Consumer Responses to Model Ethnicity and Representation

by

Jordan Roby

Submitted in partial fulfillment of the requirements for graduation as an Honors Scholar at Point Loma Nazarene University, San Diego, California on March 18, 2024.

Approved by _____
Jeffrey Birdsell
Jeffrey Birdsell

_____
Nathan Gibbs
Nathan Gibbs

_____
Michael Wiese
Michael Wiese

Date: 3/18/2024

Consumer Responses to Model Ethnicity and Representation

Jordan Roby

Previous research has shown that people of color have been misrepresented in advertisements through stereotypic portrayals. This research paper focuses on those stereotypical portrayals within ads, specifically looking at whether individuals are sensitive to representation and if it impacts the quality of the ad. 189 participants ages 18-24 years old completed a questionnaire based on the Prototypicality of Television Portrayals scale to determine if a stereotypic basketball condition or non-stereotypic gaming condition of an African American male in an energy drink advertisement was perceived as a better person. Results showed that the participants perceived the African American model in the basketball condition to be a better individual than in the gaming condition, which led to rejecting my hypothesis. These results correlate to the Expectancy Violation Theory, in which the participant violates the expectation of the gaming condition to perceive the model as a better person. Furthermore, the 2nd study looks into the brand attitude, advertisement attitude, and purchase intention of the consumer and finds that there is no impact on the marketing metrics in the level of stereotypicality within the advertisements.

Representation is the description or portrayal of someone or something in a particular way or as being of a certain nature (Oxford, 2024). Advertisement representation stimulates the purchasing of products and the use of services, and it also contributes to the consumers' formation of social identity, frequently, influencing both their current attitudes and what they should be (Stankovic, Zivkovic, Maric, and Gajic, 2018). It's how individuals perceive and conceive their lives and social world, the alternatives they see as open to them, and the standards they use to judge themselves and others are shaped by advertising, perhaps without ever being consciously aware of it (Schroeder, Zwick, 2004). The literature shares that more representation in advertising occurs when viewers watch members of their own and other races perform activities in a commercial environment (Merskin, 2008) and less representation occurs by participating in endorsements where ethnic minorities are portrayed stereotypically (Robner and Eisend, 2023). Furthermore, advertisements and media have an impact on the individual watching, viewing, or looking, and representation plays a huge role in this impact. Media, in all its forms – print, news, advertising, and entertainment – has a powerful influence on racial attitude development in the young and elderly alike. Children, adolescents, and adults develop perceptions of racial/ethnic groups consistent with the way members of these groups are portrayed or not portrayed in media (Mok, 1998).

Cultivation Theory

An enduring theory in media communication is Cultivation Theory. Cultivation theory was founded by George Gerbner in the 1960s as part of the Cultural Indicators Project. Gerbner's hypothesis was, "People who spend more time watching television are more likely to perceive the real world in a way that is most commonly depicted in television messages, as compared to those watching less television (Stacks and Spaulding, 2023). Research indicates that cultivation

theory is in action when institutional needs and objectives influence the creation and distribution of mass-produced messages, which create, exploit, and sustain the needs, values, and ideologies of the mass public (Gerbner, Gross, Morgan, and Signorelli, 1986). Cultivation theory also suggests that audiences' perceptions of a group are influenced by how the group is portrayed in the media (Yoo, 2020). Cultivation theory has appeared in many different research topics relating to the impact of the media, but the research demonstrates that the impact is greater than it seems (Berry, 2003). Although no one image or program will necessarily alter a child's consciousness or directly influence behavior, it is the quantity and redundancy of mass media images that accumulate to contribute to the cultivation of a child's values, beliefs, expectations, and dreams (Berry, 2003). This also relates to the effects of stereotypic portrayals of people of color in advertising, which will be discussed later.

