issue was still related to the company, product, or service, recent examples take on social, political, economic, or environmental issues without any given or direct relation.

Besides, corporations such as P&G or Dove are using campaigns about gender-inequality or issues of the Lesbian-Gay-Bi-Transgender-Queer community to connect with their audience and promote their brand among consumers. Yet, these efforts are not always fruitful, as a recent “The best men can get” Gillette campaign shows. The campaign originally intended to highlight the negative portrayal of men in relation to the #metoo debate. It tried to call on men to overcome traditional role models, appealing that future generations of men should fight stereotypical behavior and overcome current stigma: e.g. violent behavior, sexual harassment. It backfired immensely. The consequential outcry by the press and the general public resulted in consumer boycott and loss of brand equity (Dan, 2019; McCluskey, 2019). Nonetheless, P&G is one of the trailblazers in issue advocacy advertising. The company declares on its website, that the main purpose for issue advocacy ads – in their point of view – is to bring together the two formerly coexisting worlds, the advertising world and the real world (Schoff & East, 2019).

As a recent example serves the ridesharing and mobility platform Uber Brasil. The company launched a nation-wide campaign against homophobia, assault, and for more respect during Carnival in February 2020. The car-pooling company did this by running a billboard campaign with slogans such as:

“Você é do bloco dos assediadores racistas ou LGBTfóbicos? – A Uber não é para você.”, “Acha que no Carnaval o assédio tá liberado? – A Uber não é para você.” or “Não respeita duas mulheres se beijando? – A Uber não é para você.”.

These slogans translate into:

“You belong to a group of harassers, racists, or LGBT-phobics? – Uber is not for you.”, “You think harassment is permissible during Carnival? – Uber is not for you.” or “You do not respect two women kissing? – Uber is not for you.” (Uber Newsroom, 2020).

The campaign started shortly before Carnival and was displayed in various prominent places and neighborhoods like Copacabana or Ipanema. And by this, Uber showed a clear position against homosexuality and sexual harassment. The example demonstrates how a social issue ‘respect and tolerance for anybody’ can be turned into a viral campaign. However, there are no statistics available that show to what extent this campaign had also led to an increase in rides or conversely to consumer or driver resentment. Especially in a country that has continuously struggled with various views on homosexuality, patriarchy, and machoism, this campaign might have been a bold move (Rosenberg, 2009).

Brands seem to become increasingly interested in portraying themselves as supporter of equality within race, body shapes, and gender by producing advertisements against social issues (Meyersohn, 2019). By now global players such as P&G, Airbnb, or Yoplait have started changing the game of marketing with their efforts in issue advocacy advertising (Gilliland, 2018). However, the effect of issue advocacy advertisement has not yet been discussed thoroughly in academia.

2.3. Advertising using Stereotyping and Issue Advocacy jointly

Taking these stereotypes and the resulting societal issues, that are nowadays a frequently discussed topic within the gender debate, into account, issue advocacy advertising is using this social discontent to sympathize with the consumer base and strengthen the brand.

The subject of gender roles in combination with issue advertising also led to diverse reactions among the public. Companies are currently making use of this advertising approach by addressing social issues such as equality or self-esteem. While this advertising style is gaining in popularity, there is a lack of academic research addressing this intersection between stereotyping and issue advocacy.

A specific type of issue advocacy that also uses (non-)traditional stereotyping is “femvertising”. While it makes use of either traditional or non-traditional female gender roles, it also tackles issues such as equality in the context of advertising (Abitbol & Sternadori, 2016).

Besides this very particular effort of making use of issue advocacy and gender-stereotyping alike, there is another movement addressing primarily the issue of equality in combination with gender stereotyping. A recent study by Tsai, Shata & Tian (2019) addresses the use of empowerment and equality as a social issue and is addressing both male and female stereotypes. It highlights that brands can function as intermediaries between gender roles, social issues, and the consumer by using advertisements. (Cronin, 2004; Tsai, Shata, & Tian, 2019) However, “a brand’s decision to engage in activist advertising can be a risky one, and the brand may find it difficult to manage the balance between marketing strategy and social issue messaging.” Thus, there is a clear brand-cause fit making it significantly harder for a brand to create an appealing campaign. After all, taking a stance on a matter which does not fit the brand, can lead to discontent among the existing consumer group or even a lower evaluation of the brand by its customers and potential consumers.

When taking gender stereotyping as a second layer into account, the difficulty increases, especially when creating a ‘femvertising’ campaign. Nonetheless, mixing “the concept of gender equality (...) and its corresponding advertisements, [is] a leading example of successful brand advocacy practices.” (Champlin, Sterbenk, Windels, & Poteet, 2019)

In the late 2000s, a Marketing and Communication conference in Boston also acknowledged that the need for equality and social justice in combination with stereotyping and a more complex version of it, is an indispensable field of research that needs more attention from scholars. (Bettany, Dobscha, O'Malley, & Prothero, 2010)

Yet, even though academic research about the intersect between gender roles/ stereotypes and issue advocacy advertising is still missing, the commercial world has already caught up onto this opportunity. Companies ranging from longstanding global players to agile start-ups are making use of this marketing tool, sometimes more or less successful.

The multinational consumer goods corporation P&G rolled out a strong campaign addressing female stereotyping and the issue of plummeting self-confidence of girls during puberty. The goal of this campaign was to re-connect with their consumer base and reignite the brand purpose of its female hygiene brand 'Always'. The campaign which started 2014 in the US was produced of short advertising and even a Superbowl half-time clip under the topic 'Like a girl'. (Leo Burnett Chicago, Holler & Always, 2015)

The marketing video was showing snippets of a fake casting call with men, women, boys, and girls. They were asked to demonstrate how they would interpret phrases like 'run like a girl', 'fight like a girl' or 'throw like a girl'. "Women, boys and men all behaved in a silly and self-deprecating way, acting out the insulting stereotype. But when the prepubescent girls were asked the same questions they reacted completely differently. They ran and fought and hit as hard as they could, with confidence, pride, and incredible self-belief." (P&G, 2016) The campaign exceeded the expectations. The video received more than 76 million views within three months and became the most viewed video in P&G history. Consumers created organic content and reacted on Facebook, Twitter, and other social media channels with the ascribed hashtag #likeagirl (Coscia, 2020). This case demonstrates the potential power of marketing efforts including issue advocacy and gender stereotyping.

On the contrary, a campaign of the international brand Dove – the creation of the British-Dutch consumer good company Unilever – turned out to be faced with a backlash due to malpractice of issue advocacy in combination with gender roles. The brand's campaign turned out to be a failure when they started to produce cream bottles dedicated to seven different female body shapes. (Craik, 2017) The use of stereotyping the female body earned significant critic, demonstrating how easily a combination of stereotyping and issue advocacy advertising can become be a disastrous marketing decision. The brand earned significant negative traffic on various social media platforms and its yearlong campaign of 'real beauty' suffered in believability. Notably, this brand has had consecutive years of success with this style of advertising. Their real beauty US campaign in 2013 was globally praised and became the most viewed advertising video. Yet, this did not save the brand from having to deal with sharp criticism just a few years later.

These examples pose the question of what factors determine the success or failure of such delicate and powerful marketing efforts like issue advocacy in combination with gender roles/stereotypes. After all, the aforementioned ads and limited research shows that there is yet a wide gap to fill for scholars regarding the use of issue advocacy in the context of gender roles and their traditional stereotypes.

It is of utmost importance to understand the attitude a consumer has towards the use of this marketing technique and even more crucial to understand which influencing factors (moderators) like gender and applicability of the topic – personal interest in empowerment and equality – might alter this attitude. Finally, as previously discussed, the conveyed message and believability of the brand is essential to make the campaign successful.

The following abstract will consider the findings from previous scholars and investigate the attitude of consumers when exposed to gender stereotypes and/or issue advocacy as a response to the missing investigations in past research.

3. Methodology Procedure

3.1. Hypothesis Development

To analyze the advertising effect of stereotyping and issue advocacy in advertisement, the literature did not allow to come to a conclusive solution. Conversely, there are mixed results for the use of either one of the methods (Eisend, 2019).

The majority of articles concerning gender stereotyping suggests that traditional gender stereotyping has a negative impact on the sentiment of the consumers towards the brand (Pounders, 2018). However, there are a few examples in literature demonstrating that certain moderators can mitigate or even reverse the negative effect of gender stereotyping (Eisend, Plagemann, & Sollwedel, 2014). Based on these assumptions, there might be a factor reversing the often-negative effect of gender stereotyping as pointed out in literature. As two of the research objectives aimed to understand the direction of the effect of each stimulus, it seems natural to investigate whether this effect direction can be altered. Thus, the first hypothesis states:

H1: The use of issue advocacy reverses the negative sentiment effect of gender stereotyping

Besides, there is an indication, that the use of issue advocacy in advertising might increase the positive sentiment towards the brand or ad in general. This is based on past research claiming that consumers create a positive sentiment towards an addressed issue, that they perceive as relevant. However, this changes, if the issue lacks a fit with the brand and loses believability (O'Cass & Griffin, 2006). Nonetheless, the importance of issue advocacy in advertising has increased tremendously, and literature even indicates that consumers demand from companies or especially their brands to take a stand and a vital part in societal debates or issues (Champlin, Sterbenk, Windels, & Poteet, 2019).

However, other literature states that consumers react generally positively to stereotyping (De Meulenaer, Dens, De Pelsmacker, & Eisend, 2018). As there is still a vast number of countries molding the belief of traditional gender stereotypes, which further fosters the positive sentiment towards them. Thus, the following hypotheses are as follows:

H2a: Issue advocacy alone will increase the positive sentiment towards the advertising and brand

H2b: Gender stereotyping alone will increase the positive sentiment towards the advertising and brand

Finally, the literature has also indicated that gender can be a forceful moderator for the attitude of stereotypes. The responses of male participants in past experiments related to gender stereotyping have shown that this audience feels less negatively impacted by advertising including stereotyping. Thus, the third hypothesis derives from past research stating that female audience are more aware of stereotyping than their male counterparts (Theodoridis, Kyrousi, Zotou, & Panigyrakis, 2013). Moreover, as female stereotyping is used as a proxy for gender, females might react stronger to the effect as it is personally addressed by the ad. Thus, the hypothesis indicates that:

H3: Traditional gender stereotyping in advertising will have an amplified effect on the sentiment of the audience with the displayed gender

Each of these hypotheses complement the general research question whether or not the stimuli issue advocacy and gender stereotyping have an effect on consumer sentiment towards ad and brand. The chosen hypotheses shall help to understand this matter.

3.2. Study Method

3.2.1. Experiment Development

The experiment aims to shed light on the consumer's sentiment towards a brand if the person is exposed to gender stereotyping and/or issue advocacy. To evaluate the developed hypotheses, the experiment used two different independent variables. Moreover, preceding as well as follow-up questions were asked.

The brand Spotify and its music streaming service were selected to be advertised in the ads as the brand and service itself are rather gender-neutral and equally appealing to both sexes.

Stimulus

For the experiment the following stimuli were chosen:

- › *Gender-Stereotyping: Female*
- › *Issue-Advocacy: Equality in the Music Industry*

Thus, traditional female stereotyping served as a proxy for gender stereotyping whereas the issue of equality between African-American and Caucasian musicians in the music industry

served as a proxy for issue advocacy. In order to assess each stimulus adequately four types of advertising posters were created which entailed two to no stimulus:

Table 2 – Advertising Poster Variations used in the Experiment

	<i>Gender-Stereotyping</i>	<i>Issue-Advocacy</i>
<i>Advertising 1</i>	Yes	No
<i>Advertising 2</i>	Yes	Yes
<i>Advertising 3</i>	No	No
<i>Advertising 4</i>	No	Yes

Each of the advertisement posters was composed of a slogan, message, and advertised a playlist/podcast of Spotify's music streaming service. The former Spotify campaign from 2019 was used as an adaptation for the advertising posters to make the advertising realistic to the brand identity of Spotify (Cirisano, 2019).

The tested ad always used a "Me, Also Me" meme format that used a message as an opener and a Spotify playlist as a response or vice versa. Each of the four posters had its own message, entailing the respective stimuli as depicted in the table above.

The experiment itself aimed to understand whether the stimuli change the sentiment towards the ad or even the brand itself. The five attributes attitude, persuasiveness, credibility, loyalty and philanthropy were chosen to be explored. In order to do so, each attribute had a set of questions in the survey, that aimed to understand the sentiment of the consumer towards it, with respect to the seen ad.

To make sure that the Spotify Posters were seemed to be realistic and the experiment survey was functioning, a pretest with seven students was conducted.

Each was asked to give their honest feedback on whether questions were clearly stated and the ease as well as the length of the questionnaire was suitable. After evaluating their comments, the final survey entailed one more block, a brief for the Spotify campaign, and adjusted questions. Moreover, a second language option 'Brazilian-Portuguese' was added; and the four advertising posters were translated into Portuguese.

Survey Design

The experiment was conducted as a computer-assisted personal interview and based on a preliminary standardized questionnaire. The final survey design divided the survey into five different question blocks (Appendix A).

Prior to the survey questions, an introductory text was created to inform the participant about the academic purpose of this survey, however without disclosing the to be investigated topic.

The first block aimed to uncover the brand knowledge and usage of the advertised service and its brand Spotify. Three questions were posed. The first one aiming to understand how frequently the interviewee is using the streaming platform, the second whether or not the interviewee knows the brand Spotify and the final question was posed to reveal whether or not the interviewee is using any of the brand's subscriptions services.

After this, the advertising campaign was introduced, claiming the following ad was part of Spotify's 2019 campaign. Then, one of the four ads with varying stimuli, as outlined before, was chosen by randomization and presented to the respective participant.

The second block entailed a question that aimed to understand the consumer's sentiment towards the advertisement. First, the participant was asked to evaluate adjectives towards the advertisement. The adjectives were chosen to understand the consumer's attitude towards the ad and its persuasiveness. The proceeding question was composed of statements about the advertisement to understand how credible this ad was perceived. And the block's final question asked to rate adjectives about the advertisement to understand the consumer's attitude towards philanthropy.

In the third section the sentiment towards the brand was explored. A question with a set of adjectives was presented to the participant in order to understand the attitude and persuasiveness of the brand. Then, another set of statements was presented to understand the consumer's sentiment towards the brand in relation to credibility and philanthropy.

The following fourth block aimed to understand the personality of the consumer. A set of statements about the personal mindset of the consumers was used to understand to what extent the issue advocacy stimulus or traditional gender roles are important to him/her.

The last block was composed to gather demographic information such as occupation, age, gender, and country of origin from the interviewees.

The survey ended with a disclaimer about the experiment's aim and potential contact information of the owner, for interested participants to ask questions or request the thesis results.

3.2.2. Stimuli Development

The attitude of the participants towards the ads needed to be assessed, based on the two stimuli "*Female Stereotype*" and "*Issue Advocacy of Equality*". Thus, to be able to analyze each stimulus individually, two new variables were formed, based on the advertising inheriting none, either or both of the stimuli. Then, the two new variables were named after the respective stimulus.

Based on the stimuli, the consumer's sentiment was then assessed by conducting two-way MANOVAs using the question blocks about "Advertisement" and "Brand". As each of these blocks were composed of various questions, which each aimed to understand whether or not issue advocacy or stereotyping have had an impact on the sentiment of the individual participant towards the ad or/and brand. The respective questions were composed of a 7-point Likert Scale ranging from strongly disagree (= 1) to strongly agree (= 7).

The chosen attributes that were investigated regarding the sentiment of the consumer, were: Attitude, Persuasiveness, Credibility, Loyalty, and Philanthropy. All five attributes were investigated in relation to the ad and brand, respectively.

3.2.3. Stimuli Embedment

To understand the Attitude and Persuasiveness a consumer allocates to the ad, the following question was asked: "*Please evaluate the following adjectives about the advertisement you just saw. For me, this ad seems:*". The Likert-Scale used to identify the Attitude had a Cronbach's alpha of about .90 and used the three bipolar scales "*Good/Bad*", "*Extremely Dislike/Extremely Like*" and "*Pleasant/Unpleasant*".

For Persuasiveness the scales "*Not persuasive/ Persuasive*", "*Ineffective/ Effective*", "*Not compelling/ Compelling*" and "*Unconvincing/ Convincing*" were chosen as they had a Cronbach's alpha of .91.

The responding adjectives allowed to understand their attitude and the level of persuasiveness attributed. Also, both of these aspects used questions extracted from the book "Marketing Scales Handbook" which entailed a number of selected Likert-scales with high Reliability (Bruner II, 2019).

