

“An Investigation into the use of gender stereotypes by marketers in advertising to examine its effects on brand equity and consumer purchasing behaviour”.

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Masters of Science in Marketing

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Abstract

This study aims to investigate the effects of the use of gender stereotypes in advertising on a brand. The purpose of this paper is to examine the topic of stereotypes in advertising and discover the reason for the continued use of gender stereotypes in advertising. This paper aims to explore whether or not there is a purpose behind the use of gender stereotypes and explore how consumers respond to advertising campaigns of this nature. This will be achieved by comparing past academic studies and primary research conducted by the author on this paper.

Having conducted an in-depth study into the literature on the topic a study was conducted based on this research. This study used a quantitative approach using an online questionnaire which was created and distributed by the author. This questionnaire was constructed with all of the objectives and sub-objects in mind in order to gain a better insight into how consumers actually respond to this issue.

The literature found there was a great divide between people who cared about the use of gender stereotypes in advertising and those who were either indifferent and those who liked their use. This was quite similar to the results found from the survey. Although opinions were divided on the reaction to the use of gender stereotypes, it was clear that the use of gender stereotypes affect a brand's image and may even go as far as stopping people from buying their products. This observation is something that marketers need to be made aware of for future actions.

From the literature there is a difference in opinion amongst scholars on the subject of gender stereotyping in advertising. Furthermore the effect of gender stereotyping on brand equity was not examined in-depth. The link between gender stereotyping and brand equity on the contradicts what other scholars have reported on the subject it as unsurprising that the results agreed with some of it. However it is clear that much more research needs to be taken to fully state understand what the results mean.

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Dedication

“I dedicate this work to my mother Valerie, my aunty Marie and my grandparents Josephine, John & Albert who I miss with all my heart.

Their love has given me purpose, to which I owe everything

Acknowledgements

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Introduction

“Advertising can be defined as any paid form of non-personal presentation and promotion of ideas, goods or services by the identified sponsor” (Kotler, Armstrong, Wong, & Saunders 2006). Advertising is a tool which has been used since the very beginning of recorded history. It is a form of announcing and promoting the products and services which you have available. It has been known that advertisers may use unethical tactics in order to get their adverts noticed. One way which has been the topic of much discussion and controversy which is a use of stereotypical gender roles. Chang and Tseng (2013) argue that this means of using controversial advertising campaigns are the only means by which advertisers are able to grab the viewers’ attention. Women have been the topic of this discussion for decades it was always felt that women were being misrepresented in advertising. Women have always felt it unfair that they are depicted as the lesser sex however this study will also examine the stereotypical depiction of men which is a topic which has only recently been looked at as a serious issue with the rising number of body disorders among young men. Males are often depicted as the more dominant of the sexes and can often be seen as the gender depicted as the figure of authority, this can cause immense insecurities. Advertising and the media have shaped the view of what is considered masculine and feminine and for anyone who doesn’t meet these criteria may develop psychological disorders.

Gender role stereotypes is a much-documented topic, but only a minute amount of research has been conducted to discover the effects this may have on a brand. Companies spend massive amounts of time and money to create their idolised brand personality and brand equity. It is essential for a brand manager to understand how people feel about such a sensitive issue is important (Keller, Apreia, and Georgson 2012). It is unknown whether or not the use of gender stereotypes affect a brand’s image, a consumer’s loyalty to the brand or even the brand’s market share. The aim of this dissertation is to examine the relationship of these topics and explore if brand managers should continue to use this approach in their advertising campaigns or should they proceed with caution.

Marketers should be aware of what the audience they are trying to target want and the possible effects of the use of gender stereotypes may have. It is unwise to continue

with a method which may result in negative feelings among a marketer's target audience. Taking the case of the presentation of cleaning products by advertisers who want to target women. If women prefer to see men being used in advertisements then it seems they should use men as well, but this is not generally what happens. It seems strange that advertisers would make such a mistake unless this is actually what people want to see. Although many people may say that they support gender equality, they may be more comfortable with viewing advertisements using men and women in a stereotypical way. This paper aims to discuss this and explore whether advertisers are inadvertently losing consumers or whether people actually accept these presentations and that's the reason behind their usage. This topic will be examined thoroughly using primary and secondary research as a source of information. This paper will draw on secondary sources of information to understand and learn from what academics have reported in the past, and this will inform the design of the investigation. This study may validate or contradict previous research. Either way, this paper will provide a rich source of primary information.

This dissertation will be sectioned into six parts; the literature review, research question, the methodology, results and analysis, discussion, and finally the conclusion and recommendations. These sections will then be subdivided into the appropriate subheadings. The literature review will be a brief summary of the relevant literature based around the subject. It is also the literature study of academic references which has influenced the topic of this dissertation. This will be followed by the research question section. In this part the author will break down the title of the paper into more realistic and credible hypotheses. This chapter will outline all the proposed objectives and sub-objectives which the author will aim to answer in this dissertation. Finally following on from this the next area which will be examined is the methodology. This section will explore the proposed research philosophies and approaches which will be the most suitable in answering the previously stated questions from the research question section. This chapter will also look at how the researcher planned and executed the study. This study will intend to answer all of the objective questions. This will be followed by the analysis and the results of the survey. This section will report the findings from the conducted study. A detailed discussion comparing the findings of each section will be provided. This review will examine the results in more detail to ascertain their significance. Finally, the paper will finish with

providing a conclusion and recommendation section. This section will give a brief summary of the points which were observed in the paper and make recommendations. These recommendations will be for advertisers and marketers alike who are in the industry and also academics. These recommendations may provide a solution to problems marketers in the industry and also provide scholars information which may help their work or even inspire further study on the topic.

Literature Review

Both male and female stereotypes are present in advertising. Gender roles have significantly changed, but even so, it seems many advertisements depict men and women in the same traditional roles. It is a very controversial topic which is why there has been so much work based around it. This literature review will give a brief summary of what research has been done thus far. It will be subdivided into separate sections to give an account of what the research says on the topic. Since there has been a lack of research in the area of what effects this association with a stereotype advertising campaign there will be a brief look into branding under several subheadings, these topics will begin with a discussion of branding, brand relationships, segmentation targeting and positioning to provide a background of why it is so crucial to understand fully the impacts that connecting a brand to something negative can have. Following on from this brief discussion the subheadings will continue to gender stereotypes, opinions on the use of these stereotypes in advertising, purchasing effects of these advertising strategies, the effect of peer pressure and finally the importance of corporate social responsibility.

2.1 Branding

According to the American Marketing Association, “a brand is a name, term, sign symbol, or design, or a combination of them intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competition” (Keller, Apreia, and Georgson 2012). As of recent years, however, it has become clear that a brand is more than these attributes. A well-established brand can have a personality, and it is even possible that a consumer can have a relationship with a brand (Fournier 1999). This is why marketers put so much time and effort into developing their brand image. Brand image can be defined as the set of beliefs that consumers hold about a particular brand. It is primarily the reputation of the brand or how brands want to be seen to the public. (Kotler, Armstrong, Wong & Saunders 2006). It can be measured using a brand’s equity and also discovering how a brand’s personality is perceived. Brand Equity is a very hard thing to measure but according to Aakar (1996), there are five criteria used to value the brand equity of a company; brand loyalty, perceived quality, associations, brand awareness and market share. Brand loyalty and brand associations were particularly important in this case. If

a consumer is against something the brand is associated with in this case stereotypes it is very hard for that consumer to be loyal to that brand. It's common for the customer to relate or associate a brand with the members of the organisation (McCracken 1989), this includes the people who are being used in advertising campaigns. Another important aspect to think of is brand personality. According to Aakar (1997), brand personality is a set of human characteristics associated with a brand. How the customer sees the brand is often reflected in the personality they associate with the brand. If consumer's associate negative feelings towards a brand it is doubtful they will be able to form a connection with the brand or have any brand loyalty.

2.2 Brand Relationships

From Fournier's research in 1999, it has been recognised that people have relationships with brands even if they are not aware of it. Like all symbiotic relationships, both entities give something to the other. Brands can provide a user with comfort, happiness, and confidence to name just a few. For a person to have a relationship with a brand trust is essential (O'Shaughnessy 1992). O'Shaughnessy (1992) suggests that if a consumer has trust in a brand, they will often make a purchase without looking at cost or other available options. Likability is vital for a relationship to emerge and grow (Bennt 1996). Advertisements which people dislike is a way to make a brand be disliked. Another element which helps brand develop relationships with its consumers is by having a good reputation (Lau, & Lee, 1999). Using certain elements in marketing campaigns which consumers do not like or agree with, can cause a reputation to form which the marketer does not want. This reputation may force some consumers to be alienated and never give the brand a chance for a relationship to form. Lau, & Lee, (1999) also confer that the reputation and likeability of a company are just as important as a brand. This means that although a particular brand may seem to have certain principles and stand for something their parent company may be sending other conflicting messages. This can make the brand seem insincere which can also cause a rift in a relationship which has been formed or create a barrier to new relationships being formed.

Even when a relationship has formed between a customer and a brand, it is easily damaged or destroyed. Just as trust is easily broken between people it can be broken with a person and a brand and can be very hard to get back once it is broken. Once a

customer feels they have been let down or disappointed by a brand it can push them away to a new brand. Trust can be broken for a number of reasons including if the brand is involved in a campaign which goes against the beliefs of a consumer. Aaker, Fournier, & Brasel, (2004) found that in particular consumers tended to be less forgiving for transgressions of companies they thought were sincere, and they found that this particular kind of betrayal would find the company losing a lot of business. They discovered that consumers tended to be very forgiving for mistakes around quality or service, but they found it very hard to forgive a company that they believed to be insincere or have opinions which the consumer strongly disagreed with.