Expectancy Violation Theory

Another theory that will be explored within this research is the expectancy violation theory. Expectancy violation theory is an interpersonal communication theory that claims that violations of expectations are sometimes more preferable to confirmations of expectations (Burgoon, 2015). Expectations are defined as enduring cognitions from one party to another party regarding the behavior that is expected from the other party (Burgoon, 2015). Several accumulating studies extend EVT to gender and racial bias. Women who engage in agentic or masculine behaviors often experience detrimental outcomes because perceivers view such behaviors as violating expectations of women as more communal and less agentic of men. Previous research has found that when both Black and Hispanic individuals are stereotyped similarly in agentic and communal traits, the counter-stereotypical behavior of self-promotion resulted in a 'backlash effect' for Black employees (Wayne, Sun, Kluemper, Cheung, and Ubaka,

2023). This suggests that perceivers may react to inconsistent behavior that does not fit within the category of stereotypic behavior, but it depends on the degree of unexpectedness of that behavior.

Media Representation of People Of Color

Previous research has shown that people of color have been misrepresented in advertisements through stereotypic portrayals. For black characters in ads, a 'dominant group ideology' may be transmitted through numerical misrepresentation, negative role portrayal (especially inadequate family life), manipulated screen presence, status, power imbalance, and stereotyped cultural values (Shabbir, Hyman, Reast, and Palihawadana, 2014). When people of color have appeared, they usually have done so in ways that did not challenge the dominant White culture. As such, they either were presented as stereotypes (ex. lazy and criminal), as peripheral characters, or as people who assimilated into the larger White culture. None of these representations challenge White social dominance (Henderson and Baldasty, 2003).

Direct Examples of People of Color Media Portrayals and Their Effect

Furthermore, the literature provides direct examples of when this situational/stereotypic representation occurred. People of color were closely tied to low-cost, low-nutrition products such as fast food and soft drinks, candy, and gum. Unlike White people who were shown preparing foods at home, when people of color were shown using non-fast-food products, they appeared almost solely with convenience foods such as Ballpark Hotdogs or Quaker Chewy Granola bars that require no skills to prepare (Henderson and Baldasty, 2003). In addition, advertisers used people of color more often to promote lower-cost clothing brands, such as Old Navy and Fruit of the Loom or to represent retailers such as Wal-Mart or Lamonts (Henderson and Baldasty, 2003). In a study by Children Now (1998), of 1,200 culturally diverse boys and

girls, children across all racial groups associated White television characters with such qualities as having lots of money, being well educated, being leaders, doing well in school, and being intelligent. The qualities associated more with minority television characters were breaking the law or rules, having a hard time financially, being lazy, and acting goofy (Berry, 2003). In addition, highlighting people of color in advertisements for such products as athletic shoes does an additional disservice because of the stereotypes associated with these images. More subtly, people of color often appear in stereotypical occupations, such as two African American males as football coaches (VISA), a mixed-race male as a Buddhist leader (Wendy's), and Latinos as baseball players (Gatorade) (Henderson and Baldasty, 2003). Post-2000 perfume print ads and accompanying marketing materials featuring well-known Black, Indigenous, and people of color celebrities use long-standing essentialist and racialized symbols to construct brands evoking the raw, primitive, and intensely emotive. This contrasts with perfume ads that use White celebrities to signify elegance and individual distinctiveness (McAllister and YaseminForde, 2023). Perfume advertisements with people of color celebrities repeatedly use the terms 'wild' and 'exotic' with the former signifying an out-of-control-and out-of-civilized-society-nature, and the second an otherness from normalcy and the conventional (McAllister and YaseminForde, 2023).

This misrepresentation and stereotypic portrayal of people of color in advertisements impact many individuals today. When stereotypic words, images, and racially biased standards appear, they perpetuate ethnic and racial bias and inadvertently work against affirmative action goals and policies forbidding discrimination (Shabbir, Hyman, and Palihawadana, 2014). In addition, this stereotypic portrayal in advertisements also affects the identification of people of color. Exposure to every media model provides a potential source of identification, a human exemplar that helps to define and construct our identities (Berry, 2023). If stereotypic portrayals

are located in advertisements, people of color may begin to identify with these portrayals as they start to define or construct their own identities.