In addition, a further question asked the consumers to rate the following statements, in order to assess the credibility of the advertising:

- ▶ *This ad is generally truthful.*
- ▶ *This ad leaves one feeling accurately informed.*
- ▶ *This ad is believable.*

The statements were once again retrieved from the book by Brunner II (2019) and the level of reliability had been about .87 Cronbach's alpha in past studies. Also, the last two statements were used as control variables, that checked whether or not the consumer understood the stimuli:

- ▶ *This ad resembles traditional characteristics of a gender*
- ▶ *This ad addresses an important topic*

To understand the loyalty to the service provider, three statements were formed. Previous studies show that their Cronbach's alpha lies between .85 and .93 (Bruner II, 2019). The statements affirmed that based on the ad the individual would use the service, be loyal to it in the future, and disregard other streaming services (Appendix A).

Finally, the task: "*When considering the topic addressed in the ad, please rate it based on the following adjectives:*", aimed to understand the level of philanthropy the consumer attributed with the ad. The individual then needed to fill out the following bipolar Likert-Scales: "*Not supportable/supportable*", "*Negative / Positive*", "*Companies should not talk about this topic/ Companies should talk about this topic*" and "*Not beneficial for the streaming platform / Beneficial for the streaming platform*". The Cronbach's alpha was .91, in past studies (Bruner II, 2019).

Parallel to the previous section regarding the advertising sentiment, the same attributes were investigated regarding the brand itself. Similar Likert scales, adjectives as well as statements regarding Attitude, Persuasiveness, Credibility, Loyalty, and Philanthropy were used in separate sections. Thus, reliability was corresponding to the previous one.

Analysis Tools

As the experiment aimed to understand the potential effects of the two chosen independent variables '*Stereotyping*' and '*Issue Advocacy*' in advertisements, a MANOVA was decided to be the main analysis tool.

The chosen analysis tool consists of a 2x2 design allowing to examine whether the two independent factors '*female stereotyping*' '*issue advocacy on equality*' have an impact on the consumer's attitude towards the advertising and brand. These two stimuli are embedded in the

four different posters (Appendix A) which entailed none to two of the chosen stimuli respectively. The four posters were then used to create the two variables out of the chosen stimuli.

The MANOVA was primarily being used to assess question blocks two and three of the survey which are composed of statements and adjectives about the brand or the advertising alike.

Finally, the moderator ‘gender’ had been chosen to understand whether there are differences in the influence of those stimuli or attitudes towards the brand among a female or male audience. Initially, language was another moderator but due to non-significant outputs, the moderator was no longer considered.

As a secondary analysis, the sample size were classified using the K-means cluster and utilizing the resulting variable as another moderator for the previously chosen MANOVA. Through that, different consumer types were to be identified to understand the varying levels of attitude based on a general stance of the consumer towards stereotyping and equality.

3.3. Method Limitations

By choosing MANOVA as the main analysis tool, the model assumes a simple random sample. While the distribution of the survey was conducted on various social media platforms, a sample error cannot be fully excluded as various participants are either Millennials or Generation Z. Also, the geographic scope of the survey is limited as two-thirds of the sample are either from Germany or Brazil and the remaining 20% are mainly from Europe. While 266 participants is a sufficient sample size, due to the necessity of splitting groups, the sample size was reduced at times to about 60 individuals, making it more prone to type 2 errors.

Moreover, as there have been limited studies covering the advertising effect of issue advocacy, this study is prone to errors in the concrete delineation of an “issue advocacy – stimuli”. Finally, the number of questions chosen to evaluate the attitude of consumers for the two stimuli is limited too, as the length of the study should avert individuals to participate voluntarily.

4. Results

4.1. Data Sample

The survey was distributed over social media platforms such as WhatsApp, Instagram, and Facebook from April 22nd, 2020 until April 30th, 2020, and 317 responses were collected.

The format was mobile-friendly, as mobile devices are making the largest share of website traffic by device with a share of 52% in 2019 alone (GS Statscounter, 2020).

From the raw dataset 51 responses needed to be excluded as the participants did not terminate the survey. The sample size was composed of 43% male and 57% female participants, allowing a balanced mix among the sexes (Appendix B). The majority (51%) of the sample set was between 18 and 24 years old, followed by the second largest group which ranged between 25-30 (26%). About 70% of the participants had higher education. The participants came from more than 30 different countries; however, the majority came from Germany with about 56% and Brazil with about 20%. Finally, as Spotify was chosen as a suitable non-gender biased brand, the participants' awareness of the streaming platform was essential to know. More than 95% of all participants were aware of the brand. As the music streaming platform operates as a freemium service provider, the followed questioned aimed to evaluate how many individuals of the experiment were using the service. About three-quarters of all participants were using the service with 62% having a premium account and 15% using the free version of Spotify.

4.2. Overview of the Main Results

After conducting the experiment, the results were analyzed based on the respective stimulus and the interaction effect of them. The effect of these stimuli were evaluated regarding the advertising and brand individually. Moreover, they have been investigated towards the five attributes: Attitude, Persuasiveness, Credibility, Loyalty, and Philanthropy in the given order.

Coherently, multi-variate analyses of variance were conducted to understand the effect of each stimulus and their interaction effect on the individual attribute. To make sure that each MANOVA holds the required assumptions they were verified with the adequate tests. Thus, Box's M needed to have a p-value larger than .001, in order to be insignificant and hold the assumptions. Equally, to verify the assumption Levene's F Test needed to have a p-value larger than .05, and Pillai's Trace was expected to have a value smaller than $p < .05$. (Tabachnick & Fidell, 2001). Table three and four summarize the sentiment towards the advertising and brand, respectively. Additionally, figures were added that illustrate the mean effect of each attribute.

Table 3 – Tests of Between-Subjects Effects by Attribute for Advertising

Attribute	Dependent Variable	Independent Variable					
		Stereotyping		Issue Advocacy		Interaction Effect	
		F-Value	Significance	F-Value	Significance	F-Value	Significance
<i>Attitude</i>	Unpleasant: Pleasant	.136	.713	.006	.938	33.320	.000
	Bad: Good	1.215	.271	.054	.817	16.900	.000
	Extremely dislikable: Extremely likable	.446	.505	.046	.830	14.463	.000
<i>Persuasiveness</i>	Not Persuasive: Persuasive	2.904	.090	1.801	.181	3.510	.062
	Ineffective: Effective	2.176	.141	3.310	.070	10.577	.001
	Not Compelling: Compelling	.002	.965	1.066	.303	4.003	.046
	Unconvincing: Convincing	1.488	.224	3.476	.063	8.844	.003
<i>Credibility</i>	This ad is generally truthful	6.139	.014	.382	.537	15.215	.000
	This ad leaves one accurately informed	4.428	.036	.052	.819	30.409	.000
	This ad is believable	.956	.329	.027	.870	29.213	.000
<i>Loyalty</i>	Based on the ad, it's very likely that I will use this music streaming service.	.004	.949	2.100	.149	5.623	.018
	Based on the ad, I would be loyal to this music streaming service in the future.	.000	.994	2.565	.110	3.512	.062
	Based on the ad, I would not consider trying a new music streaming service.	.246	.620	.864	.353	.346	.557
<i>Philanthropy</i>	Not Supportable: Supportable	.697	.404	7.662	.006	15.872	.000
	Negative: Positive	.864	.353	3.206	.075	16.716	.000
	Companies should (not) talk about these topics	.021	.884	5.437	.020	.109	.741
	(Not) beneficial for the streaming platform	.046	.830	.429	.513	20.844	.000

Table 4 – Tests of Between-Subjects Effects by Attribute for Brand

Attribute	Dependent Variable	Independent Variable					
		Stereotyping		Issue Advocacy		Interaction Effect	
		F-Value	Significance	F-Value	Significance	F-Value	Significance
<i>Attitude</i>	Unpleasant: Pleasant	260.000	.816	260.000	.494	26.503	.000
	Bad: Good	260.000	.816	260.000	.494	23.318	.000
	Extremely disliked: Extremely likable	260.000	.816	260.000	.494	29.020	.000
<i>Persuasiveness</i>	Not Persuasive: Persuasive	.033	.856	.130	.719	25.841	.000
	Ineffective: Effective	.132	.717	1.696	.194	25.229	.000
	Not Compelling: Compelling	.005	.944	1.001	.318	21.448	.000
	Unconvincing: Convincing	.077	.781	.234	.629	24.086	.000
<i>Credibility</i>	I believe this brand	3.491	.063	.044	.835	11.301	.001
	I trust this brand	2.863	.092	.409	.523	13.781	.000
	I think this brand is honest	1.611	.205	.033	.855	11.128	.001
<i>Loyalty</i>	I consider myself loyal to this brand	1.252	.264	1.252	.264	.642	.424
	I do not consider switching the brand	1.490	.223	.667	.415	1.250	.265
	I will promote this brand in the future	.047	.828	.002	.962	.008	.929
<i>Philanthropy</i>	Not Supportable: Supportable	.048	.826	4.400	.037	9.837	.002
	Negative: Positive	.742	.390	.012	.911	9.850	.002
	Companies should (not) talk about these topics	1.503	.221	17.632	.000	.425	.515
	(Not) beneficial for the streaming platform	.001	.979	2.092	.149	18.571	.000

Before conducting the MANOVAs, manipulation checks were analyzed to validate whether or not the participants noted that the advertising used stereotyping and/or issue advocacy (Appendix L, Appendix M). The results of the two ANOVAs were significant for the respective stimulus and verified the belief that consumers indeed take notice of the advertising manipulations.

4.2.1. Attitude

A two-way MANOVA was conducted to analyze the consumer's attitude towards the advertising. The results show that for neither of the main effect *stereotyping* nor *issue advocacy* a significant result was retrieved.

However, there was an *interaction effect* between the two stimuli which displayed a clear pattern. For non-stereotyping advertising, the use of issue advocacy decreases the positive attitude towards the ad, while its use increases the positive attitude, if the advertising is using female stereotyping as well. Thus, the interaction effect has a negative or positive effect on attitude, depending on the initial ad condition. However, when considering the conducted MANOVA, the following needs to be noted:

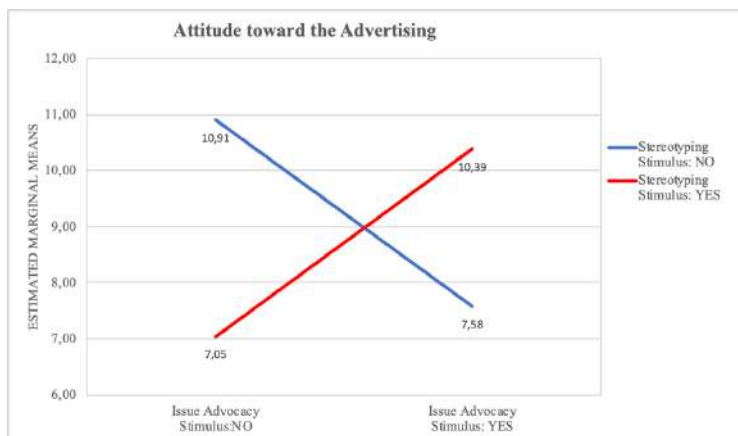


Figure 1 – Mean effect of Attribute “Attitude toward the Advertising”

Box's M of 13.141 was associated with a p-value of .799 which was interpreted as non-significant (Appendix C). Resultingly, equality was assumed between the groups of the covariance matrices. Levene's Test of Equality based on mean displayed no significance for the first two dependent variables

(.242, .376), however, the third was significant (.034). Thus, the homogeneity of variance assumption has been violated for the third dependent variable. As stated before, there was a statistically significant *interaction effect* on the combined dependent variables: $F(3, 260) = 11.166$, $p = .000$; Pillai's Trace = .114. When considering the Tests of Between-Subjects Effects table all dependent variables were significant: $F(1, 262) = 33.320$; $p < .05$; partial $\eta^2 = .113$ for “Unpleasant/Pleasant”, $F(1, 262) = 16.900$; $p < .05$; partial $\eta^2 = .061$ for “Bad/Good” and $F(1, 262) = 14.463$; $p < .05$; partial $\eta^2 = .052$ for “Extremely dislike/ Extremely like”. Therefore, the results needs to be interpreted carefully, as the MANOVA cannot hold all assumptions.

A second MANOVA analysis was conducted to understand the attitude towards the brand. Results indicate that both main effects, *stereotyping* and *issue advocacy*, had no significant effect on the attitude toward the brand.

Though, the interaction effect of *stereotyping* and *issue advocacy* was significant. Results show that the use of issue advocacy can enhance the attitude if stereotyping has been used but will diminish it if the advertising does not make use of stereotyping. Therefore, the initial ad condition is crucial to determine the direction of the interaction effect on attitude. Yet, further analysis shows the following:

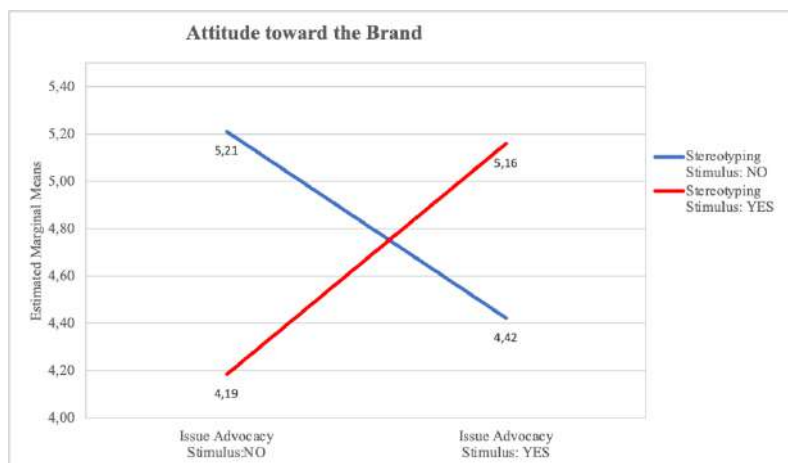


Figure 2 – Mean effect of Attribute “Attitude toward the Brand”

The Box’s M value 57.039 was associated with a p-value of .000 which was interpreted as significant (Appendix D). Therefore, the assumption was violated and no equality between the groups of the covariance matrices was assumed. Respectively, when

analyzing Levene’s Test of Equality of Error Variances, one of the three dependent variables showed significance, indicating another assumption violation. Based on the mean the significance of the dependent variables is correspondingly .475, .014, and .114. As stated before, there was a statistically significant *interaction effect* on the combined dependent variables, $F(3, 260) = 10.282$, $p = .000$; Pillai’s Trace = .106. Based on the conducted ANOVA, the interaction effect on dependent variables was assumed significant: $F(1, 262) = 26.503$, $p = .000$, $\eta^2 = .092$, $F(1, 262) = 23.318$, $p = .000$, $\eta^2 = .082$ and $F(1, 262) = 29.020$, $p = .000$, $\eta^2 = .100$.

Thus, as the assumptions have been violated, no concrete findings can be presented. However, the results can be comprehended as tendencies.

4.2.2. Persuasiveness

A two-way MANOVA was conducted to analyze how persuasive the consumer perceives the advertising. Yet, neither of main effects, *stereotyping* and *issue advocacy*, had a significant result.

There was an *interaction effect* between the two stimuli. It can be anticipated that the use of issue advocacy decreases the persuasiveness towards the ad if no stereotyping has been used,

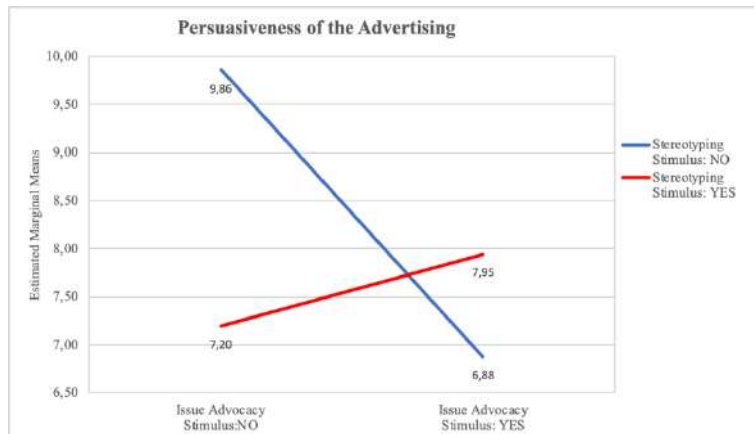


Figure 3 – Mean effect of Attribute "Persuasiveness of the Advertising"

while its use increases the persuasiveness if the advertising has been using female stereotyping as well. Thus, the interaction effect has a negative or positive effect on attitude, depending on the initial ad condition. A more thorough analysis shows:

Box's M of 58.931 was associated with a p-value of .002 which was interpreted as non-significant (Appendix C). Thus, equality was assumed between the groups of the covariance matrices. Levene's Test of Equality based on mean displayed no significance for all four variables (.124, .286, .218, .763). Thus, homogeneity of variance was assumed. Pillai's Trace was also significant: .046, $F(4, 259) = 3.132$, $p < .05$, partial $\eta^2 = .046$. Finally, the Tests of Between-Subjects Effects table displayed significant results for three of the four dependent variables: $F(1, 262) = 3.510$; $p > .05$; partial $\eta^2 = .013$ for "Not Persuasive/Persuasive", $F(1, 262) = 10.577$; $p < .05$; partial $\eta^2 = .039$ for "Ineffective/ Effective", $F(1, 262) = 4.003$; $p < .05$; partial $\eta^2 = .015$ for "Not Compelling/ Compelling" and $F(1, 262) = 8.844$; $p < .05$; partial $\eta^2 = .033$ for "Unconvincing/ Convincing".

