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The Influence of a Model's Apparent Gender on Viewer's Responses to Print Ads: A Social Identity Theory Perspective

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INFORMATION

THE INFLUENCE OF A MODEL'S APPARENT GENDER ON VIEWERS' RESPONSES TO
PRINT ADS:
A SOCIAL IDENTITY THEORY PERSPECTIVE

By

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Abstract

Though the impact of identity salience as a result of priming on consumer behavior, as well as consumers' responses to ads explicitly targeting the identities of consumers has been researched, the response of consumers to print ads featuring models of the apparently same gender with no other primes or cues needs to be examined. From a Social Identity Theory perspective, I assessed the degree to which people with gender identities of differing strengths identify with a print ad, and the effects of this on intentions to buy the advertised brand. One hundred ninety undergraduate students participated in an online survey featuring a series of 7-point scales that measured five things: attitude toward the ad, attitude toward the brand, gender group identity, gender identity toward the ad, and brand purchase intention.

The influence of a model's apparent gender on viewers' responses to print ads:

A Social Identity Theory perspective

The ways in which we define ourselves socially and how we identify with many different social categories impacts our perception of messages, as well as our behaviors as consumers. The social category of gender allows us to develop our individual gender identities. Gender identity allows us to become a member of the in-group of people with the same gender, and influences how we interact with and perceive people belonging to that in-group. Past research indicates a well-established understanding that advertisers appeal to the identities of consumers (Chernev, Hamilton, & Gal, 2011), and consumers respond positively to ads that they can identify with (Forehand, Desphande & Reed, 2002). Using a Social Identity Theory framework, and Sierra et al.'s (2009) study on consumers' response to ethnic identities of models in print ads, this study helps us better understand the correlation of consumers' gender identity and their perception of models with different apparent genders in print ads.

Sierra et al. (2009) looked at how consumers with different levels of strength in their ethnic identity reacted to print ads with spokespeople who appeared to be of the same ethnicity.

With the knowledge that ethnic consumers are likely to believe and identify with brands targeted at them (Appiah, 2001), and that Blacks, Hispanics, and Asians with stronger ethnic identities tend to identify more with ads that contain actors with a similar ethnicity (Appiah, 2001), it was found that those with stronger ethnic identities identify more with ads that feature an actor of apparently the same ethnicity (Sierra et al., 2009).

Previous research also showed that advertisers may benefit from linking their ad to a specific social identity of their consumers, such as ethnicity, as it can boost the viewers' attitude toward the ad (Aaker, Brumbaugh, & Grier, 2000). Sierra et al. wanted to study this concept

further, so they hypothesized that the more a person identifies ethnically with an ad featuring an actor of the same ethnicity, the more positive their attitude toward the brand is.

The goal of an ad is not to simply influence the attitude of viewers, however. Fortunately for advertisers, attitude has shown to strongly influence purchasing behaviors; A positive attitude towards an ad leads to a positive attitude towards the brand being advertised, which then increases the likelihood that the person will purchase from the brand (Brown & Stayman, 1992, Mackenzie & Lutz, 1989). Since this sequence had not previously been tested in the context of ethnic identity and print ads specifically, the researchers retested two hypotheses: A person's attitude towards an ad and their attitude toward the advertised brand are positively related, and a person's attitude toward the advertised brand is positively related to their intention to purchase from that brand.

Finally, Sierra et al. wished to expand upon past research that shows strong Hispanic identifiers are more likely to purchase products advertised to Hispanics, than those with weak Hispanic identities (Deshpandé, Hoyer, & Donthu, 1986, as cited by Sierra et al., 2009). It has also been found that people develop a positive attitude towards the ad and are more likely to purchase the advertised brand if the ad features someone of their same race (Whittler 1989, Whittler & Spira, 2002). To expand on this knowledge, they wanted to see the effect of ethnically identifying with actors in ads on likelihood to purchase from the brand. So, they hypothesized that the more a person identifies ethnically with an ad featuring an actor of apparently the same ethnicity, the more likely the person intends to purchase from the brand.