Ad Likeability

The likeability of an advertisement is significant to the impact of the consumer buying a product. Walker and Dubitsky pointed out that the more advertisements are liked, the greater the chance that the advertisements will be noticed and remembered; more likable advertisements imply, at least directionally, greater persuasive impact (Walter and Dubitsky, 1994). Furthermore, the Advertising Research Foundation's (ARF) Copy Research Validity Project, based on a sample of 15,000, found that advertising likeability systematically predicted sales. Another ARF project that evaluated 35 copy-testing measures to predict TV commercials' sales results implied that advertising likeability is the most effective single measure (Polegato and Bjerke, 2009). The likability of an ad is most important in sales because of the consumer's cognitive process. Rossiter and Percy argued that the reason for the importance of likeability is that an advertisement must provide a positive transformational motivation for the brand by being itself regarded positively. Consumers should like the visuals, the people (in-ad presenters), settings, words, music, and whatever other components are included in the advertisement (Polegato and Bjerke, 2009).

As discussed previously, the portrayal of stereotypes in people of color through certain situations has been an aspect of advertisements in the past few years, but the research proves that this portrayal hurts the sales of a product for the business. The variable that had the most explanatory power, was the likeability of the situation, followed by the likeability of colors, and lastly, the likeability of the people/models (Polegato and Bjerke, 2009). Pictorial information, such as portraying the situation in an advertisement, is in general most important to the consumer

in processing ad information in determining ad likeability (Walker and Dubitsky, 1994). The literature suggests that cultural differences are the most important ones to take into consideration when deciding the degree of standardization of international advertising (Polegato and Bjerke, 2009). Research suggests that the situation and pictorial aspect of the advertisement are the most important to the consumer's likeability of the advertisement and that cultural differences are the strongest factor. The literature shows that cultural differences shown in a situational aspect can have an impact on whether the consumer will spend money on the product after looking at the advertisement.

The previous research has led to the following hypothesis:

Study 1:

H1: The quality of the ad is impacted by the use of ethnic stereotypes.

Sample

A convenience sample was used to conduct this study. A convenience sample is a group of people that is convenient to access (Davis and Lachlan, 2017). This sample was selected by asking students from ages 18-24 years old to participate in our questionnaire through social networks, emails, and learning management platforms, i.e. Canvas announcements from supervising faculty. Each individual was randomly given one of the two conditions provided in the questionnaire. The two conditions include an advertisement that features the model playing basketball and the same advertisement that features the model gaming. See Appendix A. The experiment was administered through an online Qualtrics questionnaire.

Method

The methodology used was experimental design. A true experimental design is an experimental design that randomly assigns participants to both experimental and control groups (Davis and Lachlan, 2017).

$$R \; X1 \; O$$

$$R \; X2 \; O$$

The 'R' represents random assignment, the 'O' represents posttest, and the 'X' represents induction. X1 represents the basketball condition and X2 represents the gaming condition. Experimental design was used in this study to see if participants have sensitivity towards the representation of stereotypic portrayals for people of color.

Procedure

For the procedure, the participants clicked on the link given to them through Canvas or social media and were brought to the Qualtrics questionnaire. The questionnaire asked the participants to complete the passive consent form. Once the participants agreed, they moved on to view the advertisement. This advertisement featured an African American male drinking an energy drink and either playing basketball or gaming. After viewing the advertisement, the participants answered questions about the advertisement they had just seen. Afterward, the participants answered demographic questions and finished the questionnaire. Previous research shows that Whites and African Americans have proved to be stereotyped in the activities of gaming and basketball. Johnson, Hallinan, and Westerfield (1999) contend that the popular belief that African Americans possess innate athletic ability in basketball leads many to stereotype African Americans in this sport. As for the stereotypical White activity, the research found that while consumer computer use continues to grow, computer professions, especially those

involving programming or gaming, remain dominated and stereotyped by white men (Kendall, 2011).

The ethnicity of an African American male was chosen for this study due to previous research on African American male representation in advertisements. African Americans appear in magazine advertisements more frequently than Hispanics and Asian Americans, but these appearances are in minor or background roles, suggesting 'an unwelcome tokenism' (Henderson and Baldasty, 2003). Black media stereotypes are not the natural, much less harmless, products of an idealized popular culture; rather, they are more commonly socially constructed images that are selective, partial, one-dimensional, and distorted in their portrayal of African Americans (Bristor, Lee, and Hunt, 1995). African Americans can be portrayed in misrepresented or stereotypic ways more often, which is why our study focuses on the advertisement featuring an African American male.