Keeping in mind that the results does not encompass all dependent variables, the effect on persuasiveness might be limited.

A second MANOVA analysis was conducted to understand the persuasiveness of the brand. Results indicate that both main effects, *stereotyping* and *issue advocacy*, had no significant effect on the attitude toward the brand.

Yet, *the interaction effect of stereotyping and issue advocacy* was significant. Results indicate that the use of issue advocacy decreases the persuasiveness towards the brand if no stereotyping has been used, while its use increases the persuasiveness if the advertising has been using female stereotyping as well. Therefore, the initial ad condition is crucial to determine the direction of the interaction effect on attitude. Further analysis shows:

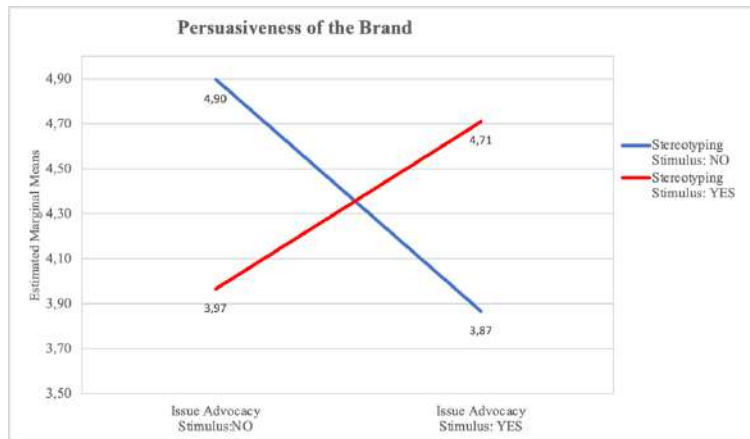


Figure 4 – Mean effect of Attribute “Persuasiveness of the Brand”

four dependent variables showed no significance. Based on the mean the significance of the dependent variables is correspondingly .630, .484, .296 and .656. The *interaction effect* on the combined dependent variables also showed significant results: $F(4, 259) = 7.067$, $p = .000$; Pillai’s Trace = .098. Based on the conducted ANOVA, the interaction effect on dependent variables was significant: $F(1, 262) = 25.841$, $p < .05$, $\eta^2 = .090$, $F(1, 262) = 25.299$, $p < .05$, $\eta^2 = .088$, $F(1, 262) = 21.448$, $p < .05$, $\eta^2 = .076$ and $F(1, 262) = 24.086$, $p < .05$, $\eta^2 = .084$

4.2.3. Credibility

A two-way MANOVA was conducted to analyze how credible the consumer perceives the advertising. The results show that for the main effect *issue advocacy* no significant result was retrieved.

The main effect *stereotyping* and the *interaction effect between stereotyping and issue advocacy* were significant and displayed a pattern. The use of issue advocacy decreases the credibility towards the ad if no stereotyping has been used. However, this effect is rather marginal. Conversely, the use of issue advocacy increases the credibility notably, if the advertising has been using female stereotyping as well. Thus, the interaction effect has a negative or positive

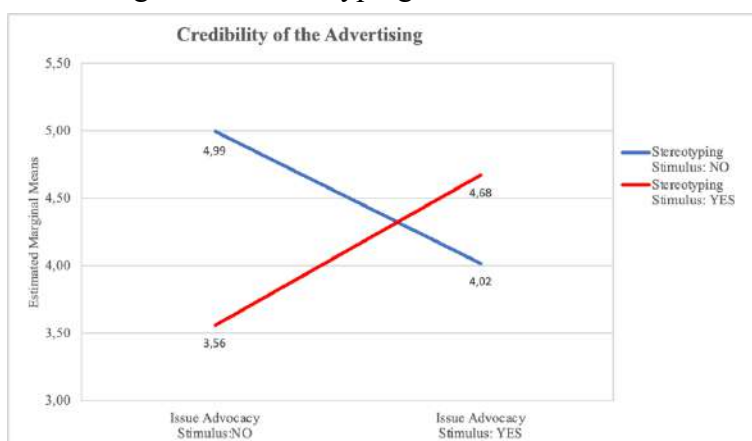


Figure 5 – Mean effect of Attribute “Credibility of the Advertising”

The Box’s M value 57.263 was associated with a p-value of .003 which was interpreted as non-significant (Appendix D). Thus, equality between the groups of the covariance matrices was assumed. Respectively, when analyzing Levene’s Test of Equality of Error Variances, all

effect on attitude, depending on the initial ad condition. However, when considering the conducted MANOVA, the following needs to be noted:

The Box’s M value 22.348 was associated with a p-value of .237 which was interpreted as non-significant (Appendix C).

Resultingly, equality was assumed between the groups of the covariance matrices. Levene's Test of Equality based on mean displayed no significance for all four variables (.286, .147, .746). Thus, homogeneity of variance was assumed. The *interaction effect* on the combined dependent variables also showed significant results: $F(3, 260) = .129$, $p = .000$; Pillai's Trace

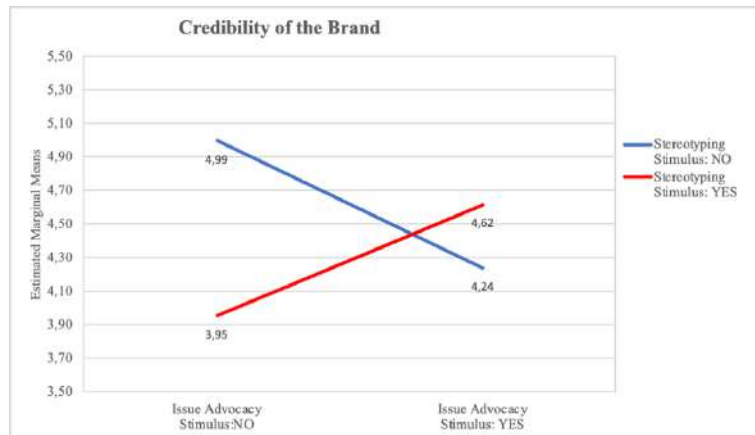


Figure 6 – Mean effect of Attribute "Credibility of the Brand"

= .129. Likewise, the Tests of Between-Subjects Effects table for the interaction effect displayed significant results for the dependent variables: $F(1, 262) = 15.215$; $p < .05$; partial $\eta^2 = .055$ for "The ad is generally truthful", $F(1, 262) = 30.409$; $p < .05$; partial $\eta^2 = .104$ for "This

ad leaves one feeling accurately informed" and $F(1, 262) = 29.213$; $p < .05$; partial $\eta^2 = .100$ for "This ad is believable". The *main effect* on the combined dependent variables also showed significant results: $F(3, 260) = .032$, $p = .000$; Pillai's Trace = .032. Also, the Tests of Between-Subjects Effects table for the main effect displayed significant results for two dependent variables: $F(1, 262) = 6.139$; $p < .05$; partial $\eta^2 = .023$ for "The ad is generally truthful", $F(1, 262) = 4.428$; $p < .05$; partial $\eta^2 = .017$ for "This ad leaves one feeling accurately informed" and $F(1, 262) = .956$; $p > .05$; partial $\eta^2 = .004$ for "This ad is believable".

A second two-way MANOVA was conducted to analyze the consumer's perception towards the brand concerning its credibility. There was no statistically significant *main effect for stereotyping* on the combined dependent variables and no statistically significant *main effect for issue advocacy*. Contrary, the *interaction effect* between the two stimuli was significant, indicating that the sense of credibility towards the brand increases if issue advocacy is used in addition to stereotyping, yet reverses if no stereotyping has been used. Making the direction of the interaction effect positive or negative, depending on the initial ad conditions. Likewise, the following results show:

The Box's M value 35.453 was associated with a p-value of .010 which was interpreted as non-significant (Appendix D). Thus, equality between the groups of the covariance matrices was assumed. Respectively, when analyzing Levene's Test of Equality of Error Variances, two of the three dependent variables showed no significance (.259, .062). However, the third had a significance level of .018. Thus, it resulted in a violation of the assumption.

There was a significant result for the *interaction effect* on the combined dependent variables: $F(3, 260) = 4.812$, $p = .003$; Pillai's Trace = .053. Based on the conducted ANOVA, the interaction effect on dependent variables also showed significance: $F(1, 262) = 11.301$, $p < .05$, $\eta^2 = .041$, $F(1, 262) = 13.781$, $p < .05$, $\eta^2 = .050$, and $F(1, 262) = 11.128$, $p < .05$, $\eta^2 = .041$. However, as one of the dependent variables violated the assumptions in Levene's test of Equality of Error Variances, the results should be interpreted as tendencies.

4.2.4. Loyalty

A two-way MANOVA was conducted to analyze the change in the loyalty of the consumer based on the advertising. No significant effect was retrieved for either of the main effects *stereotyping* and *issue advocacy*. Even the *interaction effect* of the two stimuli had no conclusive results. Thus, loyalty is not significantly impacted by the choice of stimuli in advertising. Correspondingly, the results show:



Figure 7 – Mean effect of Attribute "Loyalty attributed to the Advertising"

The Box's M value 18.211 was associated with a p-value of .467 and interpreted as non-significant and held the assumptions (Appendix C). Yet, homogeneity of variance assumption was violated, as Levene's Test of Equality based on mean displayed significance for the

second dependent variable (.035). The first and third dependent variable (.205, .806) were insignificant. Moreover, the *interaction effect* showed no significance in the Pillai's Trace: .022, $F(3, 260) = 1.932$, $p > 0.05$, partial $\eta^2 = .022$. The Tests of Between-Subjects Effects table had insignificant results for the second and third dependent variables $F(1, 262) = 3.512$; $p > .05$; partial $\eta^2 = .013$ for "Based on the ad, I would be loyal to this music streaming service in the future", and $F(1, 262) = 1.488$; $p > .05$; partial $\eta^2 = .006$ for "Based on the ad, I would not consider trying a new music streaming service.". Only, the first displayed a significant result: $F(1, 262) = 5.623$; $p < .05$; partial $\eta^2 = .021$ for "Based on the ad, it is very likely that I will use this music streaming service."



Figure 8 – Mean effect of Attribute "Loyalty attributed to the Brand"

A second two-way MANOVA was conducted to analyze the consumer's loyalty towards the brand. There was no statistically significant *main effect for stereotyping* on the combined dependent variables and no statistically significant *main effect for issue advocacy*.

Likewise, the *interaction effect* between the two stimuli was insignificant, indicating that the loyalty towards the brand is not affected by the stimuli. Making the interaction effect positive or negative, depending on the initial ad conditions. Likewise, the following results show:

Box's M had a value of 558.181, associated with a p-value of .00 which was interpreted as significant (Appendix D). Thus, no equality between the groups of the covariance matrices was assumed. Respectively, the assumption was violated, and no further analysis was conducted.

Thus, the use of issue advocacy and stereotyping is unlikely to affect the consumer's loyalty.

4.2.5. Philanthropy

A two-way MANOVA was conducted to analyze whether the consumer attributes a level of philanthropy to the ad. The main effect *stereotyping* showed no significant effect.

Conversely, the main effect *issue advocacy* displayed a significant effect, as did the *interaction effect* of the two stimuli. The results display that the use of issue advocacy always enhances the perceived philanthropic approach of the advertising, independent of whether the ad is using stereotyping or not. Thus, a positive effect can be attributed to the stimulus *issue advocacy* as well as to the interaction effect. However, as some of the dependent variables weren't significant for the main effect *issue advocacy*, it's effect should be interpreted with caution. Likewise, the results show:

The Box's M value 65.725 was associated with a p-value of .000 which was interpreted as significant (Appendix C). Resultingly, there was no equality between the groups of the covariance matrices and the assumption was violated. Levene's Test of Equality based on mean

displayed no significance for any of the four variables (.201, .124, .818, .427). Thus, the

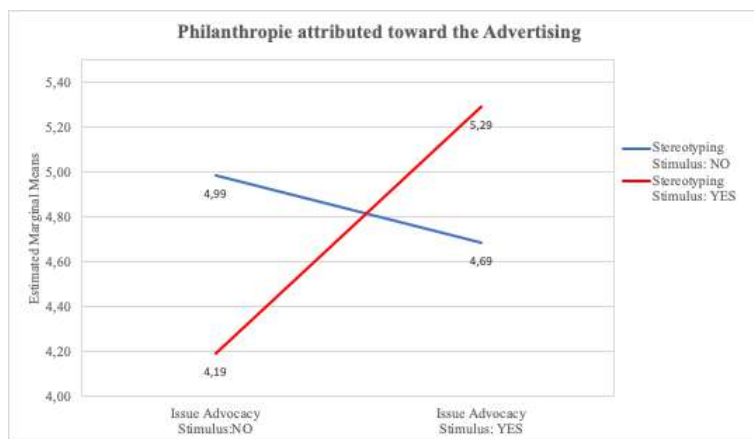


Figure 9 – Mean effect of Attribute “Philanthropy attributed toward the Advertising”

homogeneity of variance was assumed.

For the main effect *issue advocacy* Pillai’s Trace showed a significant effect: .048, $F(4, 259) = 3.242$, $p < 0.05$, partial $\eta^2 = .048$. The first and third dependent variables were

significant in the Tests of Between-Subjects Effects table: $F(1, 262) = 7.662$; $p < .05$; partial $\eta^2 = .038$ for “Not supportable/ Supportable” and $F(1, 262) = 5.437$; $p < .05$; partial $\eta^2 = .020$ for “Companies should not talk about these topics/ Companies should talk about these topic” . Yet, no significance can be observed for the second and fourth dependent variable: $F(1, 262) = 3.206$; $p > .05$; partial $\eta^2 = .012$ for “Negative/ Positive” and $F(1, 262) = .429$; $p > .05$; partial $\eta^2 = .002$ for “Not beneficial for the streaming platform/ Beneficial for the streaming platform”.

Finally, the *interaction effect* showed significance in the Pillai’s Trace since .127, $F(4, 259) = 9.458$, $p < 0.05$, partial $\eta^2 = .127$. The Tests of Between-Subjects Effects table displayed no significant results for the third dependent variables: $F(1, 262) = .109$; $p > .05$; partial $\eta^2 = .000$ for “Companies should not talk about these topics/ Companies should talk about these topic” Yet, a significant result was assumed for the remaining: $F(1, 262) = 15.872$; $p < .05$; partial $\eta^2 = .057$ for “Not supportable/ Supportable”, $F(1, 262) = 16.716$; $p < .05$; partial $\eta^2 = .060$ for “Negative/ Positive”, and $F(1, 262) = 20.844$; $p < .05$; partial $\eta^2 = .074$ for “Not beneficial for the streaming platform/ Beneficial for the streaming platform”.

However, as not all dependent variables showed significant interaction, the effect on philanthropy might be weak.

The second MANOVA regarding philanthropy, was conducted to assess the brands philanthropic position for consumers. There was no statistically significant *main effect for stereotyping*, yet a significant effect for *issue advocacy* and the *interaction* of the two stimuli.

However, even though no assumption was violated, not all dependent variables in either analysis were significant. Therefore, no clear direction (positive, negative) and strength of the effect can be given. The results support these outcomes:

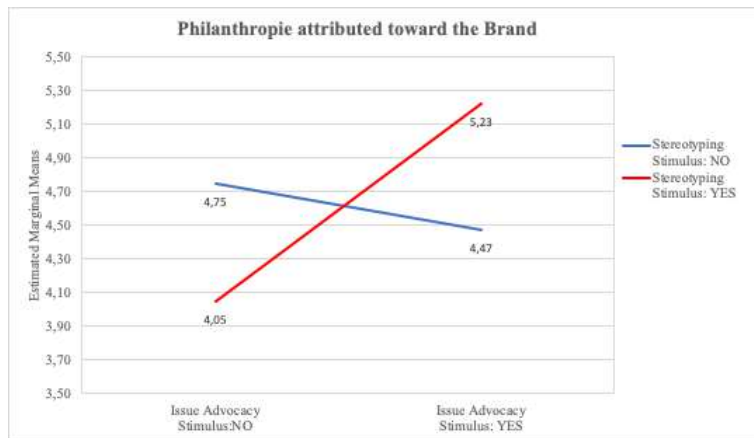


Figure 10 – Mean effect of Attribute "Philanthropy attributed toward the Brand"

Error Variances, none of the four dependent variables showed significance. Based on the mean the significance of the dependent variables is correspondingly .782, .460, .102, and .374.