2.3 Segmenting, Targeting, & Positioning

Segmentation, targeting and positioning is a strategy which has been adopted by the majority of marketers. Segmentation is where a brand decides who they want to buy their products. Segmentation is crucial as different demographics have different needs and wants and to choose a market segment will allow the producer to tailor their product to that specific demographic and as a result, this product will appeal to this demographic much more than to anyone else (Martin 2011). After deciding this, they must decide how to target this chosen audience. Targeting the audience is how to grab their attention and how to appeal to them. It is crucial to understand your audience to provide them with not only what they need but what they want. Not only should marketer know what their audience wants but should also recognise how best to get their attention. An advertiser should know what type of an ad campaign will appeal to this market (Keller, Apreia, and Georgson 2012). This is a critical issue at the heart of this paper. If advertisers knew their target audience and understood what they liked it seems puzzling why they would go against all the media coverage on equal rights for both men and women surrounding gender roles if their target audience disapproves of the use of stereotypical gender roles. Patino, Kaltcheva, Pitta, Sriram, & Winsor, (2014) discusses the importance of this in relation to offending people. Patino, et al., (2014) discuss how different demographics may be prone to take offence to something another group would find amusing. This may arise as an advertiser may think something will be funny whereas the target demographic does not. Star (1989) and Lipman (1991) also discuss the effect of targeted advertisements on people outside of that demographic. They have reported that consumers may feel irritated, offended and

even isolated from an advertisement aimed at another demographic. In the case of gender stereotypes advertisements aimed at men may use female stereotypes, because it appeals to males but this may anger the female consumers in the process. However Aaker, Brumbaugh, & Grier, (2000) argue the importance of avoiding the complete alienation of other demographics. Brand positioning is also imperative as it focuses on alternating customer's opinion. According to the literature, good brand positioning can lead to strong brand loyalty, (Kalra and Goodstein, 1998). Just as how good brand positioning can lead to sales bad positioning can result to a decline in sales figures. This is very similar to targeting in that the importance of getting this right is to know and understand your consumer and what they want and need.

2.4 Gender Stereotypes

Stereotypes can be defined as a set of concepts or beliefs which apply to a social category (Vinacke 1957). Bootzin, Bower & Crocker, (1991) describes stereotypes as a complex psychological image of different types of people containing all the information that we know or that we think we know is true about them in general. Whereas gender stereotypes are beliefs that certain characteristics differentiate women and men (Ashmore & Del Boca 1981). There are different elements of an advertisement which can indicate that there is a gender stereotype being portrayed. Research suggests that there are four different components which can all be separate from each other which are; trait descriptors (e.g. caring for others), physical characteristics (e.g. hair length, body shape etc.), role behaviour (e.g. a person of authority) and occupational status (e.g. school teacher, doctor etc.) (Deaux & Lewis 1984). These attributes can work in solitude, or there can be a combination used. Knoll, Eisend and Steinhagen (2011) discuss the implications of the use of gender stereotypes in advertising they state that they promote unjust images of men and women in society. These roles can give rise to negative feelings from people who do not match this stereotype. It is thought to give an inaccurate representation of gender roles and also gives adolescents a healthy image of how both sexes should behave (Goffman, 1982). Predominately it has been researched from a female perspective however it is not just women who feel these stereotypes can be hurtful and unjust Bryson and Bunker (2015) discuss how it is not only women who feel they are being misrepresented and have negative feelings toward stereotypes in adverts. From their

study, they discovered that while women are usually underrated in stereotypical adverts men are often left feeling insecure about their inability to reach these incredibly high standards which have been bestowed on them. Men are often left feeling dishearten while trying to strive to achieve these high standards which have been set by these stereotypes.

Harker, Harker and Svensen (2005) found that most advertisements show gender stereotypes of women are generally depicted as young, submissive, unintelligent, and gentle whereas men are often portrayed as powerful, dominant and constructive. Men are much more likely to be portrayed as a person with authority. They also found that most people took no offence to these advertisements, the exception to this was feminist they were much more like to be offended by these stereotypes. Conley & Ramsey (2011) found similar results. They discovered that even in women's fashion magazines often women are portrayed as the lesser sex with even the layout giving the impression that women should take up far less space as men should. This was a much more shared theme, within the community of women's magazines than that of women needing to look flawless.

Through the research Odekerken-Schroder, Wulf, & Hofstee, (2002), wanted to see if the role of men and women in different societies impacted the gender stereotyping in the advertisements which were displayed in that country. They looked at the UK which is was discovered to be a predominately male society and compared it to the Netherlands which is a predominately female society. Each country was accessed on the number of working women, stay at home mothers and fathers, women in higher positions the work place etc. They found no difference in how each gender roles was portrayed. Even in a culture where women are significantly better represented then man i.e. numbers elected to parliament, high-level jobs, etc., men and women were still depicted in the format which has been talked about before. Women were still shown to be the lesser sex.

2.5 Opinions

To find out how female stereotypes were perceived in Spain Chalá, (2015) conducted a study based on the complaints which the advertisers had received after adverts were shown. They received massive amounts of complaints after every advert which

represented women in a stereotypical manner. They found that women were outraged and even felt that these campaigns which were objectifying women were damaging their human rights. In contrast to this Eisend, Plagemann, & Sollwedel, (2014) discusses how stereotyping in advertising exists but the reactions of people are less severe than previous studies have found. Stereotypes are often used in a humorous light-hearted way and the public is generally aware of this. Infanger, Bosak & Sczesny (2012) discovered that the viewer's opinion on the stereotype used in the advert was directly linked to how that person views gender discriminatory. Women tended to feel more strongly than the men and also age proved to be another differentiator, the younger the person was, the more indifferent they felt about the topic. Older people were shown to feel more strongly this could be due to the study was conducted in Greece and Cyprus which are both predominately masculine society's whose evolution of women's roles was quite slow and only recently have women been given equal rights which is why older women seem to have stronger feelings as they grew up during times where female were oppressed by men. Younger women appear to take their freedom for granted.

Bakir and Palan (2010) discovered that children are much more susceptible to these stereotypes when subjected to them in advertising. It was found that boys felt that when they see a boy in the advert it meant the product or service was just for boys but when a girl was subjected to the same advert they had mixed responses some viewers felt that girls or boys could use it while the rest of the girls thought they could not use it because it was just for boys. They found that boys were much more susceptible to the gender stereotypes used.

Gulas & McKeage (2000) argue that repeat exposure to gender stereotypes can contribute to the development of sexist beliefs it can then even lead to sexual harassment or even violence against women. They have found that these kinds of advertisements encourage this sort of behaviour as although even in the adverts which may be very mild forms of sexist stereotypes in the mind of a very impressionable person the idea of men being inferior to women may actually grow as their minds develop into something much worse.

2.6 Purchasing Effects

Lyonski and Pollay (1990) discusses how using these sexist stereotypes causes great outrage. It was found that many people were unhappy when they viewed these adverts. However, they also found that when it came to boycotting these brands, it was not as common. Many people felt the need to complain, but yet most of these people still continued to purchase these products. Lyonski and Pollay (1990) also suggest that these people although continue to buy products could be easily persuaded to join a boycott. Ford and LaTour (1993) agrees with this, in their research, they discovered that different women react differently to these adverts, but there are a lot of women who feel quite strongly on the topic these people could be very quickly pushed to take action against the brand. Both agree that gender stereotypes make relationships between customers and brands very fragile. Although they may continue to use the product with such distaste for the message the brand is sending, they may be very easily persuaded to a competitor's product.

This is contradicted by Wolin (2003) who from research discovered that there had been a significant decrease in the number of stereotypes which have been portrayed in adverts. It was found that gender stereotypes are not as common as they previously have been, and the ones that are still present are not as high as that have been previously. However, they argue that this may not be in the best interest of the brand. Although many people complain about and dislike the representation of men and women in some advertisements, it may not be in the brand's best interest. Realism may not be what will sell the brands products. Rummel, Goodwin and Shepherd (1990) reinforce this opinion. They found that people felt more uncomfortable when they showed them advertisements which displayed non-stereotypical behaviour. They found that people were not very accepting of these adverts and preferred the stereotypical adverts. Men and women both proved from the study that they were much more confident making a purchase decision after viewing a stereotypical advert. They argue that there is no evidence to suggest why marketers should cease to use this method of advertising, but they do however suggest that marketers should adhere to their social responsibility and to reinforce positive stereotypes rather than promoting potentially dangerous images of each sex. Kolbe and Meuhling, (1995) found evidence which disagrees with this. From their study, they discovered that when boys for

example seen a girl playing with a stereotypical boy's toys, they assumed that they were for both genders. The use of cross-role behaviours in adverts widened the market for these toy companies. This Study shows that using gender stereotypes in advertising aimed at children limits their potential customer base. This may be so different in comparison to Rummel, Goodwin and Shepherd, (1990) because Kolbe and Meuhling's, (1995) study was of children who tend to be much more impressionable and open to new things than adults.