The product in the advertisement is an energy drink, which adheres to the buying preferences of our sample based on previous research. Teenagers and young adults between 18 to 24 years old are now the 'new customers' for energy drink companies. With their active lifestyles and motivation for success, college students are among the main target consumer groups for the energy drink industry, and energy drink consumption is very high among college students (Bahadirli, Sonmez, and Vardar, 2018).

Measure

A viewer's recognition of the stereotypes used was measured using the Prototypicality of Television Portrayals scale (Tan, Fujioka, and Tan, 2000). See Appendix B for a complete measure. This scale assessed the extent to which the representations of African Americans deviate from normative characteristics of Whites in advertisements and tell if the participants

realize or are sensitive to the stereotypic portrayal in the advertisement. The question for this measure is "Please think of the advertisement you just saw. Check the space between each adjective to indicate how you would describe the African American depiction for each attribute. There will be a 7-point semantic differential adjective. A score of seven is a favorable evaluation and a score of one is the least favorable. To calculate the television prototypicality, each attribute score is from the corresponding score of the Whites.

A T-test was utilized to analyze the two conditions once the questionnaire was closed. To accept our hypothesis, the basketball condition needed to have a significant statistical difference, which would be a p-value lower than 0.05.

Results

The purpose of this experiment was to understand if participants were sensitive to representation in advertisements by exposing them to either the basketball or gaming conditions to see how they portrayed the model. A total of 189 participants responded to the post-test questionnaire. The respondents represented different ethnicities and races as follows: 15 Asian respondents (7.9%), 1 African American respondent (0.5%), 22 Hispanic/Latinx respondents (11.6%), 136 White/Caucasian respondents (72%), 4 Filipino respondents (2.1%), 2 Middle Eastern/Arab respondents (1.1%), 1 Polynesian/Pacific Islander respondent (0.5%), and 8 respondents who preferred not to answer (4.2%). As for gender, there were 134 female respondents (70.9%) and 52 male respondents (27.5%). 95 participants were exposed to the basketball condition and 94 participants were exposed to the gaming condition in the questionnaire.

The independent sample t-tests were used to determine whether there was a difference between the conditions and if the model was seen as better or worse in either condition. The

results showed that there was a statistically significant difference ($p < 0.05$) between the conditions and if the model was a good individual or not. See Appendix C for Table 1.

When testing the difference between a positive value score and a negative value score, the results showed that there was a statistically significant difference in the positive value score ($p < 0.05$), but there was no statistically significant difference in the negative value score ($p > 0.05$). See Appendix C for Table 2.

Lastly, when testing the difference with the variables of the questions that led to the model being a good individual, there was only a significant statistical difference ($p < 0.05$) for the variables of intelligence, richness, and welfare. There was no significant statistical difference ($p > 0.05$) for the variables of the questions ($p > 0.05$). See Appendix C for Table 3.

In light of results that indicate consumers respond more positively when stereotypes are confirmed, I found that the expectancy violation theory is a better predictor of these results than the cultivation theory. Expectancy violation theory is where violations of expectations are more or less preferable over confirmation of expectations. The basketball condition was a confirmation of a stereotype, but the gaming condition was a violation of what the participant was used to. Furthermore, the participants may have favored the model in the basketball condition and believed he was a better guy than the model in the gaming condition based on their violations of the typical stereotype for an African American male. Based on previous research on stereotypes and expectancy violation theory, it can be understood that this relationship has been proven true already. Although this finding reveals how consumers respond to stereotypical portrayals in advertisements, I am still curious on how consumers react to it from a marketing perspective. This leads me to my second study, which explores how stereotypicality in advertisements affects brand attitude, advertisement attitude, and purchase intention of the consumer.

Study 2:

RQ2: What impact does the level of stereotypicality have on brand attitudes, advertisement attitudes, and purchase intention of the consumer?

Sample

A convenience sample of students from the ages 18-24 years old was used for this online Qualtrics questionnaire, through the promotion through social networks, emails, and learning management platforms i.e. Canvas announcements from supervising faculty. This study applied the same conditions as Study 1, with the exception of adding a control group of the African American model drinking the energy drink with no secondary image providing additional visual detail about the model. See Appendix A.