This study is unique from previous studies on advertising because Social Identity Theory was used as a framework, and it looked at ethnic identity in relation to actors in print ads. In the

current study, Social Identity theory and Sierra et al.'s methodology are adopted as a guideline to examine the same behavior in consumers, but in terms of gender identity rather than ethnicity.

Gender is so effortlessly engrained in the behaviors and every day lives of people in this society. This study aims to contribute to the literature on how our relationships with our own genders influences how we perceive the world as well as how we behave as consumers. It is already clear to advertisers as well as the general public that gender influences branding and how we are advertised to, but consideration of varying degrees of gender identity by both groups could potentially shift what we already know and add a level of complexity to how gender and advertising relate.

Social Identity Theory

Social Identity Theory (SIT) focuses on individuals' many social categories, both ascribed and prescribed, and how they allow us to belong to different groups in the social world. Humans self-categorize into multiple social categories to help define themselves and their places in society. Some categories such as race and gender are stable, while others such as daughter, student, and CEO are transitory (Reed & Forehand, 2003). Seeing as there are so many social categories one can belong to, people pay more attention to certain social categories to which they belong at different times. These categories that we deem more relevant, and that place us in defined social groups, constitute our social identities. (McLeod, 2019).

Once an individual has established their position within a social group, they can begin to identify those who also belong to this group, also called the in-group, and those who belong to an opposing group with differing social categories, the out-group (Tajfel, 1981). Social identities can influence people in many ways, including who we choose to interact with, whether we discriminate or are discriminated against by out-groups, and our sense of self-esteem.

An important part of the social identity to keep in mind is the idea that specific identities come to the forefront of the mind at different times. They can be enacted by a variety of factors and can influence what a person is thinking about and how they are viewing themselves (Forehand, Deshpande, & Reed, 2002). For example, on Super Bowl Sunday many people may be more closely associating themselves with their identity as a Buccaneers fan than they would during an average work week. What those in the vast marketing industry have researched and come to understand is that the social identities enacted in people do not only influence their idea of themselves as a person, but also as a consumer.

Research has looked into how social identity impacts our behavior as consumers, as well as how brands use this knowledge to more effectively market to us. Consumers have proven to be attracted to brands and products that are somehow linked to their social identity (Reed & Forehand, 2003). This can take place for a few reasons; for instance, a brand may in some way symbolize the personality of a consumer (Aaker, 1997), or a consumer may aspire to be the type of person a brand seems to appeal to (Belk, Bahn & Mayer, 1982). This research in turn has informed marketing officials on how to strategize in order to effectively appeal to consumers' social identities. An article in Harvard Business Review titled "Why Your Customers' Social Identities Matter" outlines the ways in which businesses can and should prioritize social identity in their strategy. The authors explain, "If social identity shapes decisions, then a company's marketing strategy should encourage customers to tune in to an identity that inspires behaviors like visiting a website, [or] going into a store..." (Champanis, Wilson, & MacDonald, 2015).

Gender Identity

The term gender identity refers to how people define themselves in terms of the cultural meanings tied to gender in a society. Gender identity is one of many possible social identities

people can possess, with each identity symbolizing a psychological relationship with different social categories of which a person is a member of (Wood & Eagly, 2013). Gender identity is multifaceted, holding a variety of culturally established masculine and feminine meanings. Wood and Eagly (2013) organized all the constructs of a gender identity into three categories: (1) possessing gender-typed personality traits and interests, (2) having male-typical versus female-typical relationships to others, and (3) being a member of the category of women or men, as the category is defined within a given society.

As this study aimed to see how consumers react to advertisements featuring people of either their same gender or a different gender, it is important to understand gender as a collective identity. Collective gender identity, or gender-group identification, describes the categorization of oneself as a man or woman, and the importance of this categorization for one's self-definition (Wood & Eagly, 2013). This group identity can be measured, as men and women "have various degrees of psychological and emotional investment in group membership, and possess beliefs that give shape to the meaning of their identification" (Cameron & Lalonde, 2001 pg.74). A big part of social identity research is to understand why and how certain social identities become salient at different times; one's degree of collective gender identity can determine how often gender as a social identity is salient and impacts behavior (Wood & Eagly, 2013).