2.7 Peer Pressure

Research has found that the public, adolescents, in particular, are suffering from immense pressure from living up to stereotypical behaviour which they witness through advertising and the media (Churchill, Gilbert, and Moschis, 1979). Advertisements often depict what is thought to be an idealised version of the world. It is often completely unrealistic. Even men can feel pressurised to live up to the incredibly high standards of what is considered to be 'manly' (Keller & Kotler 2006). Many countries have strict rules as around what products can be advertised to them, but there is no such restriction on showing kids ads which portray stereotypical gender roles (Taylor, & Raymond, 2000). This can be just as damaging as it goes towards shaping how the child sees the world. For example, kids may grow up thinking it's a woman's job to clean the house because every advert which they have been subject to has shown this as the norm. There are no regulations on this type of issue even though advertisements have been found to influence children's behaviour as well as how they think the world is.

On the other hand, peer pressure can also affect the public in another way. When it comes to debates dealing with controversial topics such as gender stereotyping members of the public may often feel that they have to conform and take a particular side of an argument even if they do not feel particularly strongly either way. Asch, (1956), examined this topic in detail and found that wanting to belong is a basic human instinct, no one wants to feel alone even in things such as opinions. Asch (1956) found that with adolescents and grown adults that conformity was the norm. Research indicated that people would change and adapt to fit into their surroundings and fit into the group without even realising. In the case of gender stereotypes a lot of people, women, in particular, may feel they have to go along with the crowd and pretend to

agree with the side which they are expected to even if they do not have strong feelings toward either side. There could be many reasons why they agree for example in this situation a woman could feel she is perhaps letting down the side of women if she does not agree or possibly could feel that to express their true feelings would lead to uncomfortable confrontation from other people who do feel quite strongly on the matter. This may explain why advertisers continue to use this form of advertising as they are aware that fewer people care than what someone might think.

2.8 Corporate Social Responsibility

Corporate social responsibility is a company's responsibility to its consumers to act in a moral and ethical way (Maignan and Ferrell, 2001). This is relevant as if consumers feel that promoting stereotypical gender roles in advertising may be irresponsible it can cause them to have negative feelings towards the brand. Anything that is seen to be unacceptable corporate social responsibility can have devastating effects for a brand (Robins, 2010). If consumers feel that a company is promoting or encouraging behaviour which they do not approve of they may feel the company is abusing their power as a big company and their corporate social responsibility to their customers. This can then lead to decreasing sales figures or even the brand becoming boycotted. Good corporate social responsibility is an old strategy which has emerged recently being used which generates more loyal customers (Becker-Olsen, Cudmore, and Hill, 2006). This idea comes from Aristotle's concept of ethos and virtue (Aristotle 1962). Aristotle argues that the key to persuasion is to be virtuous, and a virtuous person is someone who makes decisions after evaluating what is the most morally acceptable action to take. However Pomeroy Lester, Johnson, & Noble (2013) argue against this and state that even when companies use good corporate social responsibility consumers find it hard to trust them. They argue that although the company may be promoting good intentions, a lot of people conclude that it is just a ploy to generate more sales and do not believe that it is true. This is supported by the many articles about Dove's real women campaign. The campaign is designed to promote positive body image, but a lot of people did not feel the company was sincere it was pointed out that the owners of Dove also own brands such as Lynx so their campaigns just seem hypocritical (Griner 2013). Shanahan, & Seele, (2015) explain that this happens because although the action taken could be seen to be virtuous, the reason behind taking this action is

not, which is why this could also have adverse effects on a brand. Wang (2008) found that neither news of positive corporate social responsibility or negative corporate social responsibility had much effect on sales figures. Wang (2008) states that although the negative press had more reports and discussion about it, it only had a very small impact on sales figures. According to Brown (2010), a reputation is the general opinion from the public of a person, group or an organisation. A good reputation builds from a series of good decisions which are approved of by the public, but one mistake can lead to a brand's reputation being destroyed. Brown (2010) argues that keep hold of a good reputation brand's need to keep update and continue to evolve with the times which is something which advertisers seem to be missing.

Research Question

3.1 Statement of Problem

The research question of this paper is; “*An Investigation into the use of gender stereotypes by marketers in advertising to examine its effects on brand equity and consumer purchasing behaviour*”. This question is divided into two sections; one it is to gain a better understanding as to why advertisers and marketers seem to be lagging behind in changes in society and continue to use the same typical gender roles. The second part is to see if this lack of development can lead to a brand’s image being negatively impacted and would it go as far as to damage purchase the consumption preferences of consumers.

3.2 Rationale of Question

There has been considerable change in society regarding men and women’s roles. There has been steady progression in achieving equal rights for everyone no matter your gender race or sexuality. The change in what is acceptable has been considerable over the past decade however advertising has embraced to this development. Gender roles are in general represented in the same manners they have always been. Men depicted to be strong and “manly” whereas women are often represented to be the lesser sex and usually as a stay at home parent. The purpose of this dissertation is to try to understand the rationale for the lack of change and does this have a negative impact on brand image. Good marketers are supposed to know their audience, and what kind of advertisements will entice them into buying their products however for such a controversial topic in today’s society it seems unconventional to avoid the change in society and the evolution in opinions in their advertising unless it is for a reason. The purpose of this paper is to explore whether or not there is a reason for this use of gender role stereotypes in advertising. Although most people claim that they are for equality for males and females are they comfortable when they see it or do they prefer to view the norm or do the advertisers have it completely wrong? Are they actually hurting their sales figures and isolating their customers? The point of this paper is to discover if there is rationale behind this or do advertisers need to change the way the depict men and women in their advertisements.

Methodology

4.1 Introduction

The selection of the research methodology and design are fundamentally essential to gain a correct understanding of the topic being examined. This needs to be carefully thought of prior to the investigation. This is because the wrong selection of methodology which comes from approaches and philosophies may not capture the phenomena which the investigator wants to explore. Prior to choosing the design a researcher must strictly think about and examine the title of their paper and discover what form of research will provide the most relevant type of information. The researcher must clearly state what the objectives of the study are and what they hope to find out from this study. This is what this chapter will aim to do. This section will clearly identify the research questions as well as objectives for the research. This will then be followed by a detailed look as to the approach and philosophies which will be used. These are vital as they help the next section which is deciding on the form of data collection. Each of these will be discussed in detail. Finally, this chapter will conclude with a discussion of the limitations of the study. Every experiment has problems which will lead to the data being affected, and this section will list the different unavoidable problems which arose from this study and how they may affect the results.

4.2 Research Objectives

Many studies have been conducted based on the use of stereotypes in advertising however very little research has been done specifically around what affect this has on the brand's image and equity once a brand has connected itself with stereotypes. This is a very important factor which should be looked at. This being because companies put so much into making sure their brand image is exactly how they want it is very important to understand if this aspect, which most advertisers are using, is damaging their brand equity. Although from Lysonski and Pollay's (1990) research it was found it had little impact on sales however it did not look at how this affected their opinion of the brand. This is what the researcher of this paper aims to discover in more detail, how much it affects how the consumer feels about the brand. The writer will try to discover whether or not advertisers should stay away from this type of advertising. This research question aims to determine how using this particular kind of advertising

campaign strategy can affect how consumers see the brand. This section of the paper will examine in detail what questions the researcher hopes to answer as well as giving a brief summary of where in the literature did this come from.

Objective 1- To discover how people feel towards gender stereotypes in advertising

Sub-objectives - Initially to discover how they feel about gender stereotypes in general

- To discover if people feel they are present in today's society
- If people think, they are present in advertising
- To see if there is a difference in opinion from the start to the end

This first sub-objective hopes to discover the sample's genuine feelings on the topic that are unbiased. This is important as from the literature it is clear that a lot of people feel the need to agree with the crowd on controversial topics such as this. This comes from a basic human need to fit in (Asch, 1956). This objective hopefully will gain a better understanding as to the range of feelings and how the overall sample feels.

Initially, this will be tested in order to gain a better view as to how people feel towards stereotypes and how they feel towards gender roles. Following on from this it will be hoped to establish if participants are aware of gender stereotypes being present in advertising and if they have strong feelings toward the matter. This will then be examined to see whether or not their feelings have changed by the end of the survey. Since some people may not be aware of the extent of the presence of stereotyping in advertising it may be interesting to see if because the participants are may aware of it does it change their opinions. As this topic which many people feel extremely passionate about and others would not feel as strongly, this will also help the researcher gauge how strongly their views are before and after the survey.

H1: The sample will dislike the use of gender stereotypes in advertising

Objective 2- To discover if it affects how they feel towards brands

Whether or not they feel strongly negatively or positively about the use of gender stereotypes the author will try to see if the person's perception of brands is affected,

either positively or negatively. The goal is to see if this impacts a person's opinion of a brand by the use of stereotypical gender roles in their advertising campaigns. Brand image is so important for products, and this helps consumers decide between different brands. So using an element which people disagree can mean that the consumer to be less brand loyal. The aim of this is to see if the use of gender stereotypes will affect how they feel about brands should they use strategies such as these.

H2: The sample's opinion of a brand will be affected negatively by the use of gender stereotypes in advertising campaigns

Objective 3- To discover if it has an impact on purchase intentions

Although a person's opinion of a brand might be affected it doesn't necessary mean they will change their purchasing habits. This aim will be to discover whether or not the use of these stereotypes is hurting their market share. Since this is such a controversial topic and many people feel so strongly about it advertisers may actually be hurting their sales by using this form of advertising or although people may not agree with this type of advertising it may not have an impact on their sales at all, especially if they feel that everyone uses similar tactics that it doesn't seem to affect their actions.