The *main effect for issue advocacy* had a significant effect on the combined dependent variables with: $F(4, 259) = 4.632$, $p = .001$; Pillai's Trace = .067. The conducted ANOVA examined the effect of issue advocacy on consumer's perception of the brands philanthropy and displayed statistically significance on the first and third dependent variable: $F(1, 262) = 4.400$, $p < .05$, $\eta^2 = .017$ and $F(1, 262) = 17.632$, $p < .05$, $\eta^2 = .063$; Yet no significance for the remaining: $F(1, 262) = .012$, $p > .05$, $\eta^2 = .000$ and $F(1, 262) = 2.092$, $p > .05$, $\eta^2 = .008$.

The *interaction effect between stereotyping and issue advocacy* had a significant effect on the combined dependent variables: $F(4, 259) = 6.085$, $p = .000$; Pillai's Trace = .086. Based on the conducted ANOVA, the interaction effect on the majority of the dependent variables was assumed to be significant: $F(1, 262) = 9.837$, $p < .05$, $\eta^2 = .036$, $F(1, 262) = 9.850$, $p < .05$, $\eta^2 = .036$, $F(1, 262) = 18.571$, $p < .05$, $\eta^2 = .066$. However, the third dependent variable did not show a significant result: $F(1, 262) = .425$, $p > .05$, $\eta^2 = .002$.

Overall, the achieved results display a strong interaction effect between the two stimuli and significant results on their impact on the chosen attributes.

4.3. Additional Analysis and Robustness Check

Additional analyses were conducted on relevant moderators that might impact the effect of the two stimuli on advertising and brand.

4.3.1. Gender as a potential moderator

Further analysis had been undertaken to comprehend whether or not gender might be a moderator for the effect of the chosen stimuli on the consumer base. Considering the influence on attitude, the following was determined:

The Box's M value 44.132 was associated with a p-value of .060 which was interpreted as non-significant (Appendix D). Thus, equality between the groups of the covariance matrices was assumed. Respectively, when analyzing Levene's Test of Equality of

The attitude towards the advertising has shown significant interaction effects for both genders, male and female. The obtained results show that the additional use of issue advocacy for advertising that entails stereotyping will have a positive impact on the consumer's attitude towards the ad. This effect reversed, when no stereotyping was being used. However, the magnitude of the positive effect is stronger for the female audience than for the male, indicating that the use of stereotyping alone is perceived worse for females than for their male counterparts. Further analysis depicts:

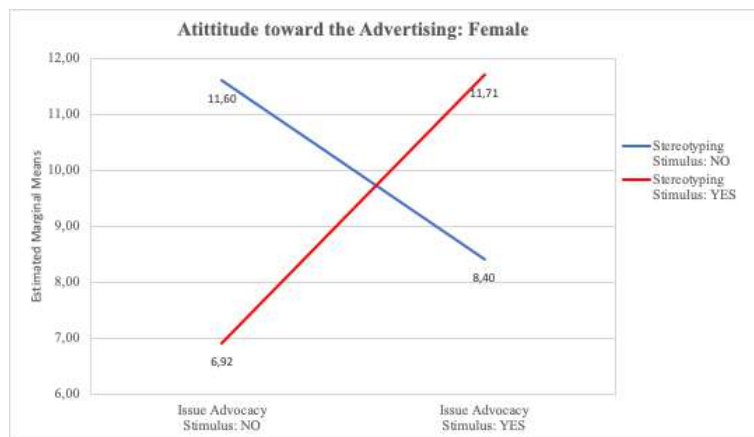


Figure 11 – Mean effect of Attribute “Attitude toward the Advertising: Female”

While the main effect was insignificant, the interaction effect between stereotyping and issue advocacy had a significant result: Pillai's Trace value of .164, $F(3,143) = 9.351$, $p < 0.05$, $\eta^2 = .164$. Based on the conducted ANOVA, the interaction effect on all dependent variables was

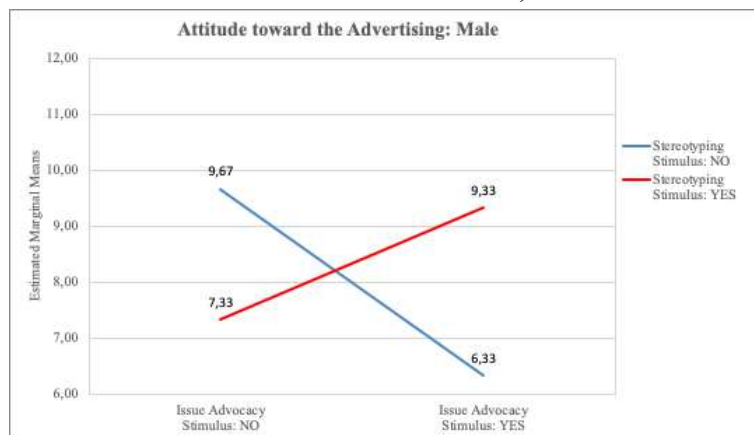


Figure 12 – Mean effect of Attribute “Attitude toward the Advertising: Male”

The female audience had a strong significant result, with Box's M 11.426 which was associated with a p-value of .895 (Appendix E). All dependent variables had an insignificant p-value in Levene's Test of Equality of Error Variances: .694, .127, and .526 respectively.

assumed significant: $F(1,145) = 28.411$, $p < .05$, $\eta^2 = .164$, $F(1, 145) = 15.413$, $p < .05$, $\eta^2 = .096$, and $F(1, 145) = 10.727$, $p < .05$, $\eta^2 = .069$.

Respectively, the male audience had a strong significant result, with Box's M 23.645 which was associated with a p-value of .211

(Appendix E). For the third dependent variable the assumption was violated, as the p-value was significant (.029). The remaining dependent variables had an insignificant p-value in Levene's Test of Equality of Error Variances, respectively: .114, .486. While the main effect was insignificant, the interaction effect between stereotyping and issue advocacy had a significant result: Pillai's Trace value of .073, $F(3,111) = 2.921$, $p < 0.05$, $\eta^2 = .073$. Based on the

conducted ANOVA, the interaction effect on all dependent variables was assumed significant: $F(1, 145) = 8.576, p < .05, \eta^2 = .071$, $F(1, 145) = 4.294, p < .05, \eta^2 = .047$, and $F(1, 145) = 4.686, p < .05, \eta^2 = .040$.

When examining the attitude towards the brand itself, the results yield a comparable picture. The attitude towards the brand has shown significant interaction effects for both genders, male and female. Thus, also the level of attitude towards the brand increases if issue advocacy is used in addition to stereotyping but decreases if issue advocacy is used in a neutral ad. Moreover, the additional use of issue advocacy if stereotyping had been used has a stronger positive influence on the female audience, while there is a stronger negative influence of issue advocacy on the male audience if it is used in a prior neutral ad.

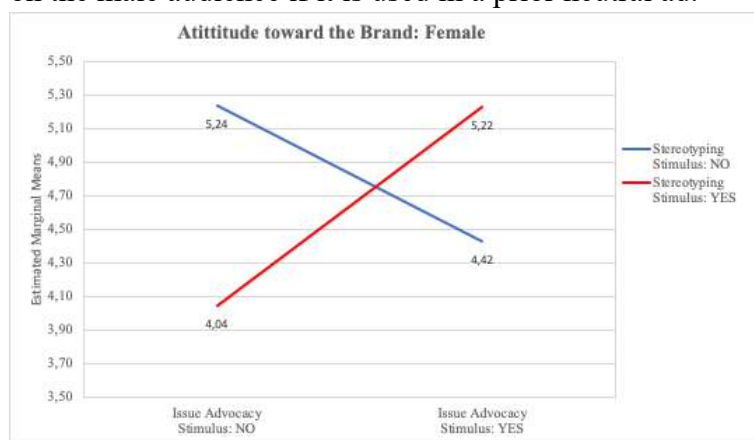


Figure 13 – Mean effect of Attribute "Attitude toward the Brand: Female"

The female audience had a strong significant result, with Box's M 45.260 which was associated with a p-value of .001 (Appendix F). Two of the three dependent variables had an insignificant p-value in Levene's Test of Equality of Error Variances, respectively: .274, .419; yet the third was significant with .022. While the main effect was insignificant, the interaction effect between stereotyping and issue advocacy had a significant result: Pillai's Trace value of .170, $F(3, 143) = 9.771, p < 0.05, \eta^2 = .170$. Based on the conducted ANOVA, the interaction effect on all dependent variables was assumed significant: $F(1, 145) = 24.829, p < .05, \eta^2 = .146$, $F(1, 145) = 15.429, p < .05, \eta^2 = .096$, and $F(1, 145) = 21.981, p < .05, \eta^2 = .132$.

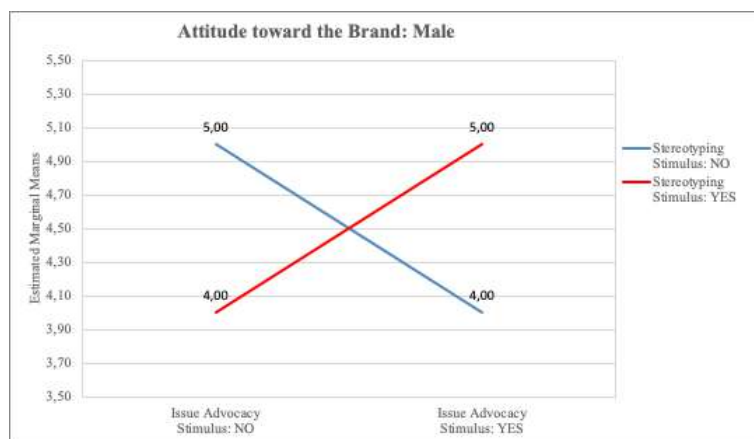


Figure 14 – Mean effect of Attribute "Attitude toward the Brand: Male"

Respectively, the male audience had a strong significant result, with Box's M 41.238 which was associated with a p value of .003 (Appendix F). All dependent variables had an insignificant p value in Levene's Test of Equality of Error Variances, respectively: .386, .377, and .184.

While the main effect were insignificant, the interaction effect between stereotyping and issue advocacy had a significant result: Pillai's Trace value of .080, $F(3,111) = 3.201$, $p < 0.05$, $\eta^2 = .080$. Based on the conducted ANOVA, the interaction effect on all dependent variables was assumed significant: $F(1,113) = 4.782$, $p < .05$, $\eta^2 = .041$, $F(1, 113) = 8.421$, $p < .05$, $\eta^2 = .069$, and $F(1, 113) = 8.489$, $p < .05$, $\eta^2 = .070$.

The final significant obtained result was the level of credibility regarding the advertising. Credibility towards the advertising has shown significant interaction effects for both genders, male and female. The results paint a clear picture of how issue advocacy once again impacts the female audience stronger positively, when it comes to enhancing an advertising by using issue advocacy in addition to stereotyping. Moreover, the negative effect on credibility if issue advocacy is used compared to an ad without any of the two stimuli, the female audience had a stronger reaction as well. The outcomes support these findings:

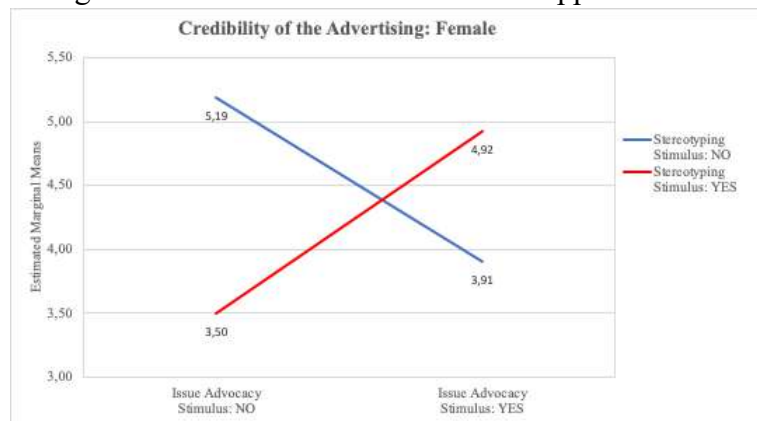


Figure 15 – Mean effect of Attribute "Credibility of the Advertising: Female"

The female audience had a strong significant result, with Box's M 14.415 which was associated with a p value of .738 (Appendix E). All dependent variables had an insignificant p value in Levene's Test of Equality of Error Variances, respectively: .255, .527, and .400. While the main effect were insignificant, the interaction effect between stereotyping and issue advocacy had a significant result: Pillai's Trace value of .178, $F(3,143) = 10.288$, $p < 0.05$, $\eta^2 = .178$. Based on the conducted ANOVA, the interaction effect on all dependent variables was assumed significant: $F(1,145) = 17.486$, $p < .05$, $\eta^2 = .108$, $F(1, 145) = 20.769$, $p < .05$, $\eta^2 = .125$, and $F(1, 145) = 27.830$, $p < .05$, $\eta^2 = .161$.

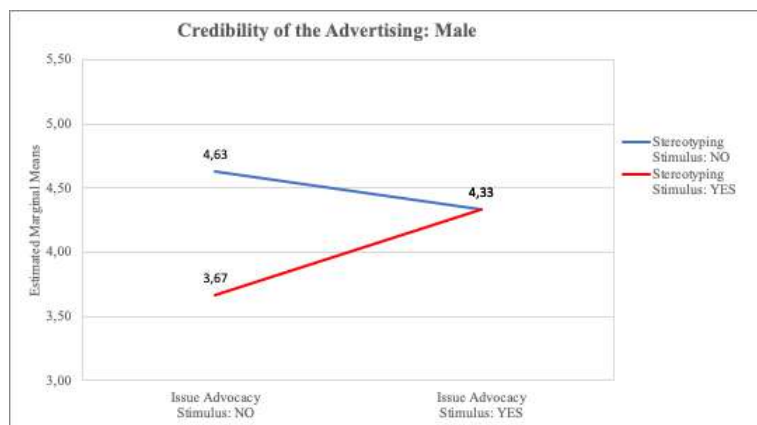


Figure 16 – Mean effect of Attribute "Credibility of the Advertising: Male"

Respectively, the male audience had a strong significant result, with Box's M 20.870 which was associated with a p-value of .341 (Appendix E). Two of the three dependent variables had an insignificant p-value in Levene's Test of Equality of Error Variances, respectively: .589,

.255, yet the third was significant with .041. While the main effect was insignificant, the interaction effect between stereotyping and issue advocacy had a significant result: Pillai's Trace value of .073, $F(3, 111) = 3.598$, $p < 0.05$, $\eta^2 = .089$. Based on the conducted ANOVA, the interaction effect on the second and third dependent variables was assumed significant: $F(1, 133) = 9.548$, $p < .05$, $\eta^2 = .078$, $F(1, 133) = 4.795$, $p < .05$, $\eta^2 = .041$. Yet, the first dependent variable was not significant with: $F(1, 133) = 1.516$, $p > .05$, $\eta^2 = .041$.

4.3.2. Cluster as a moderator

In addition to this analysis, the statements regarding equality and stereotyping, asked during the experiment, were used to create clusters (Appendix A). Based on the Scree plot, which was derived through hierarchical clustering, the optimal cluster size was assumed to be two clusters (Appendix I).

Correspondingly, a K-means cluster was performed which resulted in the two cluster groups "Traditional Mindset" and "Change Striver" (Appendix J). Both of these clusters had roughly the same distribution of age ranges, educational background, and usage behavior in their respective cluster. Even the gender split was close in both groups, as Change Striver had 41% of male while the other cluster had about 45%. Moreover, the split contained 122 individuals in cluster "Change Striver" and 144 in "Traditional Mindset".

Finally, when examining the statements for both groups, a clear tendency can be detected. While both agree that equality is an important topic and inequality is still a case nowadays, the "traditional mindset" – cluster indicates that they are somewhat unaffected by inequality. On the contrary, the cluster "change strivers" indicate the opposite. When considering the three statements regarding traditional gender characteristics, the "traditional mindset" cluster indicates that they perceive it as realistic, applicable, and do not feel offended by the use of stereotypes in ads. The "Change Striver" cluster strongly opposes these opinions (Appendix J).

However, just one of the attributes was significant for the two clusters after having conducted a MANOVA with a split for both clusters. Evidently, attitude did show a significant impact on both clusters on the advertising and brand alike. The acquired results indicate that “Traditional Minds” display a stronger negative reaction to the additional use of issue advocacy if no stereotyping has been used, than their counter-cluster “Change Striver”. This holds for the advertising as well as the brand.