Identity salience leads to more positive evaluations of same identity actors and spokespeople by highlighting the similarity between the consumer and the spokesperson, thereby increasing the likelihood that the consumer will classify the spokesperson as a member of his or her "in-group" (Stapel & Koomen 2002). Studies have shown that a social identity can impact consumer behavior if they are first exposed to identity primes that stimulate processing of identity-related information (Forehand, Deshpande, & Reed, 2002). This study aimed to see

whether a strong gender-group identification serves as a sufficient prime for consumers to more positively evaluate same-gender spokespeople, without any prompts to make their gender identity salient.

SIT, Gender, and Ads

The identities of consumers have gained the attention of marketers for years now, and is used as a tool in targeting them (Chernev, Hamilton, & Gal, 2011). To stand out, a company may put out advertisements meant to persuade people to identify with the ads and featured brands. One aspect of consumer identification with ads that Sierra et al. (2009) and few others have researched pertains to the appearance of the actors/models in ads (Brumbaugh & Grier 2006, Qualls & Moore, 1990). Using a Social Identity Theory framework this study expands this literature.

Social Identity Theory, as described by Henri Tajfel and John Turner (1979), explains a clear relationship between self-esteem, identity, and behavior: when membership in a social group improves one's self-image, people assign themselves to social categories (e.g. gender), which helps them define their social identity and can lead them to respond favorably to stimuli that recognize their social group membership and social identity (Tajfel, 1981). If we apply this framework to consumers' gender identity, we see that those with a strong gender identity and high self-esteem as a result of their membership to a gender group are likely to have a positive reaction to ads that somehow incorporate their gender identity, and allows them to identify with the ad.

Hypotheses

Gender identity gives people a sense of belonging to a group of people sharing a common social category (Tajfel & Turner, 2004). People have different strength levels of gender identity and, in turn, gender group identification (Wood & Eagly, 2013). Since people with a collective gender identity, i.e. whom think of themselves in terms of belonging to the in-group of those with the same gender, value members of their in-group (Wood & Eagly, 2013), the first hypothesis was tested:

H1. The stronger a person's gender identity, the more that person identifies with ads featuring a model of apparently the same gender.

It has been found that when an advertisement is somehow linked to an identity of consumers, there is an increased chance the advertisement will positively impact the consumers' attitude toward the ad (Aad; Aaker, Brumbaugh, & Grier, 2000). People with group gender identity may link themselves to ads featuring models of the same gender because they share a common social identity and are members of the same in-group. In order to explore the relation of gender group identity and Aad, the following hypothesis was tested:

H2. The more a person identifies in terms of gender with ads containing a model of the apparently same gender, the more positive that person's attitude towards the ad is.

Research has shown that Aad has a positive effect on Ab, which in turn has a positive effect on PIb (Brown & Stayman, 1992, Mackenzie & Lutz, 1989). Though the relation between Aad, Ab, and PIb has been looked into extensively, the relationship has not been tested in a gender identity and print ad context. I retested two hypotheses:

H3. Peoples' attitude toward the ad is positively related to their attitudes toward the advertised brand.

H4. Peoples' attitude toward the ad is positively related to their intentions to purchase the advertised brand.

As discussed by Sierra et al. (2009), past research has shown that people can develop a stronger PIB after viewing ads with actors of their same race or ethnicity (Whittler, 1989, Whittler & Spira, 1992, Desphande, Hoyer, & Danthu, 1986 as cited by Sierra et al. 2009). Yet no study has been done to examine the direct effect of gender identification with a print ad that features a model of the same gender. Hence, the last hypothesis was tested:

H5. The more a person identifies with an ad in terms of gender containing a model of the apparently same gender, the stronger that person's intention to purchase the advertised brand.

METHOD

Procedure

A survey was used to understand how strong the participants' gender identities are, as well as whether they relate to an advertisement they are shown that features a person with the same gender identity. The survey results told us the participants' attitude toward the fictitious brand featured in the ads and the likelihood that they would purchase the brand. A survey was the best method for this study because data could be efficiently collected on individual participants' identities and attitudes to find overall themes and relationships among the whole group being surveyed.