H3: The use of gender stereotypes will affect a consumer's purchase intention

Objective 4: To discover if people of the same gender and age demographic answers differ to people of other age and sex demographics.

Sub-objective - To discover if there is a difference in men and women's opinions

This element is to find out if men and women have similar beliefs or if they are completely different. If only women have a problem with gender roles stereotypes, it will mean that advertisers can continue to use this strategy for men and vice versa. This discovery will help for advertisers who are aiming products specifically at one gender group. Mostly women are the predominant gender to be studied about to this topic however from the literature it is clear that men can also have negative feelings towards gender stereotypes. This objective will help to discover if one sex has stronger feelings toward the topic or if there are certain elements of the topic that bother one gender and not the other.

Sub-objective - To try and discover whether there was a difference in the results with regards to people of different ages.

This comes from the literature where it was found that people of different ages and generations tend to act differently when it comes to the topic of gender stereotypes. So this objective is based on the changing society around us and whether younger people have grown up with a different perception as to what someone born in a much earlier generation believes.

H4: Results will be different from people of different age demographics

Objective 5- To discover if there was a difference between the results at the beginning of the survey and the results at the end.

The aim of this objective is to see if drawing attention to the issue has any effect on people's opinions with regards to this topic. From objective two the researcher will have a knowledge of people feelings in general towards gender stereotypes in advertising and if they are aware of the presence of stereotypes, but this objective will hopefully discover whether this opinion changes if an individual becomes aware of the situation.

H5: Having been made more aware of the use of gender stereotypes participants answers will change

4.3 Research Philosophy, & Approach

In essence, the goal of this study is to see whether or not a brand's image is affected by the use of stereotypical gender roles in their advertising campaigns and if so discover in what way it affects an observer's image of the brand and purchase intention. To help to discover this, the researcher must decide what type of philosophy they will adopt in the research as well as the method.

According to Carson, Gilmore, Perry and Gronhaug (2001), the correct adopted philosophy will help the researcher to delve further into the objectives they wish to discover as well as answering them to most appropriate way for their research. In relation to the philosophy ontology, an objective review will be used to examine the results. This means that the researcher will be analysing the results with particular questions in mind and whether or not these theories hold up when tested (Poonamallee

2009). This is a better strategy for a topic which has been researched as much as gender stereotypes have. In relation to the other philosophy of epistemology the examiner will be using a positivism approach. This is where the researcher is checking for facts. This is the why a quantitative method of analysis was chosen.

Saunders, Lewis, & Thornhill, (2009) suggests two different approaches for research; induction and deduction. Since there has been so much work conducted on the topic of gender stereotypes a deduction approach is the most appropriate approach. By choosing a deductive approach, it allowed initial concepts and theories found in the literature to be investigated; it allows the researcher to test the validity of what former researchers have found in relation to deduction allows the researcher to discover if these findings can be applied to gender stereotypes and advertising.

4.4 Data Collection Sources and Methods

A mixed methodology approach will be implemented. This will be primarily achieved by conducting a quantitative cross-sectional study through primary data, but there will be an element of qualitative research in this study. Quantitative data was chosen at the preferred method as it allows the researcher to use the information deducted from the literature to find and understand what the public thinks. Quantitative data allows the researcher to gain an insight into how the population feels and this is more helpful than finding out what a few people in detail feel towards a subject. For the purpose of this study, this was the method which was found to be most effective. With a key set of objectives like the ones which are present in this paper, this method will help answer those exact questions. This is much more structured approach and works better in this case, however, qualitative questioning was also used in a minute way. This qualitative element was inserted in order to gain an insight which may not have been visible in the literature. The qualitative approach allows the researcher to find something which they didn't know about. This element stops the researcher from completely closing off answers and allows the participant to say openly anything they want.

4.5 Research Design

The form of quantitative study that will be used will be a survey this form of research was chosen as it is the most appropriate type of study that could be done with the resources at hand. Since there was little research done on this particular topic, there were no relevant questionnaires already in existence so the researcher formed the questions from the themes which were evident from the literature. This allowed the researcher to input exactly what they wanted to find out. Although there was no complete survey which was appropriate, there was a short psych test which was used (Appendix1). This psych test was used as it helped to understand people's feelings with regards gender roles. This gender determinism scale, by Tinsley, Howell, & Amanatullah, (2015), contributed to shaping the questionnaire. This scale used a five point scale ranging from strongly agree to strongly disagree as a form of measure, so this was continued throughout the survey. In the survey, there will also be sections which give participants the chance to voice their views. This allows the conductor the chance to receive some qualitative data as well. This qualitative data will be only in the sections which require an element of exploration due to lack of research on that section. The questionnaire was administrated using the internet as it was the most cost effective and time efficient way to carry out a survey and get the best number of responses. Straightforward and basic language were used in order people of all education levels the ability to understand the questions. The questions used were also framed in a way to try avoid bias. (Appendix 2)

4.6 Questionnaire Design

The questionnaire begins by sorting participants into age and genders and then uses the gender determination scale. This is then followed by a series of questions which will be repeated at the end of the survey. These questions are to see a person's awareness and fondness of the use of gender stereotypes. The study also used short video advertisements. These advertisements were used in order to give the participants a solid example which they can answer on. There were for videos advertisements used, the first being a typical cleaning ad where the female is used (appendix 3), the second was a beer advertisement which was chosen as it describes what is thought to be 'manly' (appendix 4). Finally, the last two videos were two sports commercials one for a male athlete, (appendix 5) the other for a female athlete; the male athlete showed the

amount of hard work which goes into training while the female depicted a much easier training regime. The same questions from the start will then be asked again to see if there was a change in answers.

4.7 Participants

Participants were chosen to try to get a wide range of ages and have an equal number of men and women as to avoid any generalising the population based on a sample which does not reflect the actual population. Age and sex were both major factors of difference in opinions from the literature which is why ideally it was desired to have a mix of ages and an equal number of men and women. However due to participants having the choice of whether to partake or not resulted in the majority of people being in their early twenties. Children also would have been an interesting source of information but for ethical reasons, this was avoided.

4.8 Limitations of study

With a study such as this, there are many limitations which can impact on results the main being lack of time and resources. With a larger time period and word count a more thorough examination of the topic could be excavated. This time and word count meant that there were restrictions which made it difficult to discover the elements of the paper thoroughly. To try to tackle this, an online survey was administrated. However this lead to an uneven representation of ages this created a lack of diversity in the group. Although there was a fairly even matched female to male ratio the age demographic was not very diverse. Most of the people who had taken the survey were in the early twenties bracket. There were very few over the age of forty and no one at all over the age of fifty-five which is unfortunate as this could have given some interesting feedback as to what another generation feels concerning these questions. From the literature, it can be seen that age is a very important factor to in relation to views on this topic. The number of people who took the survey was also quite small. Had the researcher had the ability to get responses from a much larger number of people it would be a much better depiction as to what the general public feels about this topic. Not everyone completed the survey which meant that some of the data was biased as it was more likely that it was people who felt more strongly on the topic were the ones who would have continued to the end. Another limitation were biased. Although questions were asked in a way to try to avoid the persuasion to one side, it

may not have worked. Lastly, the final limitation was the people telling the truth. It is impossible to know if participants were fully truthful in their answers which may also lead to figures being wrong.

4.9 Ethics

In order to conform to the Market Research Code of Conduct 2014, the study ensured the complete amenity of its participants. The researcher made sure that the results were used in a moral and responsible way. Participants were fully informed as to the reason for the survey and held all rights to their answers. All participants took part in their own free will and also had the right to withdraw from the study at all times. All participants were of legal age and were of sound body and mind.

Results & Analysis

5.1 Introduction

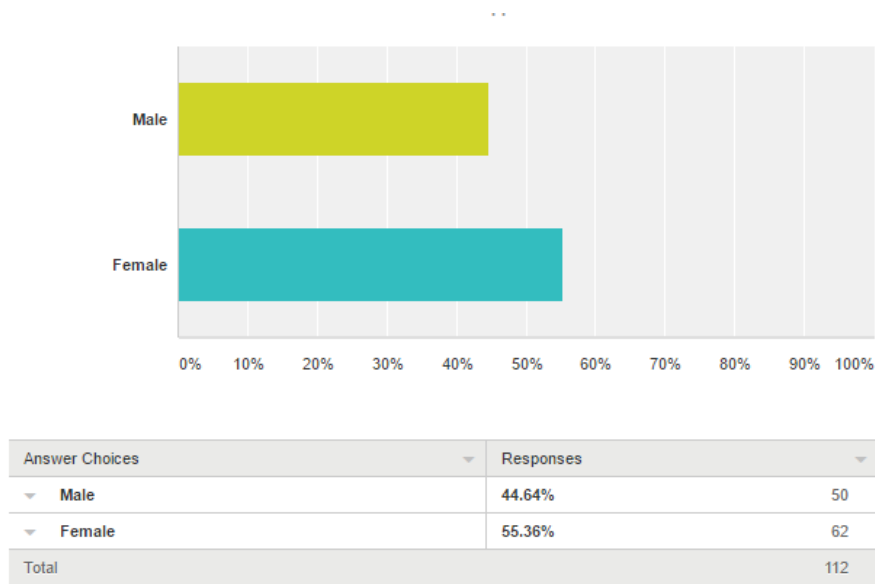
Following on from the questionnaire having been completed this section sets out to report the results of the questionnaire and analyse them to try to understand what they mean in relation to this study. This chapter is dedicated to reporting the statistical findings from the research carried out and discuss what the statistics mean. It will provide the reader with educated inferences which can be made from the results. These inferences will not be definite answers but just what it could mean and what the evidence suggests. The results and statistics which are present in this section have been found using Survey Monkey and also SPSS. This section will begin with general statistics about the respondents of the survey. It will give an account of the age and demographic of the respondents. Following on from this the statistical findings will be grouped according to the objectives of the paper in which they helped to answer. This chapter will use graphs, charts and statistics in order to illustrate the findings of the paper. To conclude the results and analysis section the author will provide an account of any other interesting findings from the paper which they were not looking to find but provide good insight. These insights will not have been known before the paper but something that the researcher has discovered.