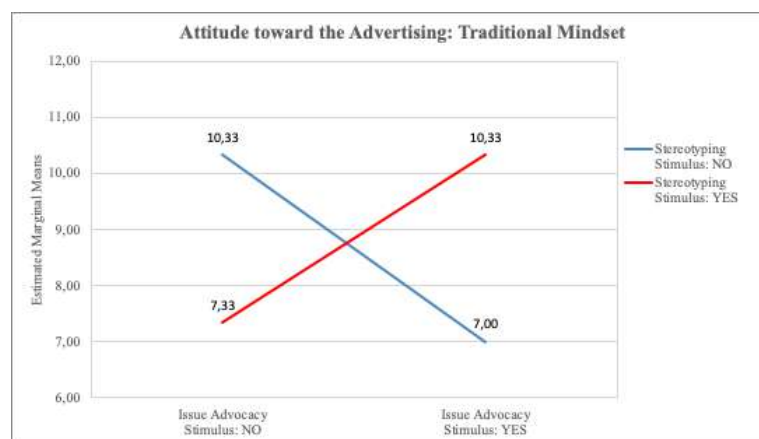


Figure 17 – Mean effect of Attribute “Attitude toward the Advertising: Traditional Mindset”

value in Levene’s Test of Equality of Error Variances, respectively: .276, .963, and .327. While the main effect was insignificant, the interaction effect between stereotyping and issue advocacy had a significant result: Pillai’s Trace value of .124, $F(3,138) = 6.529$, $p < 0.05$, $\eta^2 = .124$. Based on the conducted ANOVA, the interaction effect on all dependent variables was assumed significant: $F(1,140) = 19.143$, $p < .05$, $\eta^2 = .120$, $F(1, 140) = 7.579$, $p < .05$, $\eta^2 = .051$, and $F(1, 140) = 9.856$, $p < .05$, $\eta^2 = .066$.

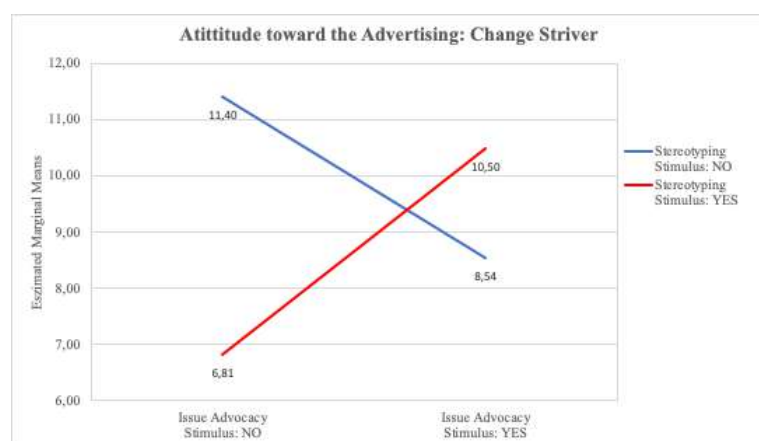


Figure 18 – Mean effect of Attribute “Attitude toward the Advertising: Change Strivers”

effect was insignificant, the interaction effect between stereotyping and issue advocacy had a significant result: Pillai’s Trace value of .124, $F(3,138) = 6.529$, $p < 0.05$, $\eta^2 = .124$. Based on the conducted ANOVA, the interaction effect on all dependent variables was assumed

The outcomes support these findings:

For *attitude towards the advertising* the Box’s M had a value of 12.621 and a p-value of .841, when considering the cluster “Traditional Mindset” (Appendix G). All dependent variables had an insignificant p-

value in Levene’s Test of Equality of Error Variances, respectively: .276, .963, and .327. While the main

effect was insignificant, the interaction effect between stereotyping and issue advocacy had a

significant result: Pillai’s Trace value of .124, $F(3,138) = 6.529$, $p < 0.05$, $\eta^2 = .124$. Based on the conducted ANOVA, the interaction effect on all dependent variables was assumed

significant: $F(1, 140) = 13.280, p < .05, \eta^2 = .101$, $F(1, 140) = 8.751, p < .05, \eta^2 = .069$, and $F(1, 140) = 4.568, p < .05, \eta^2 = .037$.

For *attitude towards the brand* the Box's M had a value of 34.927 and a p-value of .014, when



Figure 19 – Mean effect of Attribute “Attitude toward the Brand: Traditional Mindset”

considering the cluster “Traditional Mindset” (Appendix H). All dependent variables had an insignificant p-value in Levene's Test of Equality of Error Variances, respectively: .411, .061, and .312. While the main effect was insignificant, the interaction effect between stereotyping and issue advocacy had a significant result: Pillai's Trace value of .121, $F(3, 138) = 6.346, p < 0.05, \eta^2 = .121$. Based on the conducted ANOVA, the interaction effect on all dependent variables was assumed significant: $F(1, 140) = 11.892, p < .05, \eta^2 = .078$, $F(1, 140) = 14.267, p < .05, \eta^2 = .093$, and $F(1, 140) = 19.306, p < .05, \eta^2 = .121$.

Respectively, considering the cluster “change striver” the Box's M had a value of 30.404 and



Figure 20 – Mean effect of Attribute “Attitude toward the Brand: Change Strivers”

a p-value of .049 (Appendix H). All dependent variables had an insignificant p value in Levene's Test of Equality of Error Variances, respectively: .376, .244, and .283. While the main effect was insignificant, the interaction effect between stereotyping and issue advocacy had a significant result: Pillai's Trace value of .112, $F(3, 138) = 4.894, p < 0.05, \eta^2 = .112$. Based on the conducted ANOVA, the interaction effect on all dependent variables was assumed significant: $F(1, 118) = 13.764, p < .05, \eta^2 = .104$, $F(1, 118) = 8.385, p < .05, \eta^2 = .066$, and $F(1, 118) = 9.218, p < .05, \eta^2 = .072$.

4.3.3. Reliability of the attributes

To affirm the reliability of the attributes, the Cronbach's alpha for all five attributes was determined.

The Cronbach's alpha for attitude had a score of .899 in the advertising block and .955 in the brand block, thus, the reliability for this attribute was comparatively high (Appendix K). The test value for persuasiveness was determined to be .907 concerning persuasiveness of the ad and .950 with regard to the brand itself. For Credibility, the Cronbach's alpha showed a value of .813 and .912 for advertising and brand subsequently. Loyalty had a score of .778 when examining the statements regarding advertising. However, the Cronbach's alpha regarding the loyalty statements towards the brand was notably smaller with a score of .409, indicating that there is a more thorough question sequence needed. Finally, the level of Philanthropy attributed to the ad has a score of .875. Also, the Cronbach's alpha for Philanthropy attributed towards the brand is sufficient with .729.

Thus, the majority of all attributes showed a reliability score larger than .78 except for the two attributes Philanthropy and Loyalty in regard to the brand (Appendix K). This indicates, that the results obtained for these two attributes regarding the brand are needed to be examined judiciously, as future experiments might be necessary to achieve stronger results.

4.3.4. Validity of the experiment

"Internal validity refers to whether the manipulation of the independent variables or treatments actually caused the observed effects on the dependent variables. Thus, internal validity refers to whether the observed effects on the test units could have been caused by variables other than the treatment." (Malhotra & Birks, 2007)

In order to assure internal validity, randomization was used for selecting the sample which resulted in various age groups, level of education, and a balanced sample of male and female participants. As a result, the selection bias, which could have altered the internal validity, was reduced. In addition, only one brand and one kind of stereotyping as well as one issue advocacy topic was chosen, as a proxy for gender stereotyping and issue advocacy, to decrease further bias due to variations of the brands or topics. Therefore, the experiment has a confident level of internal validity.

"External validity refers to whether the cause-and-effect relationships found in the experiment can be generalized" (Malhotra & Birks, 2007). Meaning, that the used sample is an adequate representation of the respective population. As the conducted experiment was time as well as money constrained, the achieved number of participants might not indicate the general population.

Therefore, it needs to be acknowledged that there were certain external factors that could not be excluded. The external validity might therefore be flawed due to the aforementioned limitations.

In order to verify the robustness of the results, equal analysis with other populations need to be conducted, which was not possible in this case, due to time, money and general thesis limitations.

4.4. Discussion of the Results

The paper provided a new perspective on the effects of gender stereotyping and issue advocacy on the consumer's sentiment towards the advertising and brand. The main results allowed to detect a clear pattern among the influence of the stimuli onto the consumer.

For advertising, the additional use of issue advocacy in combination with stereotyping had a positive effect on the evaluation of the consumers for the three attributes *attitude*, *credibility*, and *persuasiveness*. The same accounted for the consumer's sentiment towards the brand. Yet, it needs to be noted again that the Box's M for *attitude* did show a significant result. Thus, the results can only be interpreted as tendencies. Still, the results imply that consumers value the use of issue advocacy more than they condemn the use of stereotyping.

This result is coherent with an academic paper by Eisend, Palgemann, and Sollwedel (2014) who observed that the additional use of humor is outweighing the negative effect of traditional gender stereotyping. Moreover, it allowed to answer the research objective whether the additional use of issue advocacy decreases the presumed negative effect of stereotyping. Based on the results, issue advocacy converses the effect of stereotyping. This allows to hold the first hypothesis H1.

Now, the sole use of issue advocacy instead of an advertising poster without any of the stimuli, had a negative effect on the evaluation of the consumers towards the advertising and brand on the attributes *attitude*, *credibility* and *persuasiveness*. While this contrasting result seems counterintuitive at first, two things need to be noted. First, the observed effect was less grave, especially for the credibility of the ad. In addition, the result might indicate that the chosen stimuli for issue advocacy was not perceived as fitting as presumed. Like a preceding paper indicates, the topic-brand fit as well as the circumstances of the audience are strong forces that might alter the sentiment towards an ad or its respective brand (Abitbol & Sternadori, 2016).

Concluding, stereotyping alone results in a more negative evaluation of advertising and brand, whereas issue advocacy either increases the positive evaluation or decreases, dependent on the

prior advertising. Thus, H2a and H2b have to be rejected, as neither one solely shows a positive impact on the consumer sentiment.

Nonetheless, the results allow to answer the second research objective as it supports the notion that issue advocacy can have a positive impact on the consumer's sentiment towards the ad and brand. However, it does not apply to all circumstances as it neither affects the perceived philanthropy for the brand nor alters the loyalty of the consumer.

In the experiment the most negative sentiment towards any of the four used ads, was in the case of the advertising that has been using stereotyping in their promotion. Indicating that consumers create a more negative *attitude* towards an ad if it is using traditional female stereotyping. Likewise, the ad loses *credibility* and *persuasiveness*. This is coherent with past studies that showed how traditional female stereotyping negatively affected the audience. Hence, the results allow to answer the research objective whether or not stereotyping has a negative effect on the consumer's sentiment; which results in a clear affirmation.

The use of gender-neutral advertising which also did not use any type of issue advocacy had the most positive reaction from the consumer's side towards the ad and brand alike. This is consistent with prior articles that noticed how gender-neutral advertising had a positive effect on the respondents (Sultana & Shahriar, 2017). *Credibility*, *persuasiveness* as well as the level of positive *attitude* towards ad and brand was the highest in this ad version. This suggests that consumers might appreciate clear advertising messages without alternative motives. Concluding, indications have been found that aid to answer the posed research question. However, the attribute loyalty did not show any significant effect on neither the ad nor the brand. Moreover, philanthropy had inconsistent results and partial violation of the assumption which is why no conclusive indications can be given for this attribute.

Acknowledging the additional results, the research objective "Does the magnitude of the stimuli effect depend on the audience's gender?" can be answered. The MANOVA's for advertising and brand which had been split by gender did show significant results for attitude.

The general notion is that females do indeed react more positively towards the additional use of issue advocacy when stereotyping has been used before. Their attitude towards ad and brand is enhanced more than for their male counterpart. The results indicate that females might be more interested in issue advocacy than their male counterparts.

Another explanation could be that the noise created by the issue advocacy stimulus, reduces the negative effect of the stereotyping stimulus, which in this case was “traditional female stereotyping. Thus, this audience was directly addressed and therefore might have reacted stronger. Based on these results H3 can hold.

However, when keeping the cluster analysis in mind, there are no conclusive results that gender, or age range might impact a person’s stance towards stereotyping or issue advocacy. Even though scholars have found a connection that consumers with a more traditional world view tend to have less reluctance towards the use of stereotyping, the results of this study indicate otherwise (De Meulenaer, Dens, De Pelsmacker, & Eisend, 2018).

5. Conclusion

5.1. General Conclusion

In summary, the prior discussed results allow to state that companies should either go all the way, when using stimuli in advertising or rely on completely stimulus neutral ads.

The most striking finding is the reverse effect of *issue advocacy* as an addition to advertising that uses *stereotyping* in their ads. While this form of moderator has been found in prior research (Eisend, Palgeman & Sollwedel, 2014), the moderator *issue advocacy* is a new addition to this moderator form. It leads to the belief that the urgency of important topics, discussed in advertising, overshadows the negative sentiment effect of gender stereotyping, even if the chosen issue is not a perfect brand fit. After all, the use of issue advocacy was evaluated more negative in regard to attitude, credibility and persuasiveness, in comparison to neutral ads. Yet, as this might be the result of a brand-issue misfit, as supposed in other papers, the lower evaluation might be resulting from this factor (Abitbol & Sternadori, 2016; O'Cass & Griffin, 2006). However, this needs to be investigated in future research.

Moreover, as the study was needed to be limited, only one type of gender stereotyping had been used. While the results allow to gain some implications from them, the resulting lack of generalization needs to be acknowledged. Yet, the findings, that the female audience had stronger positive reactions when issue advocacy was added to an ad that used traditional female stereotyping, are coherent with past findings in studies regarding stereotyping (Theodoridis, Kyrousi, Zotou, & Panigyrakis, 2013).

Finally, when clustering the participants, none of the clusters showed striking differences to the other cluster and the results of their analysis were insignificant for the majority of attributes. Nonetheless, an important learning can be derived from these results. The sentiment towards gender stereotyping or issue advocacy might not be bound to demographic traits of consumers but to further aspects that have formed their beliefs.

At last, the study's results might allow scholars and marketers to better recognize how versatile and complex the use and effect of stereotyping as well as issue advocacy is in marketing. They are a valuable contribution to understand how issue advocacy can have a positive impact on a brand's consumer base and under which circumstances it better should be omitted.

5.2. Research Limitation

It needs to be acknowledged that the findings of this master thesis have been subject to several limitations.

The scope of the research was limited as about 70 percent of the sample size came from either Germany or Brazil. Furthermore, the sample size amounted to 266. Thus, each key group had about 60 individuals. This number might have been sufficient for the conducted analysis; however, it is at the bare minimum of sample sizes, which makes it prone to a type II error (Columb & Atkinson, 2016).

Also, focusing on the sample profile, the restriction to one country might have given a deeper understanding of how far the culture might influence the effect of the chosen stereotypes. The same can be said to a chosen age group or level of education. In addition, language limitations might have altered the understandability of the advertising and adjacent questions, as the people whose native language is neither English nor Portuguese provided their answers in the experiment.

As for the experiment itself, while it allows to understand the relationship and probable cause and effect to the stimuli and the consumers' sentiment, it cannot capture the effects of repeated exposure to advertising over time. Especially, the sentiment towards a brand changes over time (Solomon, 2018). Also, the sentiment towards a brand or ad does not signify that people will act according to this sentiment or attitude (Walker & Mullins, 2014). In addition, the produced ads could have had more apparent stimuli which might have helped to attain stronger results.

Finally, for each of the stimuli, a proxy had been used: traditional female stereotyping for gender stereotyping and the issue of inequality (due to racial traits) in the music industry. These proxies impose some limitations onto the study, as it hinders a complete generalization of the experiment to other populations or consumer groups. Therefore, it is inevitable to keep this limitation in mind, when evaluating the study's findings.

Ultimately, there is still limited research in the field of issue advocacy and especially in relation to stereotyping. As there clearly is a lack of prior experiments in the chosen area, this thesis could not build on past learnings but hopes to add with this experiment to the field of issue advocacy in combination with stereotyping.

6. Recommendation

6.1. Implications for Marketeers

For marketers, the use of gender stereotyping is a common approach. While it allows to target a consumer group more specifically, the downsides of it are generally known. On the contrary, issue advocacy, unrelated to product or brand, is a rather novel technique. The paper intended to aid marketers to understand their unique effects on consumer sentiment.

The new insights should encourage marketers to use these stimuli to better communicate toward their consumer base. The additional use of issue advocacy might diminish potential reactance from their target group. Finally, as regulations become more rigorous regarding traditional gender stereotyping, the proposed alternatives should assist marketers to find more suiting ads for their current consumers.

6.2. Future Academic Research

While the paper helps to understand the effect of gender stereotyping and issue advocacy more clearly, especially their joint effect, there is still a lot to uncover in this academic field. There are several limitations in the current study that should be considered for future research.

Clearly, there are some indications of how personality might affect the stimulus' effect on the consumer. However, as the results were inconclusive, future research should aim to understand which personality traits or cultural as well as demographic aspects might alter the reaction of consumers towards an advertisement and its respective brand. While there are findings regarding traditional stereotyping and cultural traits, the topic of issue advocacy has been omitted so far.

Besides, as the cause-brand fit between issue advocacy and Spotify might have been semi-optimal, future research might target this issue further. The findings that gender-neutral and issue advocacy-neutral ads had the most positive effect on consumers suggest that scholars should consider investigating in this direction as well.