Method

Experimental Design was used for this study. The 'R' represents random assignment, the 'O' represents posttest, and the 'X' represents induction. X0 represents the control group, X1 represents the basketball condition, and X2 represents the gaming condition.

R X0 O

R X1 O

R X2 O

Procedure

Similar to the first study, participants clicked the link for the questionnaire and were taken to Qualtrics. Participants filled out the passive consent form, answered the questions from the scale, and then answered the demographic questions at the end. As stated above, there were three conditions that each participant was randomly exposed to; a basketball condition, a gaming condition, and a control.

Measure

The consumer's response to the ethnic representation in the advertisement is measured through the Attitude Towards the Ad, Attitude Toward the Brand (Holbrook & Batra, 1987), and Purchase Intention of the Consumer scale (Stenihart et. al, 2014). See Appendix D for a complete measure. These scales examined the consumer's attitude towards the advertisement and the brand with the ethnic representation portrayed and explored if consumers wanted to purchase the item from the advertisement. The question for this measure is "Please think of the advertisement you just saw. Check the space between the adjectives to indicate how you feel about the advertisement." There is a 7-point semantic differential adjective. Based on the statements, participants chose the more favorable option, which is a score of seven, or the unfavorable option, which is a low score of one.

Once the questionnaire was closed, an ANOVA scale was utilized to compare the mean levels from each of the conditions.

Results

By the end of our data collection, a total of 59 participants began the study, however only 58 completed the post-test questionnaire. 45 of the respondents were female (76%) and 13 of the respondents were male (22%). 47 of the respondents are white (81%), 1 respondent is Asian (1.7%), 5 respondents are Hispanic/Latinx (8.6%), 1 respondent is African American (1.7%) and 4 respondents preferred not to answer (6.9%).

As for the results, respondents had a more favorable attitude towards the advertisement and the brand across all conditions, with a mean of 3.68 and 3.69. However, respondents did not intend to purchase the product, with a one-point difference from the brand and advertisement attitude with a mean of 2.79. The condition with the highest mean of 4.21 was the attitude toward

the advertisement in the control condition, while the condition with the lowest mean of 2.64 was the purchase intent of the consumer in the basketball condition. As for the overall response, the basketball condition had a mean of 3.29, the gaming condition had a mean of 3.25 and the control had a mean of 3.58. See Appendix E for results.

Discussion and Limitations

The results of the 1st study show that participants are not sensitive to representation, they view the model in the more stereotypical portrayal, the basketball condition, as a good individual than the gaming condition. I expected that the participants would find the model in the gaming condition to be a better individual than the model in the stereotypical basketball condition. This leads to the rejection of my hypothesis that the quality of the ad is impacted by the use of ethnic stereotypes. Although the outcome rejects my hypothesis, I believe there are certain indications of why these results came to be. Participants may be used to the stereotypic portrayals and messages of advertisements and the media, hence when they see an African American male playing basketball, it doesn't look any different or out of touch to them. But, if participants see an African American male gaming, they see an ethnicity participating in an activity that is not stereotypic for them. This leads to the participant feeling uncomfortable, which means the participant will view them as a bad individual instead of in the basketball condition.

The results of the 2nd study exhibit that there is no impact on brand attitudes, ad attitudes, and purchase intention within the level of stereotypicality in advertisements. Given that the control had the highest mean and there was no significant difference between the gaming and basketball conditions, this shows that the level of stereotypicality does not impact the way the product is responded to and in fact, creates too many expectations for the consumer. This finding leads to the question that if the level of stereotypicality does not change how consumers are

going to buy things, then why don't brands encourage more ethnic representation within their advertising? Although previous research from the first study revealed that consumers conform more to the expectation of stereotypes, this research proves it doesn't affect whether consumers will buy the product or not. By choosing to focus advertising on more ethnic representation in a less stereotypical portrayal, brands could be inviting the audience to a greater sense of agency instead of telling consumers what they need to think.