5.2 General Statistics

The statistics given here are just to demonstrate the numbers and proportioning each demographic group and how large a sample they account for from the whole sample. This section will provide statistic purely to understand more about the participants. This section allows the researcher to group them accordingly and see if people of similar demographics have similar opinions and if these views are different to people of other demographics.

Overall, there were 112 respondents of which there were 72 completed responses. This is a response rate of 64%. 55.35% of respondents were female and 44.64% were male. There was a mean age of 26.71 and a mode age of 22. It can be seen that respondents were mainly of the early twenties category.

Figure 5.1: Participants gender split



Another general statistic which was found at the beginning of the questionnaire was to find out who taking the survey thought of themselves as a feminist. This helped to gauge the strength of the public's views on the subject. Only 29.7% of the respondents considered themselves to be feminists.

As there was a good ratio of men and women, we can get a fairer idea of how both genders think, but the age ratio is not ideal. As we found in our literature review, that age seemed to be a major factor in deciding how people feel towards gender stereotypes.

5.3 Objective 1

This objective was to understand how the participants feel towards stereotypes in relation to them being used in advertising. To see if people are aware of their presence and to find out if they approve of them, think they are realistic or offensive. To help discover this initially it was important to find a base for how people feel towards gender stereotypes in general. To help to find out how people feel towards gender roles and stereotypes a gender determination scale was included in the survey. This scale is calculated by adding the scores of the four questions in the gender determination scale (Tinsley, Howell, & Amanatullah, 2015). Each question of this scale is ranked on a five-point scale ranging from strongly disagree, which is a score of 1, to strongly agree,

which is a score of 5. The higher the score means, the more a person believes that gender does, in fact, determine an individuals, attributes, characteristics, etc. The results of which showed that out of a possible score of 20 and a minimum score of 4, the mean score was 9.56 and with the score of 8 being the mode. This shows that although people don't fully think that gender determines a person's role, attributes, characteristics etc. they do still believe that gender determines some of those things. This was a much more efficient way to find out how people think instead of a straight question of whether they like gender role stereotypes or not as most people would just agree no straight away. This form of questioning digs deeper to find out a person's true feelings. It can be seen here that opinions of gender roles and how stereotypical they are is not as black and white as it seems to be. The actual word "stereotype" has negative connotations so removing that as much as possible we get a better understanding of how people actually feel on the topic.

Gender Dertermination Scale	
Mean	9.56
Median	9.5
Mode	8
Range	12
Minimum score	4
maximun score	16
Standard deviation	2.94159
Variance	8.653

Continuing on from this, the objective was to find out how people feel towards the usage of gender stereotypes in advertisements. It was clear that most people were aware of the presence of stereotypes in advertising but only 44.45% of people reported that they found ad's that used stereotypes in advertising offensive which was similar enough to respondents answers when they asked were each of the ads offensive, this is also found when nearly the majority of people say they actually liked the advertisement no1 even though they had agreed the ad was stereotypical. 25% even went on later to say that stereotypes were necessary for advertising. In most cases, the majority voted that the ads were realistic. This tells us that most of the public have accepted that ads have stereotypical gender roles. Respondent #15 said "Stereotyping is part of advertising, it helps target the core market" it's clear that the participants are

aware of the presence of stereotypes and somewhat have accepted it. With regards to hypothesis 1:

H1: The sample will dislike the use of gender stereotypes in adverting

It appears that some people in the sample dislike the use of gender stereotypes in advertising, but it is not everyone. A lot of people seem to be accepting of it.

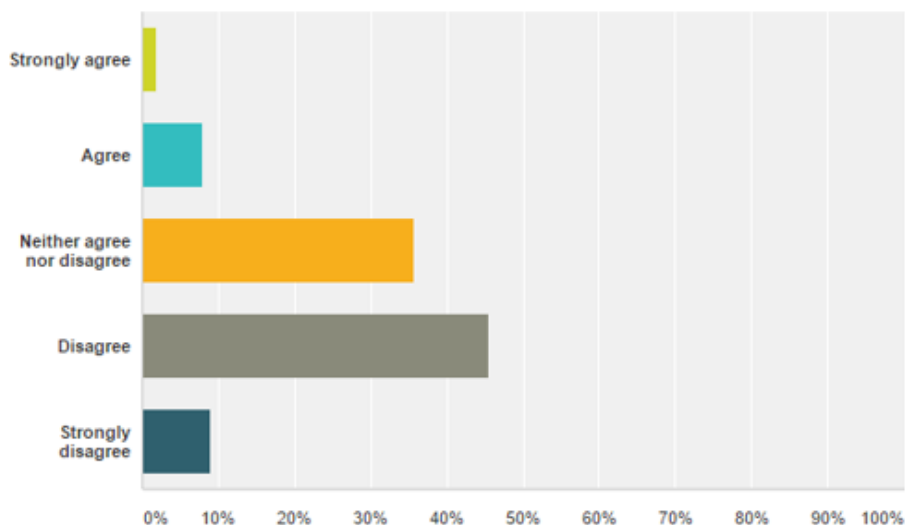
5.4 Objective 2

This objective was to see if the respondents developed negative feelings towards a brand who used stereotypes in their advertising campaigns. Initially, this result was that 54.45% of people said that it would affect their opinion of a brand in a negative way while 45.55% of people said it would not affect their opinion of a brand. These numbers stayed steady throughout the questionnaire. If these figures accurately represent the public, this is an enormous amount of people to change their opinion of a brand.

H2: The sample's opinion of a brand will be affected negatively by the use of gender stereotypes in advertising campaigns

Although it did not affect everyone's opinion of change quite a lot of people's opinions. So it can be said a brand's image will be negatively affected by the input of gender stereotypical roles in their advertisement campaigns.

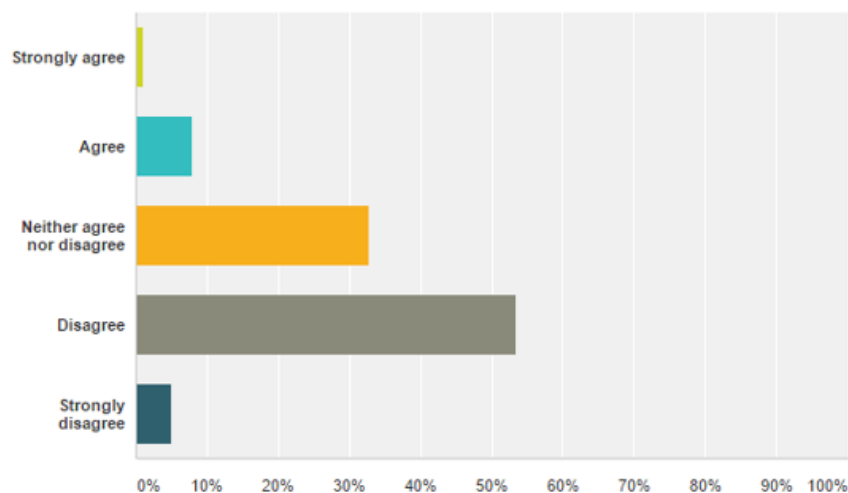
Figure 5.2: The use of gender stereotypes would affect my opinion of a brand positively



5.5 Objective 3

This objective was to try to get an understanding from the respondents to see if this form of advertising would go as far to affect purchase intention of a customer for an item whose advertising campaign use gender stereotypes. The research shows that it does effect quite a considerable amount of people 58.42% of people stated that the use of a campaign such as this would mean that they would be less inclined to purchase a product from this brand. This number stayed relatively steady throughout the questionnaire. This is an incredible number of people to say that they would be against the idea of buying a product from a brand that uses stereotypical advertng campaigns.

Figure 5.3: I would be more likely to purchase goods from brands that use gender stereotypes in their advertising campaigns



H3: The use of gender stereotypes will hurt a consumer's purchase intention

Likewise with hypothesis 2, for hypothesis 3 there was a quite a sizeable amount of people who felt that it would make them less likely to purchase a product we can accept this hypothesis.