Ultimately, attitude, persuasiveness and credibility towards a brand are certainly of importance to marketers and marketing scholars alike. However, there is room for exploring further implications and longer-term effects in future research. There needs to be a better understanding of the effects of stereotyping and issue advocacy.

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8. Appendix

8.1. Appendix A

Qualtrics Survey Experiment

Dear Participants,

Thank you for taking the time to support my master's thesis by conducting this survey. In the following you will see advertising posters of a brand. I would kindly ask you to answer a few questions about the advertisement individually.

There are no right or wrong answers and all your data will be collected anonymized.

The survey should take about 3-5 minutes.

Start of Block: Company & Service

Q1 How frequently are you using a music streaming platform?

- ☐ Daily
 - ☐ 4-6 times a week
 - ☐ 2-3 times a week
 - ☐ Once a week
 - ☐ Never
-

Q2 Are you familiar with the following brand: 

- ☐ Yes
 - ☐ No
-

Q3 Are you using Spotify?

- ☐ Yes, the free account
- ☐ Yes, the premium account
- ☐ No, I don't use Spotify

Start of Block: Picture Intro

In the following you will see advertising posters of Spotify's 2017 campaign. Please take your time to carefully look at the ad.

You will be asked questions about the addressed topic/message and overall impression of the ad and brand.

Q5 Keeping the ad you just saw in mind, please rate the following statements:
(1=completely disagree | 7=completely agree)

This ad is generally truthful	▼ 1 ... 7
This ad leaves one feeling accurately informed	▼ 1 ... 7
This ad is believable	▼ 1 ... 7
This ad is hard to understand	▼ 1 ... 7
This ad resembles traditional characteristics of a gender	▼ 1 ... 7
This ad addresses an important topic	▼ 1 ... 7

Q6 Please rate the statements according to your current sentiment:
(1=completely disagree | 7=completely agree)

Based on the ad, it is very likely that I will use this music streaming service.	▼ 1 ... 7
Based on the ad, I would be loyal to this music streaming service in the future.	▼ 1 ... 7
Based on the ad, I would not consider trying a new music streaming service.	▼ 1 ... 7

Q7 When considering the topic addressed in the ad, please rate it based on the following adjectives (1=completely disagree | 7=completely agree):

	1	2	3	4	5	6	7	
Not supportable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Supportable
Negative	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Positive
Companies should not talk about these topics	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Companies should talk about the topics
Not beneficial for the streaming platform	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Beneficial for the streaming platform

Start of Block: Brand

Q8 After seeing this ad - how would you consider your sentiment towards the brand:
(1=completely disagree | 7=completely agree)

	1	2	3	4	5	6	7	
Extremely dislike	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Extremely like
Bad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Good
Unpleasant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Pleasant
Not persuasive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Persuasive
Ineffective	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Effective
Not compelling	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Compelling
Not convincing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Convincing

Q9 Please rate the following statement about the brand & keep the previously seen advertisement in mind (1=completely disagree | 7=completely agree):

I believe this brand	▼ 1 ... 7
I trust this brand	▼ 1 ... 7
I think this brand is honest	▼ 1 ... 7
I consider myself loyal to this brand	▼ 1 ... 7
I do not consider switching the brand	▼ 1 ... 7
I will promote this brand in the future	▼ 1 ... 7
I support that Spotify is using the chosen topic in his ad	▼ 1 ... 7
I believe the topic is negative for Spotify	▼ 1 ... 7
I think Spotify should make an effort to address the chosen topics	▼ 1 ... 7
I suppose, talking about the chosen topics is beneficial for Spotify	▼ 1 ... 7

Start of Block: Personality

Q10 In how far do you agree with the following statements?
(1=completely disagree | 10=completely agree)

Equality is an important topic for me	▼ 1 ... 10
---------------------------------------	------------

I feel that society is stereotyping men & women based on realistic attributes	▼ 1 ... 10
My life is rarely influenced by situations caused due to inequality	▼ 1 ... 10
Traditional gender roles are still applicable	▼ 1 ... 10
Advertising targeting one specific gender rarely makes me feel uncomfortable	▼ 1 ... 10
I believe inequality is rarely a case nowadays	▼ 1 ... 10

Start of Block: Demographics

Q11 What is your highest level of education?

Please indicate the degree you are currently pursuing, in case you are still obtaining an degree.

- ☐ Elementary School Graduate
- ☐ High School Graduate
- ☐ Trade/Technical/Vocational Training
- ☐ Bachelor's Degree
- ☐ MBA/Master's Degree
- ☐ Doctorate Degree
- ☐ Others: _____

Q12 Please indicate the gender you identify with:

- ☐ Male
- ☐ Female

What is your age range?

- ☐ ≤ 17
- ☐ 18-24
- ☐ 25-30
- ☐ 31-39
- ☐ 40-55
- ☐ ≥ 56

Q14 Please indicate your country of Origin:

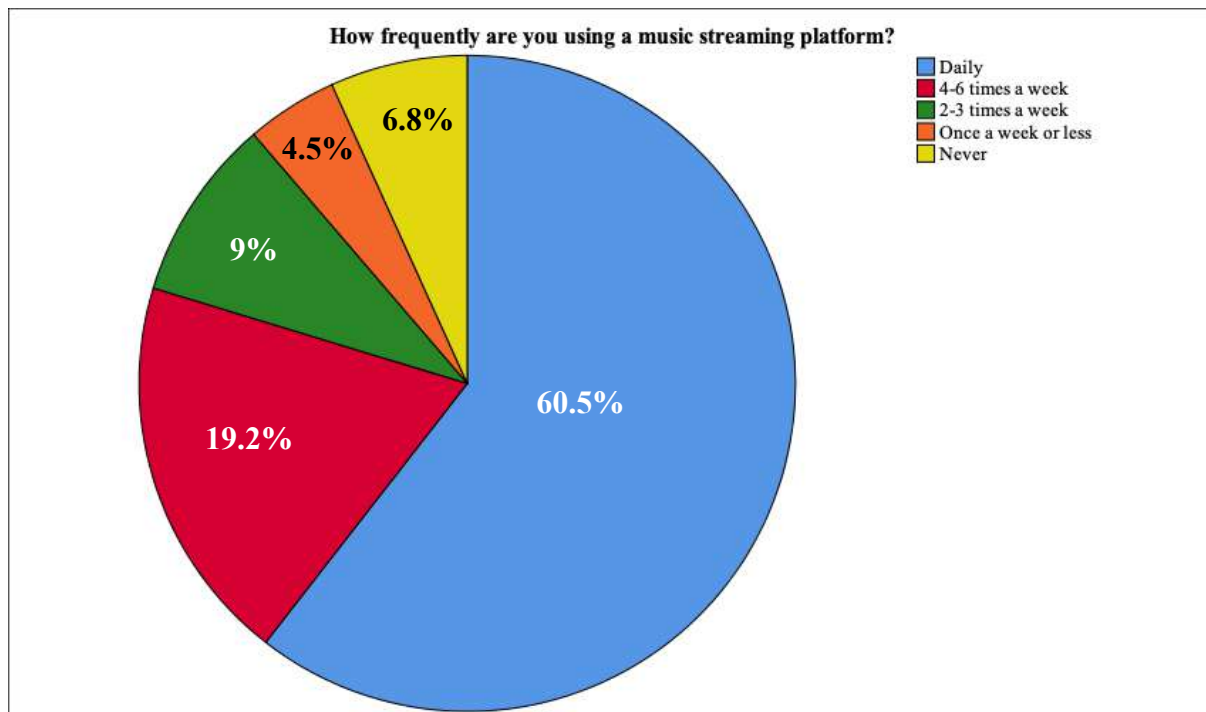
▼ Afghanistan (1) ... Zimbabwe (1357)