Participants

Using the Sona system, 190 undergraduate students from a Southeastern university were recruited to be surveyed. Once they volunteered and consented to the study, they were redirected to an online survey created in Qualtrics. Initially 194 survey entries were counted, however four entries were deleted due to being incomplete. The range in age of the participants was 33, with

the youngest participant being 18 and the oldest being 51. The sample had a mean age of 20.63 and a standard deviation of 2.96. The sample was 80.5% female (n=153), 17.9% male (n=34), and 1.6% transgender, nonbinary, genderqueer, or agender (n=3).

Advertisements

Before participants completed the survey, they were shown three print advertisements for a fictional meal-kit company named Home Plates (see Appendix A). These ads were created using stock images and a logo for the fake brand. One ad features a man, one features a woman, and the third shows only food with no actors. After viewing these ads, participants indicated which ad they felt they related to most. Then, for their chosen ad, they answered questions on attitude toward the ad, attitude toward the brand, gender identity toward the ad, and brand purchase intention. They also answered questions regarding their personal gender identity (see Appendix B).

Measures

Gender Group Identification (GGI) is the extent to which people identify with their gender group (Wilson and Liu 2003), signifying the strength of their gender identity. Using a 7-point scale, participants chose how much they agree with four statements regarding how they feel about their gender. The statements were, “My gender is very important to me,” “I often think of myself in terms of my gender,” “I feel a great sense of pride in my gender identity,” and “I feel I can trust members of my own gender more than people of the other gender.” The 7-point scale ranged from complete disagreement to complete agreement. This variable was measured as

a scale and received a Chronbach's alpha of .80. The scale had a mean of 4.93 and a standard deviation of 1.377.

Attitude toward the ad (Aad) is the measurement of what a person thinks about a particular ad (Mackenzie and Lutz 1989). Using a five-item, seven-point semantic differential scale originally developed by Holmes and Crocker (1987) to measure Aad towards ads, Aad in the participants was measured. Participants indicated on this scale the degree to which they think the ad is appealing or unappealing, believable or unbelievable, impressive or unimpressive, attractive or unattractive, and their overall liking or disliking. This measurement received a Cronbach's alpha reliability of .88, with a mean of 5.398 and a standard deviation of 1.045.

Attitude toward the brand (Ab) represents a consumer thinks about a particular brand (Mitchell and Olson 1981), in this case toward the fictional brand being advertised. A four-item, seven-point semantic differential scale developed by Grier and Desphande (2001) was used. Participants indicated how strongly they felt that the advertised brand is either favorable or unfavorable, good or bad, pleasant or unpleasant, and high quality or low quality. This scale received a Chronbach's alpha reliability of .93 ($m=5.617$) ($sd=1.107$).

Purchase intention of a brand (PIb) is a measurement of the likelihood that a person will buy a specific brand (Spears and Singh 2004). PIb for the fictional meal-kit service being advertised in this study was measured using a five-item, seven-point semantic differential scale based on three items from Holmes and Crocker (1987) and two items from Mackenzie, Lutz, and Belch (1986). Participants indicated their hypothetical behaviors after viewing the ad; for example, they chose whether they "would try" or "would not try," and used the point scale to determine how strongly they felt about this intent. This measurement scale received an alpha reliability of .95 ($m=4.659$) ($sd=1.564$).

Gender Identity toward the ad (GenIdenAd) pertains to how much a person identifies with an ad in terms of gender. This has not been measured previously, so a five-item, seven-point scale from Sierra et al (2009) that was originally developed to measure ethnic identification with an ad was used. Participants were asked about how much they identify with the ad they were asked to choose from the lineup, as well as whether they felt attached to the ad and/or related to the ad. This measurement received an alpha reliability of .80 ($m=4$) ($sd=1.077$).

