Racial Diversity in TV commercials: The Consumer Perspective

A comparison of Perceptions

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"Oppressive language does more than represent violence; it is violence; does more than represent the limits of knowledge; it limits knowledge. Whether it is obscuring state language or the faux-language of mindless media; whether it is the proud but calcified language of the academy or the commodity-driven language of science; whether it is the malign language of law-without-ethics, or language designed for the estrangement of minorities, hiding its racist plunder in its literary cheek – it must be rejected, altered and exposed. It is the language that drinks blood, laps vulnerabilities, tucks its fascist boots under crinolines of respectability and patriotism as it moves relentlessly toward the bottom line and the bottomed-out mind"

- Toni Morrison, in her speech upon becoming the first African-American to win the Nobel Prize in Literature, 1993.
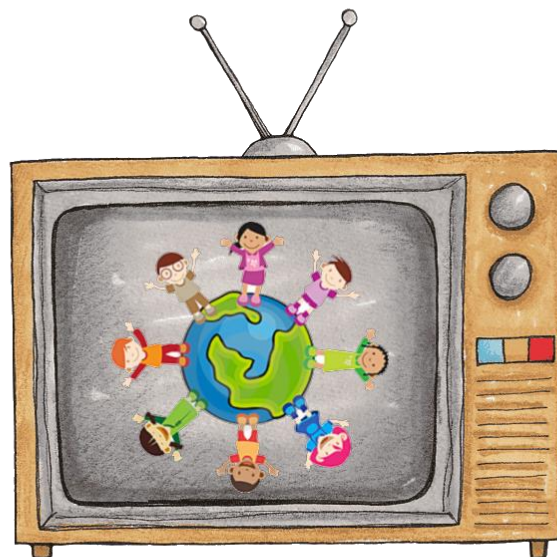
Abstract

Minorities around the world have been voicing their concerns towards the lack of proper representation within the media for decades now. From black communities being stereotypically portrayed as the tireless athletes, to Asian individuals presented as the typical intellectuals, there has been a worldwide uproar against these clichéd ideologies, especially at a time when social media platforms have entered every home. Historically, minorities have been faced with either racist representations of the such, or no representation at all. It is arguable that society has come a long way when it comes to this issue within the media, and advertisements more specifically. Due to this increased interest in the diversification of media, researchers have been exponentially studying the impact of racist advertisements on the brand perceptions of minorities for years, as it is proven that advertisements have a big impact on the consumer's point of view of the brand in question. However, this study aims at comparing the effects of the different uses of diversity within advertisements on Caucasian individuals and People of Color alike, in order to better understand how race within advertisements can impact all segments of society differently and to highlight the power that Caucasian individuals can have if they were to speak out towards the effects of inclusivity on their brand perceptions. It aims at showing the reader that no matter who he is, he can push for accurate inclusivity within advertisements, thus bringing awareness to the still existing race problems all over the world in order to hopefully create more inclusive and appropriate commercials. Additionally, this thesis also incorporates several theories, including that of Social Identity and the Affect Transfer Theory in order to better understand why and how these opinions are formed. Effectively, the research showed that there seems to be no difference in the perception of Caucasians and People of Color when it comes to their perception of the different types of inclusivity in advertisements, meaning that Caucasian individuals tend to generally have favorable opinions towards inclusive brands while maintaining negative emotions towards brands that feature racist commercials. The main differences, however, stem from how the two groups of individuals' Social Identity plays a role in their assessment of the brands. By examining how the level of the participants' Social Identity within their groups reflects on their set opinions, this thesis is able to better understand how one's belonging to their group can alter how they perceive certain phenomena, especially those pertaining to race.

Keywords Inclusivity, Advertisements, Marketing, Social Identity Theory, Affect Transfer Theory, Brand Associations.

Contents

1 Introduction

John Lewis, a department store company in Britain, is popular for its yearly Christmas commercials. Every holiday season, the company puts out high grade commercials that are filled with Christmas spirit. TV commercials such as *The Long Wait* and *Remembering the Feeling* depict individuals who care so much about others, that they go to extremes to present them with the perfect gift. Because of these yearly advertisements, John Lewis became the company known for its Christmas spirit and its thoughtful gifts (Mackenzie, 2013). Advertisements of the such are a means for a brand to create an image for their product. By creating and molding the way people view a particular product, marketers are thus personalizing it and bringing it closer to the client, portraying it as something they need and as something that will enhance their life (Ashraf, 2018). Marketing agencies' work is therefore central when it comes to the success of a brand. It is up to them to market the merchandise as pleasant, needed and beneficial. In order to be able to create agreeable advertisements, marketers often study attitudes within the real world and try to integrate and mimic them within their advertisements. They are thus able to promote the values and morals that the brand stands behind (Blomkvist et al., 2012).

Oftentimes however, the media fall short of being able to recreate what society demands, especially when it comes to less visible communities, communities whose voices are less heard and less represented. While persons of color, as defined by *Cambridge Online Dictionary* (n.d.) as "someone who does not consider himself or herself to be white", were a big force when it comes to media consumption, Caucasian individuals seemed to be the center of media products, making racial minorities seem out-casted. A Caucasian person is defined as "belonging to the races of people who have skin that is of a pale colour" (Cambridge Dictionary, n.d.) . Advertising campaigns, and other mediums, seem to focus on employing Caucasian talent within advertisements, rather than opting for a more diverse cast (Furisch, 2010). The platform that was given to Caucasian people to voice who they are and represent what they stand for was not available to racial minority groups, a big issue given the power the media has when it comes to putting the spotlight on particular issues and deciding what will be and what will not be spoken of, risking the shunning of minorities within society, thus creating an Us vs Them ideology in the minds of those who do not belong to a minority group (Furisch, 2010). The lack of inclusion also meant that the products were not catered to them and that they were also not the targeted receiver of media

messages (Fletcher, 2010). Just 15 years ago, there were three times more advertisements featuring Caucasian individuals worldwide as there were ads that feature any racial minority (Fletcher, 2003).