5.6 Objective 4

This objective was to try and measure whether there was any differences in how other demographics responded and was there a lot of similarities in how people of the same demographic responded. Especially this would look at how men and women responded and also how people of different ages responded to each other. With regards

to the gender determination scale, there wasn't a massive difference to the mean score for a male was 9.95 while for women it was 9.25 so males were only slightly higher. As can be seen from the table before it seems that women continuously have the stronger views against gender stereotypes. Men's scores continuously seem to say that they are in favour of gender stereotypes that they are realistic and not offensive, but it appears that women care more. Although their mean scores aren't usually too far apart, in general, they appear to be the sex that cares the most. It was the women who appeared to have the real issues with this ad. Men were shown that they like the ads more than women even though they are aware that they are using stereotypes. Men also were more inclined to think that gender stereotypes were realistic and felt that they are necessary for advertising. However interestingly enough they did agree that advert number two was offensive. This was the advertisement which showed the male stereotype which show. They scored higher than women accepting that this advertisement was offensive. One respondent commented about on the ad and said: "it's offensive that my preference for beer determines how manly I am". Although this is just one person's opinion, it gives an indication of how some people really feel about these kinds of adverts. Men and women seem also show similar scores with regards to purchasing intention and affecting an opinion of a brand. Both show signs that it would impact their purchase decisions negatively. It also showed it would affect their opinion negatively of a brand. From these results, it appears that although men are less likely to get offended than women, it shows that when they do feel offended by an advert, it has dire consequences.

Gender Differences	Gender	Mean	Sd
Gender determination scale	Male	9.9545	3.01897
	Female	9.25	2.86832
Ad1- This ad is a stereotypical depiction of gender roles	Male	3.38	0.961
	Female	4.17	0.908
Ad1- This ad is a realistic depiction of gender roles	Male	2.98	0.92
	Female	2.74	0.85
Ad1- This ad is offensive	Male	2.61	0.704
	Female	2.98	0.862

In this case, the aim was to see if there was a difference in age demographics. Due to the inability to gather a broad range of ages, most of the ages fell between the ages of twenty and fifty-five. To get a better understanding of the results the ages were

grouped into those under thirty-five and then those above in a separate group and then ran an independent t-test. This t-test showed remarkably that there was very little difference in the means. Throughout the questionings nearly every response was within a decimal point. It appears that age was not a contributing factor as may have been thought it before the study. There were only a few instances that age made a difference. For example with the gender determination scale there was a strong positive correlation with age and the score on the scale, i.e. the older the person, the higher their score.

A Spearman Correlation	
Age & Gender Determination Scale	0.79

H4: Results will change from people of different age demographics

In this case, we can reject the null hypothesis. As it appears that age and gender did not have a large impact on results. Although each answer was different, it was found that it might slightly alter a person's opinions, but the differences, in general, were not massive. Although each answer had a different p-value in general, the p-value reported it was not significant.

5.7 Objective 5

Objective five asked the question on whether or not there was a difference in answers from the beginning of the questionnaire to the end as a few of the same questions were asked in section 1 and again in section 4. This section, in particular, may not be as accurate as the others as 36% of respondents had not completed the survey so this number, in particular, may be slightly inaccurate. However, the results are as follows. In particular, this section looked at if people thought there were stereotypes were present in advertising at the beginning of the survey 87.13% had agreed that stereotypes were evident in advertising and at the end to figure had increased to 93.06%. The other questions which were asked in both were about effects on brand image and purchase intention. The results showed that there was a slight decrease in the numbers that said it would have an adverse effect which is quite interesting. If this was accurate, it could be inferred that people were more aware of the use of gender stereotypes in advertising but after being made aware of it and being showed ads with

examples of it, they realised that they did not care quite as much as they had originally thought.

Figure 5.4: Are gender stereotypes present in advertising beginning of survey

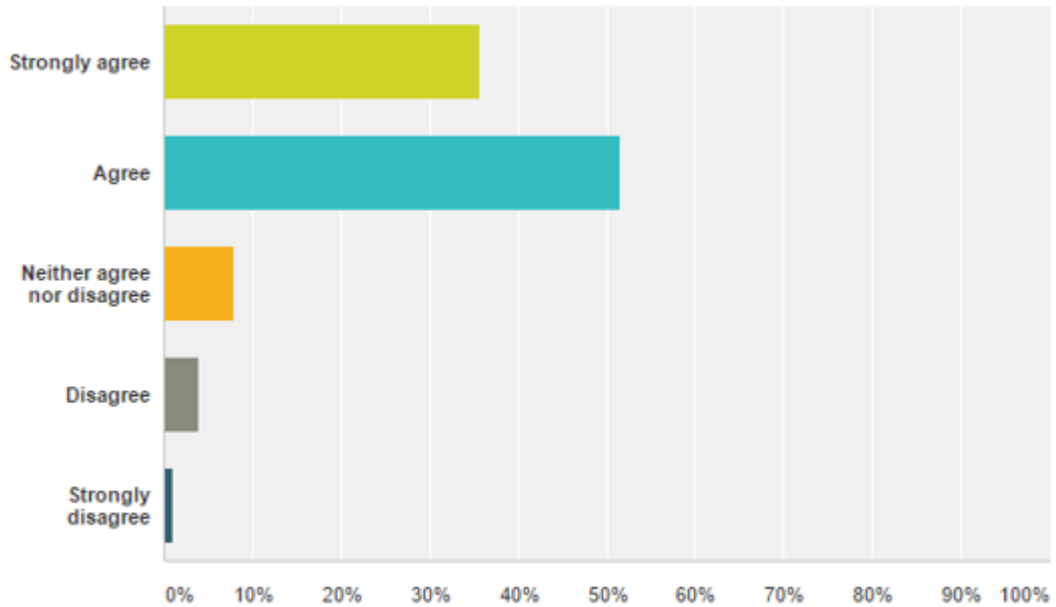
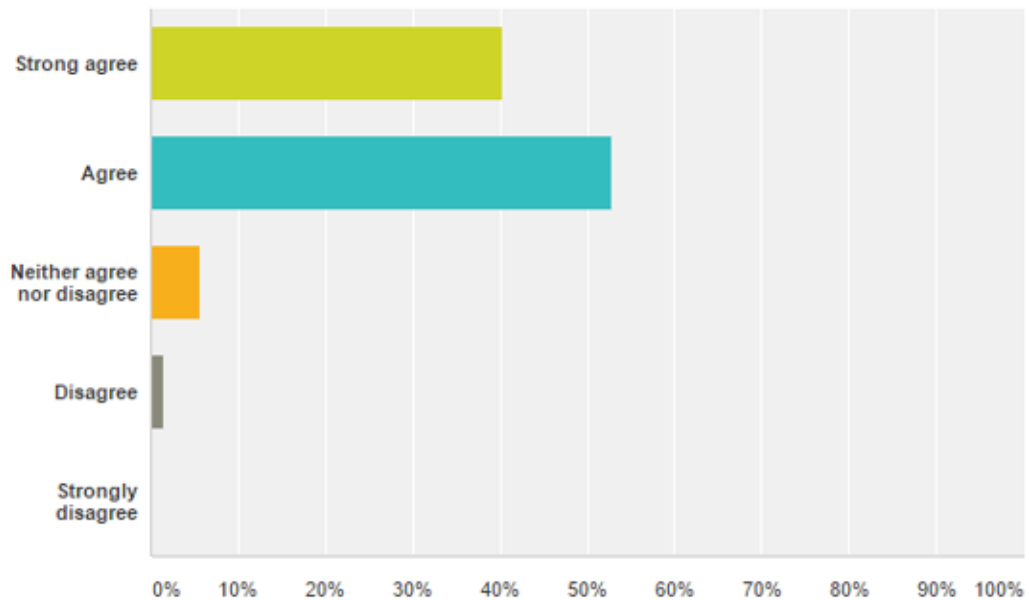


Figure 5.5: Are gender stereotypes present in advertising end of survey



H5: Having been made more aware of the use of gender stereotypes participants answers will change

In this case, the null hypothesis can be accepted as although there wasn't a huge amount of movement possible there was quite a significant move in relation to this.

5.8 Additional Findings

One thing which was found interesting was based on the different levels of offence which are evident. Twice as many people were offended by ad number 2 then ad number 1. Ad number 1 showed women cleaning the home which seems that more people were accepting of this type of ad rather than ad number 2 which was a less serious ad where the man was called a woman for not liking beer. Although ad number 2 was based on a male stereotype of being manly and drinking beer when the advert made reference to women in a negative way it offended a lot more women. Participant #23 said, “Sometimes it is necessary like for beauty products but with neutral products, it can be outdated and offensive”. It appears that it is somewhat acceptable if it is relevant to the product.

Gender Differences	Gender	Mean	Sd
Ad1- This ad is a stereotypical depiction of gender roles	Male	3.38	0.961
	Female	4.17	0.908
Ad1- This ad is a realistic depiction of gender roles	Male	2.98	0.92
	Female	2.74	0.85
Ad1- This ad is offensive	Male	2.61	0.704
	Female	2.98	0.862
Ad2- This ad is a stereotypical depiction of gender roles	Male	3.66	0.602
	Female	3.23	0.858
Ad2- This ad is a realistic depiction of gender roles	Male	2.83	0.822
	Female	2.56	0.746
Ad2- This ad is offensive	Male	3.26	0.79
	Female	2.97	0.81

Discussion

This chapter will aim to discuss and evaluate how the results of the survey measure up in comparison to the literature and the data which was found prior to the research. This section is to establish whether or not the data found is what was expected to have been found. Since primary research, especially when done in conditions such as the ones which were used for the study here, has its limitations it is important to look at it with the whole paper in mind to see we feel that results do support the literature or if it does not. It is also good to discuss them both together as although there was a lot of work conducted on the subject of gender stereotypes in general and the use of them in advertising there has been very little research conducted to discover its effects on brand image and also on purchase intention which is a very important topic and could have massive repercussions for brands who use this type of advertising. Just like the results and analysis, this paper will follow the order of the objectives from the research & methodology chapter. This being as they are the reason behind the paper, they are the questions which the researcher hoped to answer by the end of the paper and this chapter will try to answer each one of these as best as possible.