RESULTS

H1. Simple linear regression was used to test if the strength of a man's gender identity significantly predicted his identification with an ad featuring a man. The overall regression was not statistically significant ($R^2 = .1$, $F(1, 22) = 2.41$, $p=.135$) It was found that the strength of gender identity in men did not significantly predict the amount with which they identify with an ad featuring a man ($\beta= .314$, $p > .05$)

Simple linear regression was used to test if the strength of women's gender identity significantly predicted their identification with an ad featuring a woman. The overall regression was statistically significant ($R^2 = .132$, $F(1,56) = 8.53$, $p=.005$). It was found that the strength of gender identity in women significantly predicted the amount with which they identify with an ad featuring a woman ($\beta=.364$, $p < .05$).

H2. Simple linear regression was used to test if the strength of men's gender identity with an ad featuring a man significantly predicted their attitude toward the ad. The overall regression was statistically significant ($R^2 = .34$, $F(1,22) = 11.12$, $p=.003$). It was found that the strength of men's gender identity with an ad significantly predicted their attitude toward the ad. ($\beta=.581$, $p < .05$).

Simple linear regression was used to test if the strength of women's gender identity with an ad featuring a woman significantly predicted their attitude toward the ad. The overall regression was statistically significant ($R^2 = .12$, $F(1,56) = 7.5$, $p=.008$). It was found that the strength of women's gender identity with an ad featuring a woman significantly predicted their attitude toward the ad. ($\beta=.344$, $p <.05$).

H3. Simple linear regression was used to test if people's attitude toward an ad they related to predicted their attitude toward the brand. The overall regression was statistically significant ($R^2 = .535$, $F(1,188) = 216.54$, $p=.000$). It was found that the people's attitude toward an ad significantly predicted their attitude toward the brand. ($\beta=.732$, $p <.05$).

H4. Simple linear regression was used to test if people's attitude toward an ad they related to predicted their intention to purchase from the advertised brand. The overall regression was statistically significant ($R^2 = .371$, $F(1,188) = 110.82$, $p=.000$). It was found that the people's attitude toward an ad significantly predicted their intention to purchase from the advertised brand. ($\beta=.609$, $p <.05$).

H5. Simple linear regression was used to test if the strength of a man's gender identity with an ad featuring a man significantly predicts his intention to purchase from the advertised brand. The overall regression was statistically significant ($R^2 = .331$, $F(1, 22) = 10.86$, $p=.003$). It was found that men's strength in gender identity with an ad featuring a man did significantly predict their intention to purchase from the advertised brand ($\beta= .575$, $p<.05$).

Simple linear regression was used to test if the strength of a woman's gender identity with an ad featuring a woman significantly predicts her intention to purchase from the advertised brand. The overall regression was statistically significant ($R^2 = .091$, $F(1, 56) = 5.61$, $p=.021$).

It was found that women's strength in gender identity with an ad featuring a woman did significantly predict their intention to purchase from the advertised brand ($\beta = .302, p < .05$).

DISCUSSION

It was predicted that the stronger one's gender identity, the more likely they will identify with a print ad featuring a model of their same gender. This was predicted for both men and women, but the results show that gender group identification significantly predicts identification with such an ad for women and not men. This finding for women appeals to previous literature on the significance of social identity theory in our perception of others, in this case a spokesperson in a print ad. A stronger gender identity leads to a higher likelihood of this identity being salient more often, which is a likely explanation for the women in the sample identifying with the ad featuring a woman, who they consider a member of their "in-group" (Stapel & Koomen, 2002, Wood & Eagly, 2013). It is interesting to find that this was not the case for the men in the sample. There was not a significant correlation between strength of gender group identification and gendered identification with a print ad, which suggests that the salience of their gender identity did not impact their feelings toward the print ads shown to them as it did for the women. This difference in significance found between genders is something to be further examined.

Based on previous findings in regards to consumers' attitudes toward advertisements and their identity somehow being linked to said advertisements, it was hypothesized that people who

identify with a print ad based on their common gender with the ad model are likely to have a positive attitude toward the ad. The survey results showed a positive relationship between gender identity with an ad and the participants' attitude toward the ad in both men and women. This finding further supports the previously established ties between social identity theory and advertising. How membership of different "in-groups" impacts our attitudes as consumers is evident in these results, and provides insight for both advertisers and consumers: Awareness of gender group identity can allow consumers to better understand their own attitudes toward advertisements featuring people of different genders, and knowledge of this can help advertisers better strategize in catering to their target audience.