End of Survey

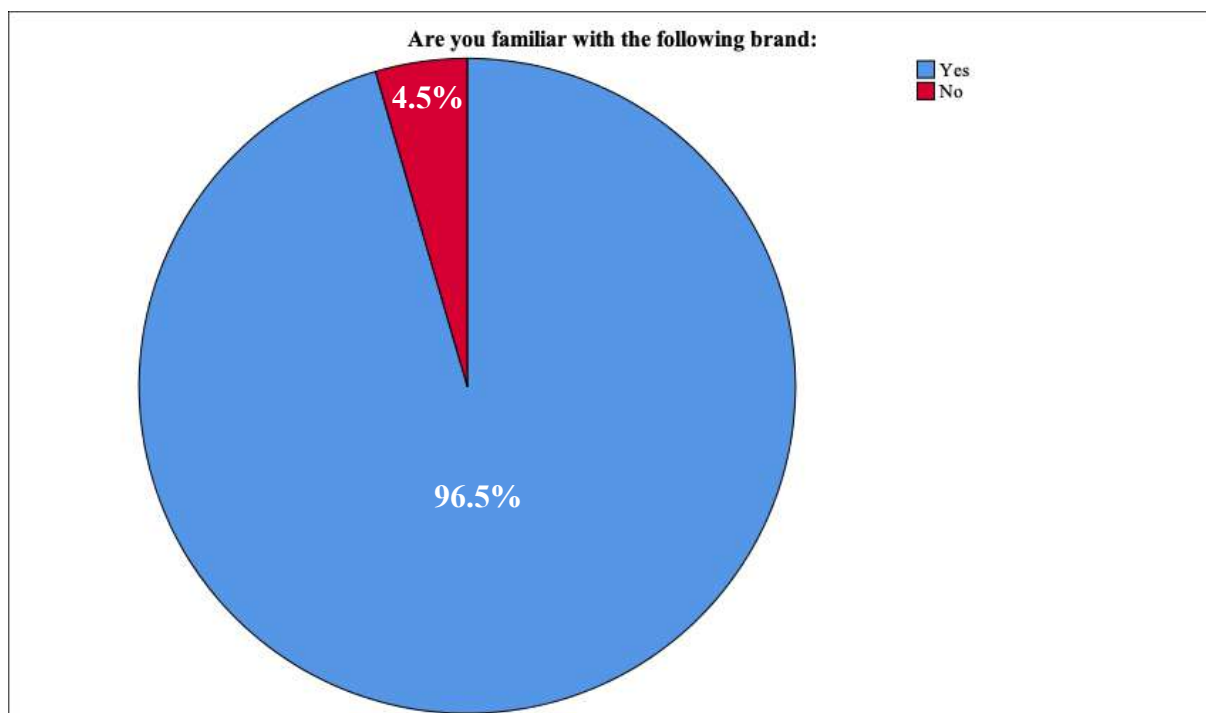
8.2. Appendix B

Participants Demographics and Characteristics

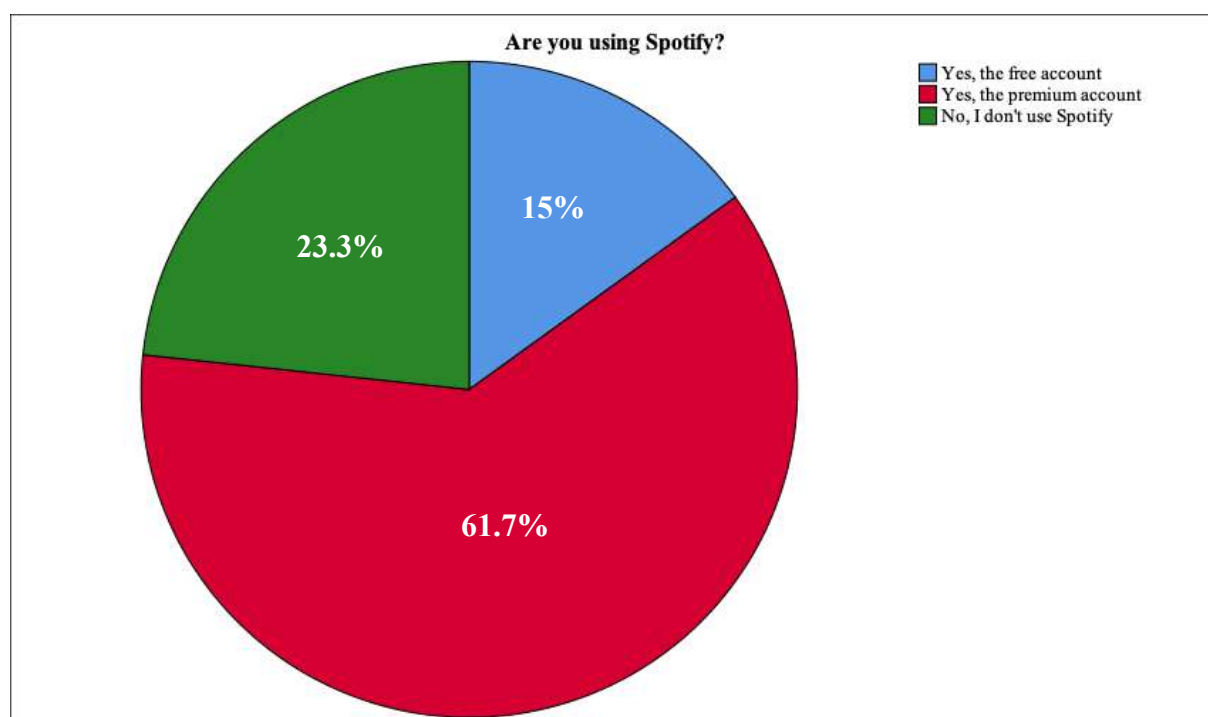
Graph 1



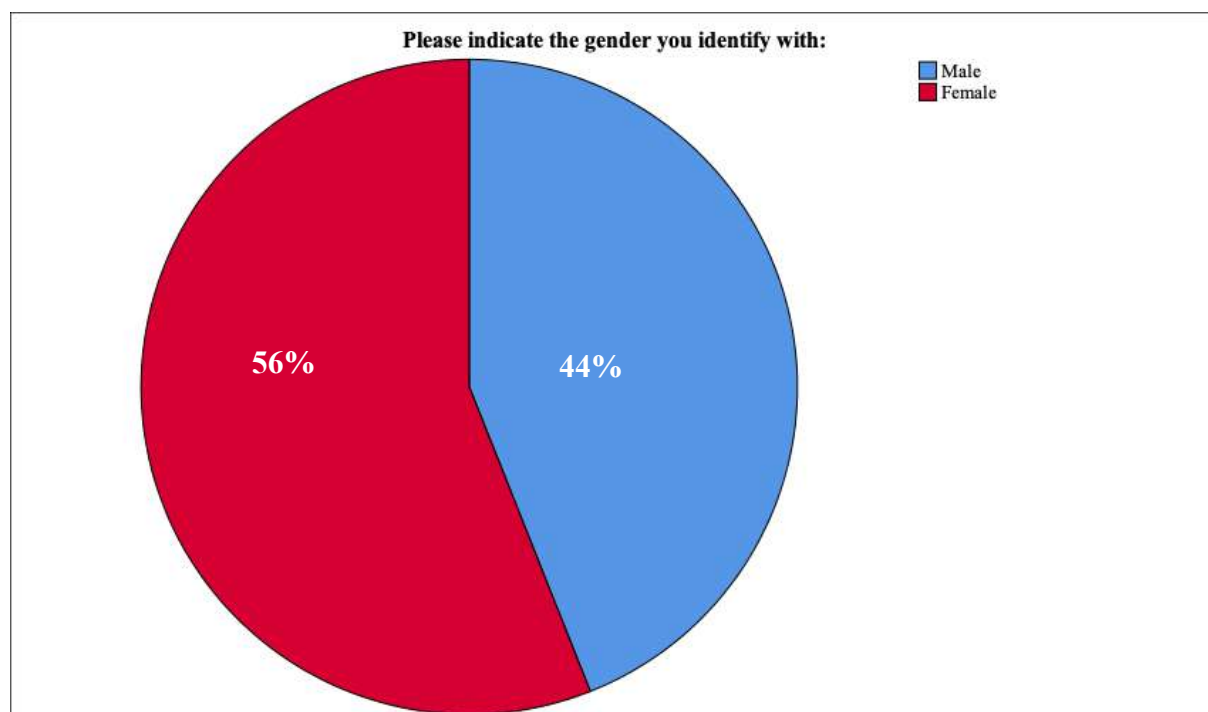
Graph 2



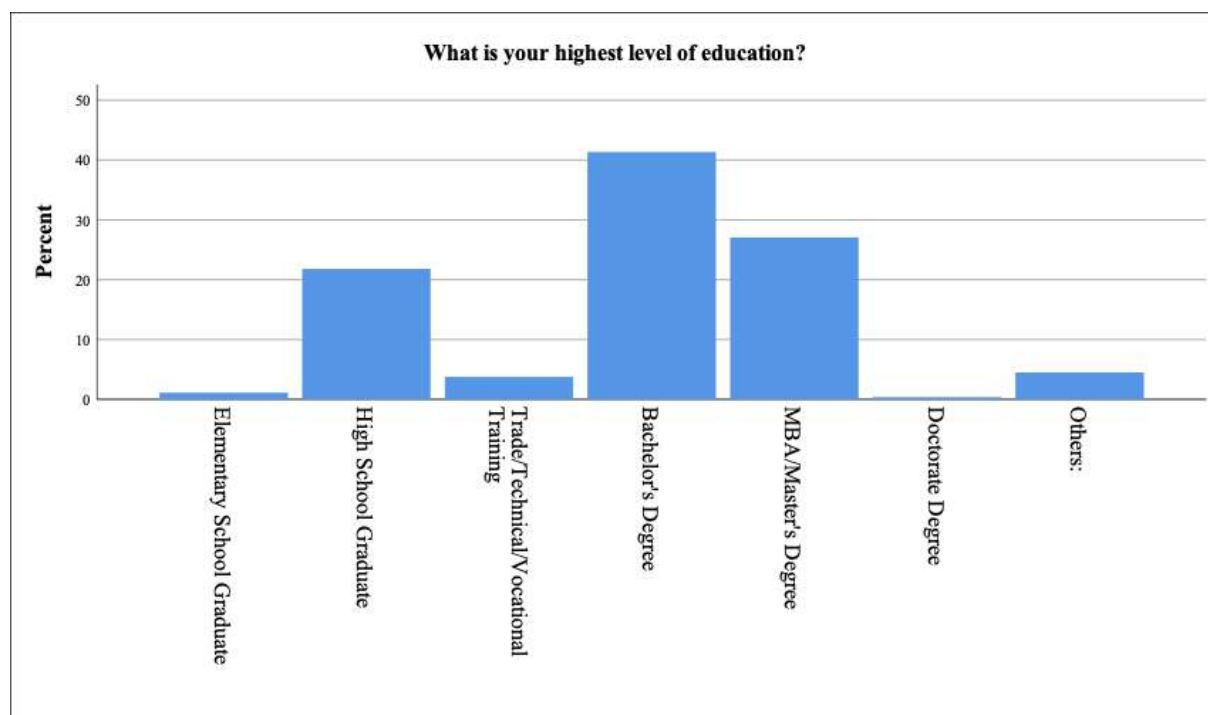
Graph 3



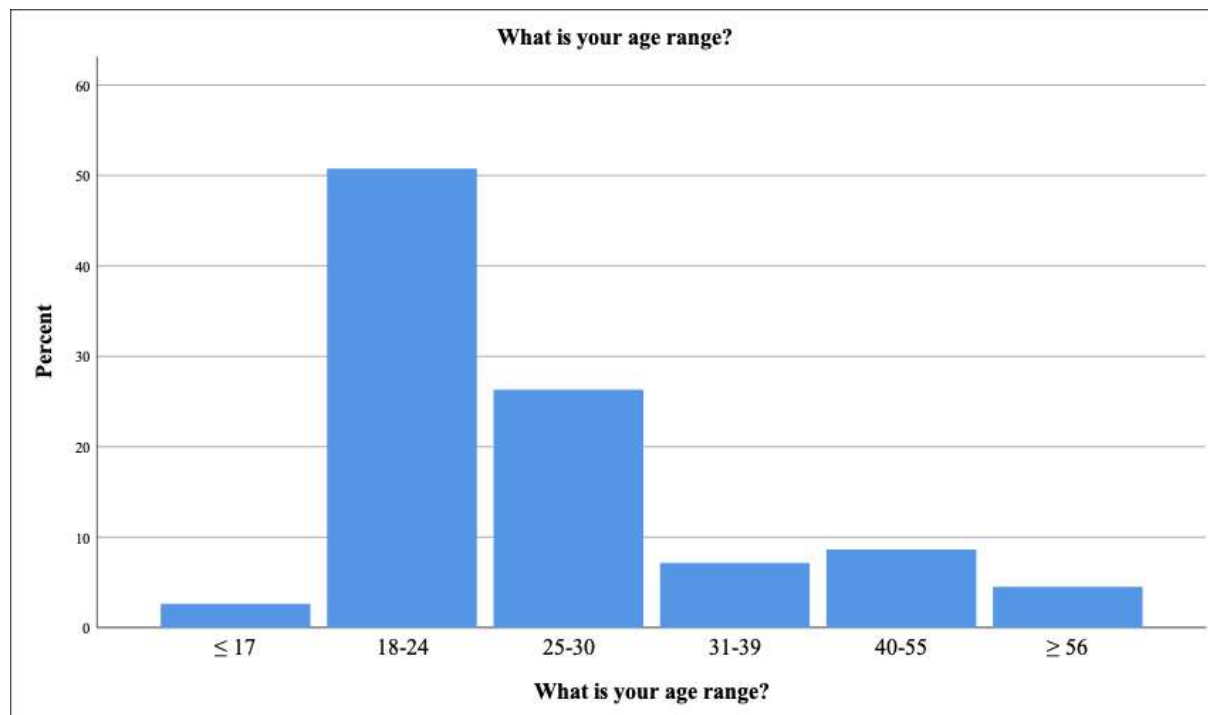
Graph 4



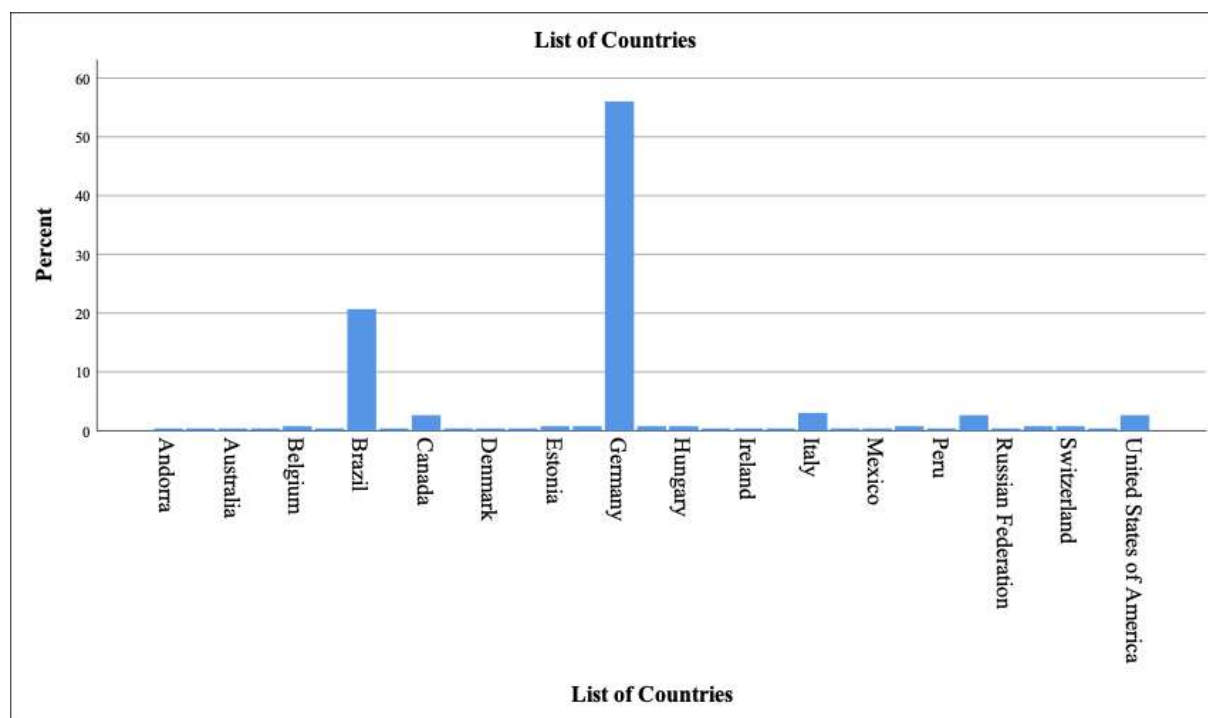
Graph 5



Graph 6



Graph 7



8.3. Appendix C

MANOVA Tables – Sentiment toward the Advertising

Tabulation 1

Attribute	Dependent Variable	Levene's Test ^a (based on Mean)				Box's Test ^a		
		Levene Statistic	df1	df2	Sig.	Box M	F	Sig.
Attitude	Unpleasant: Pleasant	1.403	3	262	.242	13.141	.715	.799
	Bad: Good	1.039	3	262	.376			
	Extremely dislikable: Extremely likable	2.926	3	262	.034			
Persuasiveness	Not Persuasive: Persuasive	1.938	3	262	.124	58.931	1.910	.002
	Ineffective: Effective	1.269	3	262	.286			
	Not Compelling: Compelling	1.490	3	262	.218			
	Unconvincing: Convincing	.387	3	262	.763			
Credibility	This ad is generally truthful	1.266	3	262	.286	22.348	1.216	.237
	This ad leaves one accurately informed	1.804	3	262	.147			
	This ad is believable	.410	3	262	.746			
Loyalty	Based on the ad, it is very likely that I will use this music streaming service.	1.539	3	262	.205	18.211	.991	.467
	Based on the ad, I would be loyal to this music streaming service in the future.	2.919	3	262	.035			
	Based on the ad, I would not consider trying a new music streaming service.	.327	3	262	.806			
Philanthropy	Not Supportable: Supportable	1.225	3	262	.301	65.725	2.130	.000
	Negative: Positive	1.940	3	262	.124			
	Companies should (not) talk about these topics	.310	3	262	.818			
	(Not) beneficial for the streaming platform	.928	3	262	.427			

Levene's Test: Tests the null hypothesis that the error variance of the dependent variable is equal across groups.

Box's Test: Tests the null hypothesis that the observed covariance matrices of the dependent variables are equal across groups.

a. Design: Intercept + Stereotyping + Issue Advocacy + Stereotyping * Issue Advocacy

Tabulation 2

Multivariate Tests

Attribute	Effect		Value	F	Hypothesis df	Error df	Sig.	Partial Squared	Eta
Attitude	Stereotyping	Pillai's Trace	.007	.613b	3.000	260.000	.607	.007	
	Issue Advocacy	Pillai's Trace	.002	.134b	3.000	260.000	.940	.002	
	Stereotyping *	Pillai's Trace	.114	11.166b	3.000	260.000	.000	.114	
	Issue Advocacy								
Persuasiveness	Stereotyping	Pillai's Trace	.025	1.639b	4.000	259.000	.165	.025	
	Issue Advocacy	Pillai's Trace	.016	1.084b	4.000	259.000	.365	.016	
	Stereotyping *	Pillai's Trace	.046	3.132b	4.000	259.000	.015	.046	
	Issue Advocacy								
Credibility	Stereotyping	Pillai's Trace	.032	2.878b	3.000	260.000	.037	.032	
	Issue Advocacy	Pillai's Trace	.002	.154b	3.000	260.000	.927	.002	
	Stereotyping *	Pillai's Trace	.129	12.781b	3.000	260.000	.000	.129	
	Issue Advocacy								
Loyalty	Stereotyping	Pillai's Trace	.001	.104b	3.000	260.000	.958	.001	
	Issue Advocacy	Pillai's Trace	.010	.904b	3.000	260.000	.440	.010	
	Stereotyping *	Pillai's Trace	.022	1.932b	3.000	260.000	.125	.022	
	Issue Advocacy								
Philanthropy	Stereotyping	Pillai's Trace	.006	.381b	4.000	259.000	.822	.006	
	Issue Advocacy	Pillai's Trace	.048	3.242b	4.000	259.000	.013	.048	
	Stereotyping *	Pillai's Trace	.127	9.458b	4.000	259.000	.000	.127	
	Issue Advocacy								

a. Design: Intercept + Stereotyping + Issue Advocacy + Stereotyping * Issue Advocacy

b. Exact statistic

8.4. Appendix D

MANOVA Tables – Sentiment toward the Brand

Tabulation 3

Attribute	Dependent Variable	Levene's Test ^a (based on Mean)				Box's Test ^a		
		Levene Statistic	df1	df2	Sig.	Box M	F	Sig.
Attitude	Unpleasant: Pleasant	.836	3	262	.475	57.039	3.102	.000
	Bad: Good	3.602	3	262	.014			
	Extremely dislikable/ likable	2.001	3	262	.114			
Persuasiveness	Not Persuasive: Persuasive	.577	3	262	.630	57.263	1.856	.003
	Ineffective: Effective	.819	3	262	.484			
	Not Compelling: Compelling	1.239	3	262	.296			
	Unconvincing: Convincing	.539	3	262	.656			
Credibility	I believe this brand	1.348	3	262	.259	35.453	1.928	.010
	I trust this brand	2.468	3	262	.062			
	I think this brand is honest	3.406	3	262	.018			
Loyalty	I consider myself loyal to this brand	1.996	3	262	.115	558.181	30.361	.000
	I do not consider switching the brand	1.256	3	262	.290			
	I will promote this brand in the future	1.369	3	262	.253			
Philanthropy	Not Supportable: Supportable	.360	3	262	.782	44.132	1.430	.060
	Negative: Positive	.865	3	262	.460			
	Companies should (not) talk about these topics	2.087	3	262	.102			
	(Not) beneficial for the streaming platform	1.043	3	262	.374			

Levene's Test: Tests the H0 that the error variance of the dependent variable is equal across groups.

Box's Test: Tests the H0 that the observed covariance matrices of the dep.var. are equal across groups.

b. Design: Intercept + Stereotyping + Issue Advocacy + Stereotyping * Issue Advocacy

Tabulation 5
Multivariate Tests^a

Attribute	Effect		Value	F	Hypothesis df	Error df	Partial Sig.	Eta Squared
Attitude	Stereotyping	Pillai's Trace	.004	.313 ^b	3.000	260.000	.816	.004
	Issue Advocacy	Pillai's Trace	.009	.801 ^b	3.000	260.000	.494	.009
	Stereotyping *	Pillai's Trace	.106	10.282 ^b	3.000	260.000	.000	.106
	Issue Advocacy							
Persuasiveness	Stereotyping	Pillai's Trace	.001	.071 ^b	4.000	259.000	.991	.001
	Issue Advocacy	Pillai's Trace	.017	1.128 ^b	4.000	259.000	.343	.017
	Stereotyping *	Pillai's Trace	.098	7.067 ^b	4.000	259.000	.000	.098
	Issue Advocacy							
Credibility	Stereotyping	Pillai's Trace	.014	1.223 ^b	3.000	260.000	.302	.014
	Issue Advocacy	Pillai's Trace	.006	.545 ^b	3.000	260.000	.652	.006
	Stereotyping *	Pillai's Trace	.053	4.812 ^b	3.000	260.000	.003	.053
	Issue Advocacy							
Loyalty	Stereotyping	Pillai's Trace	.009	.826 ^b	3.000	260.000	.480	.009
	Issue Advocacy	Pillai's Trace	.008	.666 ^b	3.000	260.000	.574	.008
	Stereotyping *	Pillai's Trace	.008	.732 ^b	3.000	260.000	.534	.008
	Issue Advocacy							
Philanthropy	Stereotyping	Pillai's Trace	.010	.680 ^b	4.000	259.000	.607	.010
	Issue Advocacy	Pillai's Trace	.067	4.632 ^b	4.000	259.000	.001	.067
	Stereotyping *	Pillai's Trace	.086	6.085 ^b	4.000	259.000	.000	.086
	Issue Advocacy							

a. Design: Intercept + Stereotyping + Issue Advocacy + Stereotyping * Issue Advocacy

b. Exact statistic

8.5. Appendix E

MANOVA tables for Sentiment toward the Advertising split by Gender

Tabulation 6

Tests of Between-Subjects Effects

Gender	Attribute	Dependent Variable	Independent Variable					
			Stereotyping		Issue Advocacy		Interaction Effect	
			F-Value	Sig.	F-Value	Sig.	F-Value	Sig.
Male	Attitude	Unpleasant: Pleasant	.023	.879	.432	.512	8.576	.004
		Bad: Good	.002	.962	1.498	.224	4.293	.041
		Extremely dislikable/likable	.003	.958	.090	.765	4.686	.033
	Credibility	I believe this brand	2.359	.127	.039	.844	1.561	.214
		I trust this brand	2.588	.110	.132	.717	9.548	.003
		I think this brand is honest	1.089	.299	.498	.482	4.795	.031
Female	Attitude	Unpleasant: Pleasant	.220	.640	.590	.444	28.411	.000
		Bad: Good	1.814	.180	.709	.401	15.413	.000
		Extremely dislikable/likable	.558	.456	.344	.558	10.727	.001
	Credibility	I believe this brand	3.243	.074	1.135	.289	17.486	.000
		I trust this brand	1.865	.174	.002	.968	20.769	.000
		I think this brand is honest	.141	.707	.078	.780	27.830	.000

Tabulation 7

Gender	Attribute	Dependent Variable	Levene's Test ^a (based on Mean)				Box's Test ^a		
			Levene Statistic	df1	df2	Sig.	Box M	F	Sig.
Male	Attitude	Unpleasant: Pleasant	2.026	3	113	.114	23.645	1.250	.211
		Bad: Good	.820	3	113	.486			
		Extremely dislikable: Extremely likable	3.117	3	113	.029			
	Credibility	This ad is generally truthful	.642	3	113	.589	20.870	1.103	.341
		This ad leaves one accurately informed	2.848	3	113	.041			
		This ad is believable	1.557	3	113	.204			
Female	Attitude	Unpleasant: Pleasant	.483	3	145	.694	11.426	.610	.895
		Bad: Good	1.929	3	145	.127			
		Extremely dislikable: Extremely likable	.747	3	145	.526			
	Credibility	This ad is generally truthful	1.369	3	145	.255	14.415	.770	.738
		This ad leaves one accurately informed	.745	3	145	.527			
		This ad is believable	.988	3	145	.400			

Levene's Test: Tests the H0 that the error variance of the dependent variable is equal across groups.