Regarding limitations or changes to make when conducting this research again, I would have more individuals from different backgrounds or ethnicities take the questionnaire. The majority of participants who took the questionnaire were Caucasian/White and there were only a few participants in the other categories for each ethnicity. In addition, I would change the gaming condition to a swimming condition, as some might not be able to guess that gaming is not a stereotypical activity for African American males, but I do believe that swimming does give a clearer perception of utilizing a stereotypic activity that African American males don't normally do.

These findings are significant to communication scholars, marketing agencies, businesses, and everyday people, as the research discusses stereotypes, a judgment that many races and ethnicities hold today. Although my research doesn't show any sensitivity to representation, it does suggest that individuals may be more comfortable with stereotypic portrayals or are more used to the portrayal already. Stereotypes can elevate blood pressure, induce anxiety, and increase aggressive behavior, overeating, and a host of other failures of self-regulation (Carstensen, Hartel, and National Research Council, 2006). As a society, we want to move away from making stereotypes, but if individuals feel more secure with a stereotypical portrayal and have that messaging of an ethnicity in their heads already, it will be very difficult to work

towards removing these stereotypes. As for communication scholars, the messaging of fixed ideas and expectations of stereotypes is significant to future research.

The messaging of stereotypes involves communication and it would be important to look into how that communication affects others, where the communication of stereotyping comes from, and to continue to develop an understanding of why we aren't sensitive to stereotypes in general. This research is also important to businesses and organizations, as it's significant to know how these portrayals of stereotypes affect the advertising and marketing metrics of the organization. Because of the findings from our 2nd study, businesses and organizations gain a better understanding of this impact on their marketing metrics and can move towards an advertising approach that includes less stereotypic portrayal. The 2nd study of this research is especially important since many businesses and organizations would not have been able to conclude with that approach after the 1st study.

This research is significant and beneficial to everyday people, communication scholars, and businesses to understand the importance of stereotypes, if participants are sensitive to them, and how these stereotypes affect the marketing and promotion metrics of the brand or organization.

Future Research

Since this research was based on a product that most young individuals know, an energy drink, future research can be expanded into this topic with products that consumers don't know much about or a product that's function is not clear to consumers. The results from the marketing metrics might look different from a product that consumers are familiar with and enjoy versus a product that consumers do not recognize.

Appendix A

Basketball Condition:
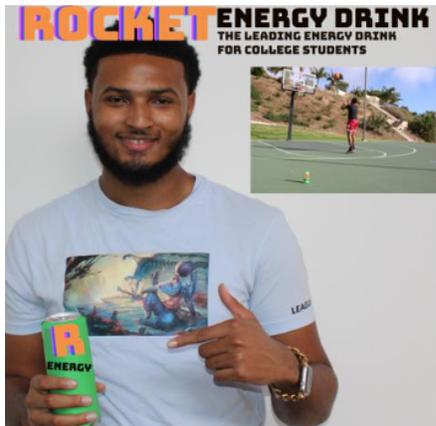
Gaming Condition:

Control:

Appendix B

Factor 1

Intelligent

Lazy

Tolerant

Trust

Welfare

Factor 2

Rich

Educated

Family Ties

Use Drugs

Factor 3

Deal Drugs

Crime

Violent

Abuse Alcohol

Appendix C

Table 1

t-Test Comparison on the Model Being Perceived as Better or Worse in the Basketball or Gaming

Condition.

Gaming Condition (n=94)   Basketball Condition (n=95)

Variable	Mean	SD	Mean	SD	t
Is he a good guy?	94	3.9984	95	4.4123	-2.992*

*p < 0.05

Table 2

t-Test Comparison of the Positive Value and Negative Values of the Variables to Indicate if the

Model Was Perceived as Better or Worse in the Gaming or Basketball Condition.

Gaming Condition (n=94)   Basketball Condition (n=95)

Variable	Mean	SD	Mean	SD	t
Positive Value	94	3.4362	95	3.9070	-3.281*
Negative Value	94	4.6543	95	5.0018	-1.966**

*p < 0.05

**p > 0.05

Table 3

t-Test Comparison of the Variables Used to Indicate if the Model was Perceived as Better or Worse in the Gaming or Basketball Condition.