Attitude towards an ad, attitude towards the brand being advertised, and intention to purchase from the advertised brand are all related variables that were retested in the context of gender identity and print ads. Positive relationships between the variables respectively were found in the retesting. These findings establish that gender as a social identity can also impact consumer attitudes and behaviors toward brands who advertise with human models, similarly to ethnicity (Sierra et al., 2009).

The strength of one's gender identity with a print ad featuring a model of the same gender was found to significantly predict that person's intention to purchase from the advertised brand. This finding connects the Aad, Ab, PIb pipeline to group gender identity, and is significant in its implications. The interconnected nature of a person as a gendered being and as a consumer is something everyone engaging in a capitalistic society should consider. People may think of themselves as having a gender, but it is likely less often people consider the strength of this gender identity, let alone how this strength impacts what they buy. Consideration of this impact could allow people who identify strongly with their gender to be critical of where they buy from

and whether the ads for these brands feature mostly models of their same gender. Analyzing whether the product being bought is best for their circumstances or the ads are improving their attitude and therefore their purchase intention could make people into more conscious consumers.

During the course of this study some limitations were faced. With the sampling method being a survey for which participants signed up for themselves, the resulting sample was not nearly an even split between male and female. With over 80% of the sample identifying as women and less than 20% identifying as men, it is difficult to generalize these results to the majority of men.

For further research on gender identity and its relation to consumer attitudes and behavior, I'd recommend surveying a sample as large as possible and with an even number of self-identified women and men. A sample with a wide range of ages and participants from different parts of the country could also improve the generalization of these findings. I would also recommend making note of what the gendered models in the ads being shown look like. The way models are dressed, how their hair is styled, their body type, and any other physical features tied to gender could be compared to other print ads in how people perceive and relate to them.

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Appendix A
Advertisements



Appendix B

Survey

Consent Form

Title of research study: Ad Preference Study

Investigator: Aryanna Clark

Key Information: The following is a short summary of this study to help you decide whether or not to be a part of this study. More detailed information is listed later on in this form.

Why am I being invited to take part in a research study?

We invite you to take part in a research study because you are an FSU student.

What should I know about a research study?

- Someone will explain this research study to you.
- Whether or not you take part is up to you.
- You can choose not to take part.
- You can agree to take part and later change your mind.

- Your decision will not be held against you.
- You can ask all the questions you want before you decide.

Why is this research being done?

This study will be analyzing the effect of social identities on consumers' perspective of and attitudes toward different print ads. This study has the potential benefit of helping researchers better understand a specific aspect of social identity theory in relation to advertising.

How long will the research last and what will I need to do?

We expect that you will be in this research study for 15 minutes.

You will be asked to take an online survey.

More detailed information about the study procedures can be found under "*What happens if I say yes, I want to be in this research?*"

Is there any way being in this study could be bad for me?

No, there is nothing about this study that can harm you. The study focuses on basic opinion information.

More detailed information about the risks of this study can be found under "*Is there any way being in this study could be bad for me? (Detailed Risks)*"

Will being in this study help me in any way?

We cannot promise any benefits to you or others from your taking part in this research. However, possible benefits include credit or extra credit in select courses. Participants can also feel good about helping further our understanding of social identity in relation to advertising.

What happens if I do not want to be in this research?

Participation in research is completely voluntary. You can decide to participate or not to participate.

Earning course or other academic credit by taking part in this study is an alternative to the requirement that you otherwise complete a course, paper or other credit-earning activity.

Detailed Information: The following is more detailed information about this study in addition to the information listed above.

Who can I talk to?

If you have questions, concerns, or complaints, or think the research has hurt you, talk to the research team at alc18j@my.fsu.edu or 727-330-0102.