Box's Test: Tests the H0 that the observed covariance matrices of the dep. var. are equal across groups.

a. Design: Intercept + Stereotyping + Issue Advocacy + Stereotyping * Issue Advocacy

Tabulation 8
Multivariate Tests^a

Gender	Attribute	Effect		Value	F	Hypothesis df	Error df	Partial Sig. Squared	Eta
<i>Male</i>	Attitude	Stereotyping	Pillai's Trace	.001	.040 ^b	3.000	111.000	.989.001	
		Issue Advocacy	Pillai's Trace	.019	.716 ^b	3.000	111.000	.544.019	
		Stereotyping * Advocacy	Issue Pillai's Trace	.073	2.921 ^b	3.000	111.000	.037.073	
	Credibility	Stereotyping	Pillai's Trace	.031	1.178 ^b	3.000	111.000	.321.031	
		Issue Advocacy	Pillai's Trace	.012	.447 ^b	3.000	111.000	.720.012	
		Stereotyping * Advocacy	Issue Pillai's Trace	.089	3.598 ^b	3.000	111.000	.016.089	
<i>Female</i>	Attitude	Stereotyping	Pillai's Trace	.017	.823 ^b	3.000	143.000	.483.017	
		Issue Advocacy	Pillai's Trace	.005	.247 ^b	3.000	143.000	.863.005	
		Stereotyping * Advocacy	Issue Pillai's Trace	.164	9.351 ^b	3.000	143.000	.000.164	
	Credibility	Stereotyping	Pillai's Trace	.033	1.635 ^b	3.000	143.000	.184.033	
		Issue Advocacy	Pillai's Trace	.017	.806 ^b	3.000	143.000	.493.017	
		Stereotyping * Advocacy	Issue Pillai's Trace	.178	10.288 ^b	3.000	143.000	.000.178	

a. Design: Intercept + Stereotyping + Issue Advocacy + Stereotyping * Issue Advocacy

b. Exact statistic

8.6. Appendix F

MANOVA tables for Sentiment toward the Brand split by Gender

Tabulation 9

Tests of Between-Subjects Effects

Gender	Attribute	Dependent Variable	Independent Variable					
			Stereotyping		Issue Advocacy		Interaction Effect	
			F-Value	Sig.	F-Value	Sig.	F-Value	Sig.
Male	Attitude	Unpleasant: Pleasant	.231	.631	.267	.606	4.782	.031
		Bad: Good	.001	.972	.012	.912	8.421	.004
		Extremely dislikable/ likable	.059	.809	.117	.733	8.489	.004
Female	Attitude	Unpleasant: Pleasant	.151	.698	.420	.518	24.829	.000
		Bad: Good	1.402	.238	1.384	.241	15.429	.000
		Extremely dislikable / likable	1.881	.172	1.411	.237	21.981	.000

Tabulation 10

Gender	Attribute	Dependent Variable	Levene's Test ^a (based on Mean)				Box's Test ^a		
			Levene Statistic	df1	df2	Sig.	Box M	F	Sig.
Male	Attitude	Unpleasant: Pleasant	.642	3	113	.589			
		Bad: Good	2.848	3	113	.041	20.870	1.103	.341
		Extremely dislikable: Extremely likable	1.557	3	113	.204			
Female	Attitude	Unpleasant: Pleasant	1.369	3	145	.255			
		Bad: Good	.745	3	145	.527	14.415	.770	.738
		Extremely dislikable: Extremely likable	.988	3	145	.400			

Levene's Test: Tests the null hypothesis that the error variance of the dependent variable is equal across groups.
Box's Test: Tests the null hypothesis that the observed covariance matrices of the dependent variables are equal across groups.

b. Design: Intercept + Stereotyping + Issue Advocacy + Stereotyping * Issue Advocacy

Tabulation 11

Multivariate Tests^a – for Sentiment toward the Brand split by Gender

Gender	Attribute	Effect	Value	F	Hypothesis df	Error df	Partial Sig.	Squared	Eta
Male	Attitude	Stereotyping	Pillai's Trace	.031	1.178 ^b	3.000	111.000	.321	.031
		Issue Advocacy	Pillai's Trace	.012	.447 ^b	3.000	111.000	.720	.012
		Stereotyping * Issue Advocacy	Pillai's Trace	.089	3.598 ^b	3.000	111.000	.016	.089
Female	Attitude	Stereotyping	Pillai's Trace	.033	1.635 ^b	3.000	143.000	.184	.033
		Issue Advocacy	Pillai's Trace	.017	.806 ^b	3.000	143.000	.493	.017
		Stereotyping * Issue Advocacy	Pillai's Trace	.178	10.288 ^b	3.000	143.000	.000	.178

a. Design: Intercept + Stereotyping + Issue Advocacy + Stereotyping * Issue Advocacy

b. Exact statistic

8.7. Appendix G

MANOVA tables for Sentiment toward the Advertising split by Cluster

Tabulation 12

Tests of Between-Subjects Effects

Gender	Attribute	Dependent Variable	Independent Variable					
			Stereotyping		Issue Advocacy		Interaction Effect	
			F-Value	Sig.	F-Value	Sig.	F-Value	Sig.
Male	Attitude	Unpleasant: Pleasant	.070	.792	.001	.980	19.143	.000
		Bad: Good	.211	.647	.575	.450	7.579	.007
		Extremely dislikable: Extremely likable	.244	.622	.032	.858	9.856	.002
Female	Attitude	Unpleasant: Pleasant	.644	.424	.026	.872	13.280	.000
		Bad: Good	1.315	.254	.256	.614	8.751	.004
		Extremely dislikable: Extremely likable	2.154	.145	.357	.551	4.568	.035

Table 13

Cluster	Attribute	Dependent Variable	Levene's Test ^a (based on Mean)				Box's Test ^a		
			Levene Statistic	df1	df2	Sig.	Box M	F	Sig.
Traditional Mindset	Attitude	Unpleasant: Pleasant	1.303	3	140	.276	12.621	.673	.841
		Bad: Good	.094	3	140	.963			
		Extremely dislikable/ likable	1.161	3	140	.327			
Change Striver	Attitude	Unpleasant: Pleasant	.289	3	118	.833	26.396	1.398	.121
		Bad: Good	1.475	3	118	.225			
		Extremely dislikable/ likable	2.258	3	118	.085			

Levene's Test: Tests the H0 that the error variance of the dependent variable is equal across groups.

Box's Test: Tests the H0 that the observed covariance matrices of the dep. var. are equal across groups.

c. Design: Intercept + Stereotyping + Issue Advocacy + Stereotyping * Issue Advocacy

Tabulation 14
Multivariate Tests^a

Cluster	Attribute	Effect		Value	F	Hypothesis df	Error df	Partial Sig.	Eta Squared
<i>Traditional Mindset</i>	Attitude	Stereotyping	Pillai's Trace	.012	.562 ^b	3.000	138.000	.641	.012
		Issue Advocacy	Pillai's Trace	.009	.422 ^b	3.000	138.000	.738	.009
		Stereotyping *	Pillai's Trace	.124	6.529 ^b	3.000	138.000	.000	.124
		Issue Advocacy							
<i>Change Striver</i>	Attitude	Stereotyping	Pillai's Trace	.022	.878 ^b	3.000	116.000	.455	.022
		Issue Advocacy	Pillai's Trace	.007	.274 ^b	3.000	116.000	.844	.007
		Stereotyping *	Pillai's Trace	.107	4.636 ^b	3.000	116.000	.004	.107
		Issue Advocacy							

a. Design: Intercept + Stereotyping + Issue Advocacy + Stereotyping * Issue Advocacy

b. Exact statistic

8.8. Appendix H

MANOVA tables for Sentiment toward the Brand split by Cluster

Tabulation 15

Tests of Between-Subjects Effects

Cluster	Attribute	Dependent Variable	Independent Variable					
			Stereotyping		Issue Advocacy		Interaction Effect	
			F-Value	Sig.	F-Value	Sig.	F-Value	Sig.
Traditional Mindset	Attitude	Unpleasant: Pleasant	.203	.653	.304	.583	11.892	.001
		Bad: Good	.027	.869	.327	.568	14.367	.000
		Extremely dislikable/likable	.045	.833	.813	.369	19.306	.000
Change Striver	Attitude	Unpleasant: Pleasant	.229	.633	.148	.701	13.764	.000
		Bad: Good	2.113	.149	.456	.501	8.385	.005
		Extremely dislikable/likable	1.167	.282	.006	.939	.003	.072

Tabulation 16

Cluster	Attribute	Dependent Variable	Levene's Test ^a (based on Mean)				Box's Test ^a		
			Levene Statistic	df1	df2	Sig.	Box M	F	Sig.
Traditional Mindset	Attitude	Unpleasant: Pleasant	.965	3	140	.411	34.927	1.864	.014
		Bad: Good	2.512	3	140	.061			
		Extremely dislikable/ likable	1.200	3	140	.312			
Change Striver	Attitude	Unpleasant: Pleasant	1.044	3	118	.376	30.404	1.610	.049
		Bad: Good	1.408	3	118	.244			
		Extremely dislikable/ likable	1.283	3	118	.283			

Levene's Test: Tests the null hypothesis that the error variance of the dependent variable is equal across groups.
Box's Test: Tests the null hypothesis that the observed covariance matrices of the dependent variables are equal across groups.

d. Design: Intercept + Stereotyping + Issue Advocacy + Stereotyping * Issue Advocacy

Tabulation 17

Multivariate Tests^a

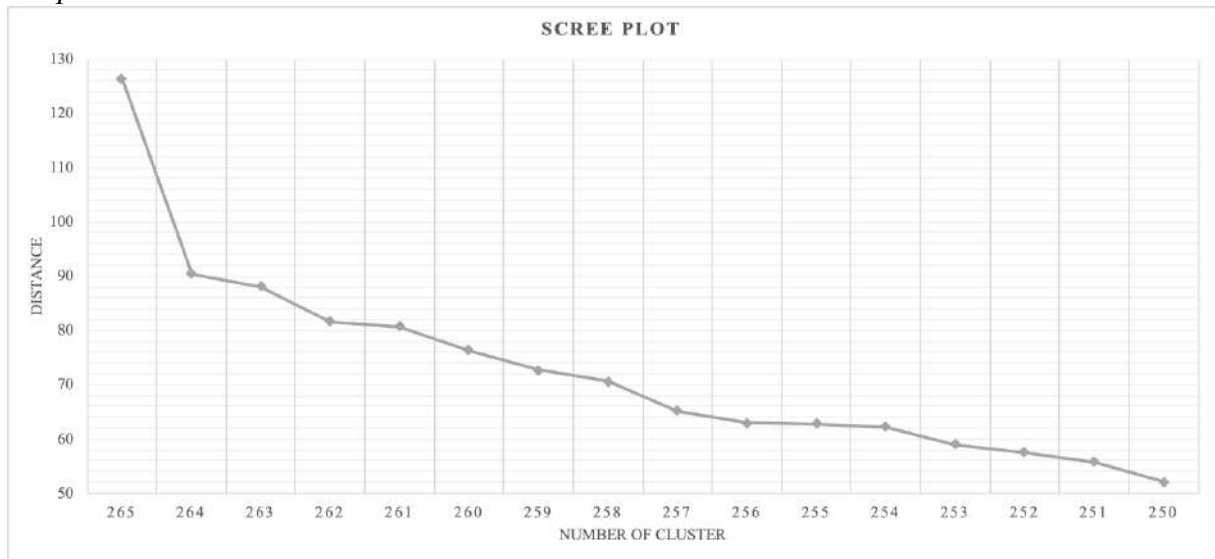
Cluster	Attribute	Effect	Value	F	Hypothesis df	Error df	Sig.	Partial Eta Squared	
Traditional Mindset	Attitude	Stereotyping	Pillai's Trace	.013	.587 ^b	3.000	138.000	.625	.013
		Issue Advocacy	Pillai's Trace	.007	.318 ^b	3.000	138.000	.812	.007
		Stereotyping *	Pillai's Trace	.121	6.346 ^b	3.000	138.000	.000	.121
		Issue Advocacy							
Change Striver	Attitude	Stereotyping	Pillai's Trace	.047	1.912 ^b	3.000	116.000	.131	.047
		Issue Advocacy	Pillai's Trace	.051	2.080 ^b	3.000	116.000	.107	.051
		Stereotyping *	Pillai's Trace	.112	4.894 ^b	3.000	116.000	.003	.112
		Issue Advocacy							

a. Design: Intercept + Stereotyping + Issue Advocacy + Stereotyping * Issue Advocacy

b. Exact statistic

8.9. Appendix I

Graph 8



8.10. Appendix J

Tabulation 18

K-means Final Cluster Centers

	Cluster I ^a	Cluster II ^a
Equality is an important topic for me	9	8
I feel that society is stereotyping men/women based on realistic attributes	7	3
My life is rarely influenced by situations caused due to inequality	6	4
Traditional gender roles are still applicable	6	3
Advertising targeting one specific gender rarely makes me feel uncomfortable	6	4
I believe inequality is rarely a case nowadays	3	2

a. I = Traditional Mindset | II = Change Striver

8.11. Appendix K

Tabulation 19

Cronbach's Alpha for all Attributes regarding Advertising and Brand

Attribute	Advertising		Brand	
	Cronbach's Alpha	N of Items	Cronbach's Alpha	N of Items
Attitude	.899	3	.955	3
Persuasiveness	.907	4	.950	4
Credibility	.813	3	.912	3
Loyalty	.778	3	.409	3
Philanthropy	.875	4	.729	4

8.12. Appendix L

ANOVA – Manipulation Check for Stereotyping

Tabulation 20

Levene's Test of Equality of Error Variances^{a,b}

		Levene Statistic	df1	df2	Sig.
This ad resembles traditional characteristics of a gender	Based on Mean	3.611	3	262	.014
	Based on Median	2.396	3	262	.069
	Based on Median and with adjusted df	2.396	3	254.418	.069
	Based on trimmed mean	3.576	3	262	.015

Tests the H0 that the error variance of the dependent variable is equal across groups.

a. Dependent variable: This ad resembles traditional characteristics of a gender

b. Design: Intercept + Stereotyping + Issue_Advocacy + Stereotyping * Issue_Advocacy

Tabulation 21

Tests of Between-Subjects Effects

Dependent Variable: This ad resembles traditional characteristics of a gender

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	217.082 ^a	3	72.361	20.058	.000	.187
Intercept	3277.341	1	3277.341	908.468	.000	.776
Stereotyping	198.739	1	198.739	55.090	.000	.174
Issue_Advocacy	2.441	1	2.441	.677	.411	.003
Stereotyping *	8.898	1	8.898	2.467	.118	.009
Issue_Advocacy						
Error	945.177	262	3.608			
Total	4477.000	266				
Corrected Total	1162.259	265				

a. R Squared = .187 (Adjusted R Squared = .177)

8.13. Appendix M

ANOVA – Manipulation Check for Issue Advocacy

Tabulation 22

Levene's Test of Equality of Error Variances^{a,b}

		Levene Statistic	df1	df2	Sig.
This ad addresses an important topic	Based on Mean	1.513	3	262	.211
	Based on Median	1.265	3	262	.287
	Based on Median and with adjusted df	1.265	3	239.787	.287
	Based on trimmed mean	1.540	3	262	.205

Tests the H0 that the error variance of the dependent variable is equal across groups.

a. Dependent variable: This ad addresses an important topic

b. Design: Intercept + Stereotyping + Issue_Advocacy + Stereotyping * Issue_Advocacy

Tabulation 23

Tests of Between-Subjects Effects

Dependent Variable: This ad addresses an important topic

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	140.993 ^a	3	46.998	13.252	.000	.132
Intercept	5392.834	1	5392.834	1520.576	.000	.853
Stereotyping	.077	1	.077	.022	.883	.000
Issue_Advocacy	136.794	1	136.794	38.571	.000	.128
Stereotyping *	3.963	1	3.963	1.117	.291	.004
Issue_Advocacy						
Error	929.202	262	3.547			
Total	6376.000	266				
Corrected Total	1070.195	265				

a. R Squared = .132 (Adjusted R Squared = .122)