Gaming Condition (n=94)   Basketball Condition (n=95)

Variable	Mean	SD	Mean	SD	t
Intelligence	94	3.16	95	3.83	-3.191*
Lazy	94	3.61	95	4.46	-3.691
Tolerance	94	3.97	95	4.34	-2.326
Trust	94	3.33	95	3.91	-2.612
Welfare	94	3.31	95	3.83	-2.983*
Rich	94	3.04	95	3.58.	-2.859*
Educated	94	3.64	95	3.91	-1.454
Family Ties	94	3.61	95	3.96	-1.960
Uses Drugs	94	4.38	95	4.78	-1.888
Deals Drugs	94	5.05	95	5.25	-0.927
Crime	94	5.09	95	5.01.	-0.344
Violent	94	5.13	95	5.32.	-0.864
Abuses Alcohol	94	4.67	95	5.19	-2.389

*p < 0.05

Appendix D

1) **I like/dislike the ad**
   1   7
   Dislike   Like
2) **I react favorably/unfavorably to the ad**
   1   7
   Unfavorable   Favorable
3) **I feel positive/negative towards the ad**
   1   7
   Negative   Positive
4) **The ad is good/bad**
   1   7
   Bad   Good
5) **I like/dislike the brand more after watching the ad**
   1   7
   Dislike   Like
6) **I feel more positive/negative towards the brand after watching the ad**
   1   7
   Negative   Positive
7) **The brand is good/bad**
   1   7
   Bad   Good
8) **I react more favorably/unfavorably to the brand.**
   1   7
   Unfavorable   Favorable
9) **How likely are you to buy the product advertised?**
   1   7
   Not At All   Very Much
10) **How inclined are you to buy the product advertised?**
   1   7
   Not At All   Very Much
11) **How willing are you to buy the product advertised?**
   1   7
   Not At All   Very Much

Appendix E

Table 1

Comparison of the Mean Values for the Brand Attitude, Advertisement Attitude, Purchase Intention, and Overall Response from the 2nd Survey

	Condition	N	Mean	Std. Deviation
Ad Attitude	Control	17	4.2059	1.52386
	Basketball	18	3.5694	1.67772
	Gaming	23	3.3696	1.25197
	Total	58	3.6767	1.49047
Brand Attitude	Control	17	3.8627	1.51409
	Basketball	18	3.7593	1.65212
	Gaming	23	3.5072	1.07717
	Total	58	3.6897	1.38899
Purchase Intention	Control	17	2.7353	1.48553
	Basketball	18	2.6389	1.37793
	Gaming	23	2.9457	1.49992
	Total	58	2.7888	1.43942
Overall Response	Control	17	3.5775	1.38913
	Basketball	18	3.2828	1.46251
	Gaming	23	3.2530	1.24012
	Total	58	3.3574	1.33932

References

Bahadirli, N. B. Sonmez, M. B., & Vardar, M. E. (2018). Associations between energy drink

    consumption and alcohol use among college students. *Journal of Substance Use*, 23(2),

    162-168 https://doi-org.pointloma.idm.oclc.org/10.1080/14659891.2017.1378737

Berry, G. L. (2003). Developing Children and Multicultural Attitudes: The Systemic

    Psychosocial Influences of Television Portrayals in a Multimedia Society. *Cultural*

    Diversity and Ethnic Minority Psychology, *9*(4), 360–366. https://doi-

    org.pointloma.idm.oclc.org/10.1037/1099-9809.9.4.360

Bristor, J. M., Lee, R. G. & Hunt, M. R. (1995). Race and Ideology: African American images in

    Television Advertising. *Journal of Public Policy & Marketing*, 14(1), 48-59

Burgoon, J. K. (2015). Expectancy violations theory. *The international encyclopedia of*

    interpersonal communication, 1-9.

Carstensen, L. L., Hartel, C. R., & National Research Council. (2006). Opportunities lost: The

    impact of stereotypes on self and others. In *When I'm 64*. National Academies Press (US).

Davis, C. S., & Lachlan, K. A. (2017). Straight Talk About Communication Research Methods.

    Dubuque, IA: Kendall Hunt.

Gerbner, G., Gross L., Morgan, M., & Signorelli, N. (1986). Living with Television: The

    Dynamics of the Cultivation Process. *Perspectives on Media Effects*, 1986, 17-40.