Firstly the initial objective was to gain an insight into how people feel in general about stereotypes in advertising. To first examine this it was discovered how people feel towards gender stereotypes in general, as we seen from the results & analysis section the gender determination scale, was a big part of that. As we seen from the gender determinism scale people don't think that there is gender equality in all attributes and characteristic. It showed that people aren't as open when it comes to gender roles as they make out to be. It was seen that very few people had the minimum score most people scored closer to the middle scores. From the literature, according to Chalá (2015) and Lysonski and Pollay (1990), there was evidence that people, in general, detest gender stereotypes, but the results do not completely agree with these findings. An explanation of these results could come from the research of Eisend, Plagemann, & Sollwedel, (2014), who state that people just don't care as much as it may have been thought before the reason for the misconception of opinions towards gender stereotypes could possibly be explained by Asch, (1956), who as it has been discussed earlier in the paper found that people tend to go along with opinions of crowds and tend to conform even when if they do not feel strongly on the matter it is human nature

to confirm to opinions which the general public seem to have. This is also supported by Rummel, Goodwin, and Shepherd (1990) who found that people prefer adverts with gender stereotypes as they are more comfortable with seeing what is comfortable. This is reinforced by the results of research on how offended consumers were by the advertisement. It appears that people weren't as offended as they might have been imagined they would have been. The general population of the sample seemed to be mainly offended when there is some sort of insult in that particular stereotype like in as the advertisement two from the when a lot more people seem to be offended that being called a girl is the insult. They found that when women were used as a housewife for a cleaning product was a stereotypical gender role. However, it was recognised by the majority of respondents did not find it offensive. Rummel, Goodwin and Shepherd (1990), also discuss how people complain about gender stereotypes, but they are more comfortable with viewing this. That to argue against the stereotype is more of the idea of stereotyping gender roles than the actual case.

The next objective of the paper was to discover if it affected a person's opinion of a brand and if it went as far as affecting purchase intentions. There was very little research on this element of the paper. Although there were massive amounts on gender stereotyping in advertising and lots of research on different effects that decisions taken by marketers can have on their brands, but there has been very little discussion on these two topics combined to see the effects the use of gender stereotypes in marketing has on a brand its sales figures. However based on the seriousness of the topic and from the literature from on the importance of a brand's reputation it was believed that this would have a major impact (Kotler, Armstrong, Wong & Saunders 2006). Researchers such as Fournier (1999), and Aaker (1997) discuss heavily the importance of building relationships with consumers and Robins, (2010) states that even one just one brand being linked to something which has negative connotations it can cause negative feelings to be projected across the companies range of products. This was supported by the results of the study. Although the results showed that the general public was more accepting of the use of stereotypical gender roles in advertisements results showed that it did impact their opinion of a brand. This impact in opinion and purchase intention was suggested to happen from the literature, (Lysonski and Pollay 1990), and a loss of trust in a company or a broken relationship has been found to lead to a lack of those consumers switching to other brands and can even go as far as

boycotting a company had the felt betrayed by their brand. Even though the public may be more comfortable with this style of advertising, the study still discovered that the usage of stereotypical gender roles still goes against what they think they want to see, and this will still go against them when it comes to brand image and purchase intention. This may be help explained by the importance of good social responsibility and how people negatively react to a company they find to be unvirtuous (Maignan and Ferrell, 2001). This feeling of comfort may be in their subconscious and their conscious thinks that they should not like stereotypical gender roles so the person still will act in a way to support this idea. It can be seen from the data that just over half of the sample said that this type of advertising campaign would make them less inclined to purchase a product from this brand and will also impact on their brand image. This may also be because they may feel that to use gender stereotypes in advertising is something which is wrong the person's neutral feelings are irrelevant because they think that the company still shouldn't be doing this. These findings are very interesting as Bosak & Sczesny (2012) states that gender stereotypes only affect those who have very strong feminist views but when asked in the survey if the participant thought of themselves as a feminist only 29.7% said they would.

With regards to male versus female differences in opinion they weren't as large as most of the literature would have implied. Although most of the literature which has been conducted on the area looks at the effects of gender stereotypes because women are often depicted as the lesser sex, (Harker, Harker and Svensen, 2005), this can give the impression that women are they only ones who have negative feelings towards gender stereotyping but according to Bryson and Bunker (2015) this is not true, men do have negative feelings towards gender stereotypes also. This was also reflected in the results of the study. Although female figures were always showed that they appear to dislike stereotypes more the figures were in general quite close. Men often seem to be forgotten about on this subject even though they are stereotyped just as much as women. They are told what is required of them to be men, and if these standards are not upheld, they are not considered to be men. These standards just as outdated as the standards for women. This sometimes gets forgotten about as they are not as vocal as women but this does not mean that they don't have negative feelings on the matter. From the research, it is clear that men also get offended by certain advertisements and

these affect their opinions of brands and affect their intention to purchase certain products.

Unfortunately, the researcher was unable to get a wider age demographic. As it can be seen from the literature age and generation, have massive impacts on issues such as these. Bosak & Sczesny (2012), the older the person is, the more set in their ways so they tend to like gender stereotypes like that is all they know. Consumers of a more elderly generation are much less accepting of change in gender stereotypes. Taking this into account Bosak & Sczesny (2012), states that younger generations are much more open to change and demand it but from the results of the study they are not quite as open as one may have thought. Considering the majority of the study was people in their early twenties from the literature it would have been expected to see much stronger feelings against the stereotypes then was evident. As the ages all either lied in the twenties or the late forty's/ fifty's they were group into two to compare the results. Surprisingly there wasn't a great difference in the results between the two groups. The literature lead us to believe that age is a major factor in this topic as the younger the person is, the more inclined they are to have strong feelings on the topic. This may be explained by the lack of age diversity.

Another interesting finding which was not suggested in the literature was the difference in scores from the beginning of the sample to the end. Although most people had agreed that gender stereotypes were present in advertising, there were still people who disagreed with this statement. The number of people who disagreed dramatically dropped in proportion by the end. This shows that although some people see advertisements of this nature every day, they go completely unnoticed. This shows not only are most people aware that advertisers use this type of tactic, but it shows that once pointed out others will also agree. From the literature it is known that trust is essential to the development of a brand's relationship with their consumers and this type of offense is likely to have negative connotations for this relationship (O'Shaughnessy 1992). According to Aaker, Fournier, & Brasel, (2004) tend to be unforgiving of companies they believed to be sincere.

The findings from the paper are as could have been expected from the literature in that in general consumers don't like the idea of gender stereotypes. Although there is evidence that this is not as extremely as one may have been lead to believe from the

literature, there are negative feelings toward the topic. It seems illogical for marketers and advertisers to use gender stereotypes in their campaigns when common sense and research suggests against it, but the reason they still use this approach in their advertising campaigns may be explained by Lester and Noble (2006) research. They found that when companies try to go against the norm to support a cause, in this case, to stand against gender stereotypical gender roles, they end up facing backlash as most people do not think they are sincere, and the company can come across as just being in it for sales. This greed does not translate well to consumers. Consumers believe that the reason behind this couldn't be genuine so often this backfires on companies. Even if stereotyping is not what the public wants to see it can be better for them to do what everyone else is doing in order to stay under the radar to avoid a major commotion even though the company may genuinely believe in the change they want to make the change for it can often end in disaster.

Although there were several limitations in the conducted research which may lead to possible reasons for inaccurate results, the results that were found can be supported by the literature. This signifies that the sample, even with its problems was able to represent the population and provide the paper with a firm ground of research to help support what was predicted before commencement. Although this area within the topic of gender stereotypes was not examined in depth because of so much research having been done before on subjects linked to the topic it was easy to make assumptions, but this primary source of research allows the researcher to verify the literature.

Recommendations & Conclusions

Advertising is supposed to be a reflection of the perfect world, (Churchill, Gilbert, and Moschis, 1979), and although society has changed dramatically over time especially over the past decade in Ireland, somehow there has not been reflected in advertisements. The purpose of this paper was to discover why this was and was there a reason that marketers haven't taken to this change. Marketers are supposed to understand the people that have been chosen as the target market for their brand (Keller, Apreia, and Georgson 2012). Surely with all the changes in society especially women and men's gender roles have changed that their target market would like to see this reflected in advertisements. This question along with several sub-objectives was taken on and was explored using past works by other scholars and researchers. This study of literature allowed the researcher to learn from what has been discovered already and also see the gaps that need to be filled. After this these questions were examined and a study was conducted. This study was able to provide answers for areas where there was none and also areas that were unclear from the literature. To conclude this paper a brief summary will be provided here of the findings from the paper, recommendations for other researchers and also marketers working in industry will also be included. The findings of this paper may help researchers to continue further study on the topic or provide an insight into something which could help a related topic. These findings could also help marketers and advertisers working in the industry make a decision which could help the continued survival and possible progression of a company.