This research has been reviewed and approved by an Institutional Review Board (“IRB”). You may talk to them at 850-644-7900 or humansubjects@fsu.edu if:

- Your questions, concerns, or complaints are not being answered by the research team.
- You cannot reach the research team.
- You want to talk to someone besides the research team.
- You have questions about your rights as a research subject.
- You want to get information or provide input about this research.

How many people will be studied?

We expect about 300 people here will be in this research study out of 300 people in the entire study nationally.

What happens if I say “yes” to being in this research?

You will complete a short online survey. The survey will display images for you to view, followed by 27 multiple choice questions.

You may not be made aware of some features about the study, such as its exact purpose, study questions and materials, or your responses that we would like to collect. At the end of your participation in this study or if you withdraw from this study we will provide you with additional information.

What happens if I say “yes,” but I change my mind later?

You can leave the research at any time it will not be held against you.

You are free to drop out of the study at any time without penalty.

Is there any way being in this study could be bad for me? (Detailed Risks)

You are free to drop out of the study at any time without penalty.

What happens to the information collected for the research?

Efforts will be made to limit the use and disclosure of your personal information, including research study and medical records, to people who have a need to review this information. We cannot promise complete secrecy. Organizations that may inspect and copy your information include the IRB and other representatives of this organization.

We may publish the results of this research. However, we will keep your name and other identifying information confidential to the extent allowed by law.

What else do I need to know?

If you agree to take part in this research study, you will be provided with credit or extra credit in select classes for your time and effort.

Earning course credit by taking part in this study is an alternative to the requirement that you otherwise complete a course, paper or other credit-earning activity.

Gender Group Identification

Rate on a scale of 1-7, 1 indicating complete agreement, 7 indicating complete disagreement

1. My gender is very important to me.
2. I often think of myself in terms of my gender.
3. I feel a great sense of pride in my gender identity.
4. I feel I can trust members of my own gender more than people of the other gender.

Gender Identification with an Ad

1. I feel attached to the ad I chose.

Rate from “strongly agree” to “strongly disagree” on a 7-point scale.

2. Indicate the degree to which you feel the ad you chose was intended for you.

Rate from “absolutely intended” to “absolutely not intended” on a 7 point scale.

3. How strongly can you associate with the ad you chose?

Rate from “very strong” to “very weak” on a 7 point scale.

4. How can you relate to the ad you chose?

Rate from “very strong” to “very weak” on a 7 point scale.

5. I feel affiliated to the ad I chose.

Rate from “strongly agree” to “strongly disagree” on a 7 point scale.

Attitude Toward Ad

Rate on a 7 point scale, 4 indicating neutral.

1. Appealing / Unappealing
2. Believable / Unbelievable
3. Impressive / Unimpressive
4. Attractive / Unattractive
5. Overall Liking / Overall Disliking

Attitude Toward Brand

Rate on a 7 point scale, 4 indicating neutral.

1. Favorable / Unfavorable
2. Good / Bad
3. Pleasant / Unpleasant
4. High Quality / Low Quality

Purchase Intention of Brand

Rate on a 7 point scale, 4 indicating neutral.

1. Would try / Would not try
2. Would seek out / Would not seek out
3. Very likely / Not very likely
4. Probable / Improbable
5. Would consider / Would not consider

Demographic Variables

1. Please indicate your age: _____

2. To which gender identity do you most identify?
 - a. Male
 - b. Female
 - c. Transgender (Male to Female)
 - d. Transgender (Female to Male)
 - e. Non-binary
 - f. Gender Queer
 - g. Agender
 - h. Not listed: _____

3. To which ethnicity do you most closely identify?
 - a. White/Caucasian
 - b. Black or African American
 - c. Asian
 - d. Native Hawaiian or Pacific Islander
 - e. Arab or Middle-Eastern
 - f. Native American
 - g. Not listed: _____

4. Are you...
 - a. Hispanic or Latino
 - b. non-Hispanic or non-Latino

Appendix C

IRB Letter of Approval

FLORIDA STATE UNIVERSITY
OFFICE of the VICE PRESIDENT for RESEARCH



EXEMPTION DETERMINATION

April 7, 2021

Aryanna Clark, 850-644-5260
alc18j@my.fsu.edu

Dear Aryanna Clark:

On 4/7/2021, the IRB staff reviewed the following submission:

Type of Review:	Exempt (3)(i)(B) Benign behavioral interventions (low risk)
Title:	The influence of a model's apparent gender on viewers' responses to print ads: A Social Identity Theory perspective
Investigator:	Aryanna Clark
Submission ID:	STUDY00002188
Study ID:	STUDY00002188
Funding:	None
Grant ID:	None
IND, IDE, or HDE:	None
Documents Reviewed:	<ul style="list-style-type: none"> • Survey.pdf, Category: Survey/Questionnaire; • 1.pdf, Category: Device Attachment; • 2.pdf, Category: Device Attachment; • 3.pdf, Category: Device Attachment; • Consent Form.pdf, Category: Consent Form; • The influence of a model's apparent gender on viewers' responses to print ads: A Social Identity Theory perspective, Category: IRB Protocol;

The IRB staff determined the protocol qualifies for exemption, effective on 4/7/2021. Your study conforms to FSU policy on COVID-19-related requirements and restrictions related to research activities that involve in-person interventions or interactions with human research participants.

Note that once the COVID-19-related requirements and restrictions are lifted and IF you plan to substitute remote interactions or interventions with in-person alternatives, or IF you plan to include as human subjects persons who were previously excluded due to their high risk for severe illness from COVID-19 or ages 65 or more years, please be sure to submit a modification to the IRB for its review of these substitutions. If however you only plan to discontinue other COVID-19-specific risk mitigation (e.g., social distancing, screening, use of PPE), then no study modification request need to be submitted to the IRB for review before these changes may be implemented. For all other study modifications, see notes below.

You are advised that any modification(s) to the protocol for this project that may alter this exemption determination must be reviewed and approved prior to implementation of the proposed modification(s).

Modifications to the research may invalidate the exemption determination (because the research no longer meets the exemption criteria described in HRP-312 – WORKSHEET – Exemption Determination).

Examples of minor changes to exempt research that would *not* alter the exemption determination and should therefore not be submitted to the IRB for further review include the following:

- Making administrative (formatting, grammar, spelling) revisions to the protocol, consent or recruitment materials or other study documents
- Adding or revising non-sensitive questions or non-identifiable response options to a survey, interview, focus group or other data collection instrument
- Increasing or decreasing the number of study subjects—*unless* adding a new study sample such as children or prisoners or adding a new source of data or records
- Making study team/personnel changes—*except* a change in Principal Investigator (PI)

Examples of changes to exempt research that *do require* prospectively submitting a modification to the IRB before implementing changes include the following:

- Making substantive revisions or additions (e.g., change in PI; funding source; sample; source of study subjects or their data; study sites or settings; procedures, interventions or interactions with study subjects; use of any drug, device, supplement or biologic; study subjects' time or duration spent performing or participating in study activities) to the protocol, consent or recruitment materials or other study documents
- Adding or revising sensitive questions or identifiable response options to a survey, interview, focus group or other data collection instrument
- Adding a new study sample such as children or prisoners or adding a new source of data or records
- Obtaining, using, studying, analyzing, generating, storing or maintaining identifiable information or identifiable biospecimens in addition to or in lieu of de-identified or anonymous information or specimens
- Change in study risks (e.g., impact upon study subjects; impact upon students' opportunity to learn educational content or assessment of educators who provide instruction; any disclosure of study subjects' responses outside of the research may place study subjects at risk of criminal or civil liability or be damaging to subjects' financial standing, employability, educational advancement or reputation)
- Change in Principal Investigator (PI) or (for students) faculty advisor
- New or change in financial interest

In conducting this protocol, you are required to follow the applicable requirements listed in the Investigator Manual (HRP-103), which can be found by navigating to the Library within the RAMP IRB system.

Sincerely,

Office for Human Subjects Protection (OHSP)
Florida State University Office of Research
2010 Levy Avenue, Building B Suite 276