Holbrook M B and Batra R (1987), "Assessing the Role of Emotions as Mediators

    of Consumer Responses to Advertising", *Journal of Consumer Research*, Vol. 14, No.

    3, pp. 404-420. https://doi.org/10.1086/209123

Jacobs Henderson, J., & Baldasty, G. J. (2003). Race, Advertising, and Prime-Time Television. *Howard Journal of Communications*, *14*(2), 97. https://doi-org.pointloma.idm.oclc.org/10.1080/1064617030426

Mastro, D., E., & Kopacz, M., A. (2006). Media Representations of Race, Prototypicality, and Policy Reasoning: An Application for Self-Categorization Theory. *Journal of Broadcasting & Electronic Media,* 50(2), pp. 305-322.

McAllister, M., & YaseminForde, S. (2023). The racialized celebrity other in perfume advertisements. *Journal of Communication, Culture, & Critique. 3*(16) 141-157. file:///Users/jordanroby/Downloads/21211081.pdf

Merskin, D. L. (2008). Race and Gender Representations in Advertising in Cable Cartoon Programming. CLCWeb: *Comparative Literature and Culture*, 10(2). https://doi-org.pointloma.idm.oclc.org/10.7771/1481-4374.1356

Mok, T. 1998. Getting the Message: Media Images and Stereotypes and Their Effect on Asian Americans. *Cultural Diversity and Mental Health Journal, 4*(3), 185-202. https://psycnet.apa.org/fulltext/1999-00186-003.pdf?auth_token=e860ad7e93394eb5af39c75e553f545b17d5a467

Oxford University Press. (2024, March). Representation. In *Oxford English dictionary*. Retrieved March 10th, 2024.

Schroeder, J. E., & Zwick, D. (2004). Mirrors of masculinity: Representation and identity in advertising images. *Consumption Markets & Culture*, *7*(1), 21-52.

Shabbir, H., Hyman, M., Reast, J., & Palihawadana, D. (2014). Deconstructing Subtle Racist Imagery in Television Ads. *Journal of Business Ethics*, *123*(3), 421–436. https://doi-org.pointloma.idm.oclc.org/10.1007/s10551-013-1798-8

Stacks, D., & Spaulding, C. (2023). Cultivation Theory; An Overview. *ScienceDirect Topics*, 2023, http://www.sciencedirect.com/topics/social-sciences/cultivation-theory

Stanković, J., Živković, R., Marić, T., & Gajić, J. (2018). Effects of Women Representation in Advertising on Customers' Attitudes. *Marketing (0354-3471)*, 49(3), 192–205. https://doi-org.pointloma.idm.oclc.org/10.5937/markt1803192s

Steinhart Y, Kamins M, Mazursky D and Noy A (2014), "Effects of Product Type and Contextual Cues on Eliciting Naive Theories of Popularity and Exclusivity", *Journal of Consumer Psychology*, Vol. 24, No. 4, pp. 472-483. https://doi.org/10.1016/j.jcps.2014.04.004

Polegato, R., & Bjerke, R. (2009). Cross-Cultural Differences in Ad Likeability and Ad Element Likeability: The Case of Benetton. *Journal of Promotion Management*, *15*(3), 382–399. https://doi-org.pointloma.idm.oclc.org/10.1080/10496490903196460

Tan, A., Fujioka, Y., & Tan, G. (2000). Television use, stereotypes of African Americans and opinions on affirmative action: An effective model of policy reasoning. *Communication Monographs*, 67, 362–371.

Walker, D., & Dubitsky, T. (1994). Why liking matters. *Journal of Marketing Research*, 34(3), 9–19.

Wayne, S. J., Sun, J., Kluemper, D. H., Cheung, G. W., & Ubaka, A. (2023). The cost of managing impressions for Black employees: An expectancy violation theory perspective. *Journal of Applied Psychology*, *108*(2), 208.

Yoo, J. J. (2020). Does the Model Minority Image Work?: Consumer Responses to the Model Minority Stereotypes in Ads. *Journal of Promotion Management*, *26*(6), 911–941. https://doi-org.pointloma.idm.oclc.org/10.1080/10496491.2020.1745983