From the study of literature on the topic and research which was carried out for this paper, there were several interesting findings. It is clear that the public is aware of gender stereotypes in advertising however they do not always agree with them. In general, the public seems to dislike gender stereotypes however to a certain extent they are accepted. The viewer in general only seems to dislike this advertisement style if there is something in it that particular ad which causes offence to the viewer. Some advertisements can cause serious repercussions. The use of stereotypical gender roles in advertisements can cause the advertisers to damage their brand image. Marketers put colossal amounts of money and time into building and protecting a brand's image, and for so many brand's to make a mistake this large is incredible. First-hand research

has proven that this has negative connotations and that people simply do not like gender stereotypes, and it causes negative feelings about the brand. The research has even shown that this would go as far as to affect a consumer's intention to purchase a product from that brand. The literature shows that when people do not like brands they do not develop relationships (Fournier 1999). Previous research has shown that when a consumer does not have a relationship with a brand they are much more price sensitive and will be more likely to try other brands. A recommendation with regards to this insight is for scholars to delve deeper into this with a study into exactly how much it effects opinions of brands and how much it can effect sales figures.

The paper also shows that people like to go with the crowd, (Ashe 1965), and there may be some people that do not actually feel as strongly about gender stereotypes as they make out. These people may feel societal pressure to agree with that they must dislike stereotypes, they must think that men and women are equal in everything they do. This would not be spotted in the study further study to help discover through feeling would be a key recommendation for researchers. To fully gain understanding as to what is the person's opinion and what is what society has impression onto them.

From the research, it is understood that brands who decide to make a stand on a certain issues may face an extreme backlash. with people who feel that they are insincere (Lester and Noble 2006). Informed consumers often think that the company is just doing this as a way to extort money from other consumers and take advantage of their beliefs. This is especially the case when one brand in a company says one thing and other brands from the same parent company acts in a contradictory manner. A recommendation which stems from this paper is for marketers and advertisers is to adopt a singular approach to embrace or reject gender stereotypes across all products.

This links to another finding that a lot of consumers don't mind stereotypical advertisements if they are not offensive and are not insulting the opposite sex. From the findings, a lot of consumers still approved of advertisements even though they said they were stereotypical in their depiction of gender roles as long as they weren't insulting. According to Rummel, Goodwin, and Shepherd (1990) these were the advertisements that people actual preferred as this is what everyone finds to be normal and normal is comforting. It is unclear from this paper if this is a conscious or subconscious decision but even most consumers agreed in the study that stereotypes

are often realistic, but this is another area which is recommended that researchers discover what people find acceptable and what is found to be offensive and discover where the line is. Another consideration for marketers is to be careful with their use of gender stereotypes in their advertisements. It appears that it is acceptable once the depiction is without negativity towards either gender group and if the advertisement is realistic.

It is clear marketers and advertisers need to fully understand their consumers in order to fulfil their goals. They need to discover exactly what their consumers are comfortable with. This is why it is essential for further research to be undertaken to fully understand the impact of gender stereotyping campaigns. Advertisers need to get the perfect balance of showing their consumers what they want to see, that will appeal to them, that they can relate to but also what they want to see. An observation from this study was that consumers do care and they are aware of the tactics advertisers use. Marketers need to be careful as to what exactly they use in campaigns as the repercussions can be devastating one mistake can cause a massive loss in trust and damage consumers relationships with a brand which may lead to a fall in sales

This paper has examined primary and secondary sources of research it is clear that this field requires further research. Although extensive research has been conducted on the topic of gender stereotypes in advertising, further research into the effects they can cause to a brand's equity needs to be examined. This research will make it possible for brand managers to make informed decisions which will help aid its growth and development.

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Appendices

Appendix 1: Gender Determinism Scale



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Gender Determinism Scale

Items

- (1) A person's gender is something basic about them that determines how they will act.
 - (2) Gender basically determines an individual's behaviors.
 - (3) There is not much people can do to really change how they will act because of their gender.
 - (4) Gender basically determines an individual's attributes.
-

Appendix 2: Survey

Gender Stereotypes and Advertising

This survey will be broken into four sections. Please answer all questions to reflect your opinions as accurately as possible and to answer factual questions to the best of your knowledge.
Your information will be kept strictly confidential.

* 1. Are you male or female?

Male

Female

* 2. What is your age?

1 / 12 8%

Next

Section 1

This section will comprise of several multiple choice questions. Please state how well you agree with the following statements.

* 1. I think men and women are equal.

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

* 2. I would consider myself to be a feminist.

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

* 3. A person's gender is something basic about them that determines how they will act.

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

* 8. Gender stereotypes are evident through advertisements.

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

* 9. The use of gender stereotypes would negatively affect my opinion of a brand.

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

* 10. The use of gender stereotypes would positively affect my opinion of a brand.

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

* 4. Gender basically determines an individual's behaviour.

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

* 5. There isn't much a person can do to really change how they will act because of their gender.

- Strong agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

* 6. Gender basically determines an individual's attributes.

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

* 7. Gender stereotypes are still present in today's society.

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

* 10. The use of gender stereotypes would positively affect my opinion of a brand.

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

* 11. I would be more likely to purchase a product from brands that use stereotypes in their advertising campaigns.

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

* 12. I would be less likely to purchase a product from brands that use stereotypes in their advertising campaigns.

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

2 / 12  17%

Prev

Next

Section 2

In Section 2 you will be asked to view two short advertisements and answer a few questions based on the following page on what you have just viewed. Please answer these questions to the best of your ability. Click play when you are ready.



3 / 12 25%

Prev

Next

* 1. I like this ad.

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

* 2. This ad contains a stereotypical depiction of gender roles.

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

* 3. This ad contains a realistic depiction of gender roles.

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

* 4. This ad is offensive.

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree


* 5. The use of gender roles in this advertisements affect my opinion of the brand positively.

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

* 6. The use of gender roles in this advertisement would make me more likely to purchase goods from this brand.

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

* 7. What would you think if the roles were reversed and men were used to test the products instead would it change your opinion of the ad?

4 / 12  33%

Prev

Next

As before you will be asked to view this advertisement and answer questions on the next page about what you have just view. Click play when you are ready.



5 / 12  42%

Prev

Next

* 1. I like this ad.

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

* 2. This ad contains a stereotypical depiction of gender roles.

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

* 3. This ad contains a realistic depiction of gender roles.

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

* 4. This ad is offensive.

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

* 5. The use of gender roles in this advertisements affect my opinion of the brand positively.

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

* 6. The use of gender roles in this advertisement affects my opinion of the brand negatively.

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

* 7. The use of gender roles in this advertisement would make me more likely to purchase goods from this brand.

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

* 8. What would you think if the roles were reversed and women were used instead, would it change your opinion about the ad?

Section 3

In this section you will be shown two short videos from NIKE which both use Olympic medalists; one male and one female, both ads show the athletes training regimes. Please answer the following questions to the best of your ability. Click play when you are ready.



7 / 12 58%

Prev [Next](#)

* 1. I like this ad.

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

* 2. This ad contains a stereotypical depiction of the training procedure of a male athlete.

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

* 3. This ad contains a realistic depiction of the training procedure of a male athlete.

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

* 4. This ad is an offensive portrayal of the training procedure of a male athlete.

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

As before you will be asked to view this advertisement and answer questions on the next page about what you have just viewed. Click play when you are ready.



9 / 12 75%

Prev Next

* 1. I like this ad.

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

* 2. This ad contains a stereotypical depiction of the training procedure of a female athlete.

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

* 3. This ad contains a realistic depiction of the training procedure of a female athlete.

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

* 4. This ad is an offensive depiction of the training procedure of a female athlete.

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

* 1. How would you feel if the roles were reversed and the male athlete was used in a campaign similar to the female's ad campaign? How would you feel if the female athlete was used in a campaign like the male's? Would it be as effective?

11 / 12  92%

Prev

Next

Section 4

Finally, this last set of questions should be based on how you feel towards gender stereotypes in advertising in general. Please answer these questions to the best of your ability.

* 1. Gender stereotypes are used in advertising.

- Strong agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

* 2. I like the use of gender stereotypes in advertising.

- Strong agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

* 3. Gender stereotypes are necessary in advertising.

- Strong agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

* 4. Gender stereotypes in advertising are realistic.

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

* 5. Gender stereotypes in advertising are offensive.

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

* 6. The use of gender stereotypes would positively affect my opinion of a brand.

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

* 7. I would be more likely to purchase a product from brands that use stereotypes in their advertising campaigns.

- Strongly agree
 - Agree
 - Neither agree nor disagree
 - Disagree
 - Strongly disagree
-

* 8. How do you feel towards brands that use gender stereotypes in their advertising campaigns?

12 / 12  100%

Prev

Done

Appendix 3

Advert 1: <https://www.youtube.com/watch?v=bYYTlcdf58>

[Accessed 5/6/16]

Appendix 4

Advert 2: <https://www.youtube.com/watch?v=02p-9SsmRME&index=12&list=PL6D7F25F2115CAD0D>

[Accessed 5/6/16]

Appendix 5

Advert 3: https://www.youtube.com/watch?v=_shug-k45Oo

[Accessed 5/6/16]

Appendix 6

Advert 4: <https://www.youtube.com/watch?v=b-zxJ17QYy4&list=RDHvl4VgRKp1E&index=8>

[Accessed 5/6/16]