Minorities inevitably started voicing their concerns around the lack of diversity and representation. Communities around the world started to realize that the people they were seeing through the media, the supposed mirror of society, did not reflect a diverse reality. Even writers, such as Edward Said (1978), denounced the lack of representation and misrepresentation of the media when it comes to minorities, in his book *Orientalism*. The book went on to become a touch point to a number of sociologists due to its ability to point out how the lack of representation and diversity within the media can affect the way society perceives that minority as a whole, by coining the term The Other (Said, 1978). More recently however, media literacy classes guided by social groups such as Communication Rights and Voices21, have been implemented to create a movement of critique when it comes to media centered issues, such as the lack of minority representation, pushing for new voices that have the potential and education to create a movement (UNESCO, 2009). Due to these efforts, more and more brands have been pushed towards normalizing inclusivity, by creating a better mirror to society within their advertisements and commercials. They insist that, to them, inclusivity is the norm and it is not just a passing trend (Papandrea, 2019).

Because of the uproar within minority groups around the issue of representation, recently brands, such as Nike and Amazon, have been capitalizing on the representation of racial minorities in their advertisements (Lloyds, 2018). To appeal to a larger audience, and to make their products resonate with almost all ethnicities, Toyota went as far as the creation of eight different advertisements to market just one particular car. Each advertisement was a representation and portrayal of three different minority groups within the US: The Hispanic culture, the African-American culture and finally the Asian culture (Maheshrawi, 2017). The shift within Toyota's advertisements comes after research on how society functions today and how minorities play a role in ad viewing demographics and their need for visibility in order to purchase a particular product. The studies that lead to the creation of the commercials also included an analysis of all the different cultures that lead to their accurate portrayal and accentuation of traits that make them unique, allowing Toyota to be perceived by the public as a company that reinforces inclusion and that is tolerant of differences (Maheshrawi, 2017). Coupled with the company's track record of praising diversity and inclusivity, even within the workplace, the advertisements were very well received, allowing Toyota a top spot within the minds of the public as one of the best companies for diversity (Maheshrawi, 2017).

But, with the ability to represent those who are otherwise under-represented, brands have a responsibility towards creating the right type of representation, one that is accurate and strays away from being perceived as racist. Oftentimes, marketers are perceived as tokenism practitioners, by trying too hard to follow in on the need for inclusivity and oftentimes coming off as inauthentic and tone-deaf (Gordon, 2019). People of color, in these advertisements, are used as merely a prop to attract a more diverse clientele. By including a few minority characters within their commercials, these companies fall into the pawns of stereotypes and misconceptions and often are perceived as insincere and give off the impression that they are merely riding the wave of inclusivity for their own monetary gain (Gordon, 2019). These commercials, in more common terms, are dubbed the One Black Friend ads due to their reputation of only including a few key People of Color by means of relevancy, without going unnoticed to the general public who see right through these types of advertisements and often call out their misrepresentations (Moore, 2019). By trying to be inclusive, Ancestry created a slavery themed advertisement that was instantly rejected via social media. The advertisement that was meant to be a love story between a Black slave and a Caucasian man ended up outraging the internet and was labeled as ignorant and rather inconsiderate by those who were well aware of the history of slavery. The ad that initially tried to appeal to minorities ended up being completely rejected by them (Molteni, 2019).

The use of stereotypes and misconceptions in advertisements is so propagated, that the Advertising Standard Authority (ASA) dedicated a section of its advertising regulations towards putting up guidelines as to what is acceptable when it comes to the depiction of race within advertisements: "Advertisers should avoid depicting racial stereotypes in their advertising and should not include anything which may cause offence on the grounds of race" (ASA, 2019, p.1). The guidelines however, dismiss any racial stereotyping that is deemed by them to be harmless and light-hearted (ASA, 2019), giving way for the public's interpretation of what is considered as such.

On the other hand, while advertisements have long been believed to be a mirror of society, a perfect reflection of the modern world, as of 1986, that view has changed, and theory has revealed that advertisements are actually a distorted mirror of the real world; they only show and portray particular ideologies and lifestyles, rather than showcasing reality as it is (Pollay, 2017). By portraying society in a particular way, advertisements are also aiming towards reshaping lifestyles and infiltrating ideologies in order to remold real life, due to repetition and ease of absorption of the information provided (Hayko, 2010). By shaping society as one that is exclusive of racial minorities or that is indirectly intolerant of

differences, advertising agencies and media in general are contributing to that distorted reality that aims to infiltrate everyday life and create faulty discourse (Langlois, 2019). This brings forth the belief that advertisements don't only mimic society, but they also aim to remold and reshape it to suit a particular agenda, which has prompted many researches' interest to study advertisement as a tool that brings forth underlying societal traits (Langlois, 2019).

Through the inclusion of racial minorities in their advertisements, brands hope to create positive attitudes towards their products, as there is an assumption that representation would garner it a bigger customer base due to the fact that including people of color is a real representation of society as it is today. By including minorities, the brand is perceived to show all audiences within modern day society that it has strong morals, garnering their support due to the sharing of values (DeBenedicts, 2018). With the goal of gathering as much brand loyalty as possible, brands have been listening to consumers' needs and have been working towards being more and more inclusive of racial minorities, allowing them the opportunity to be perceived as tolerant and accepting, thus creating a positive image of their products: " Recent research in the United Kingdom by Lloyds Banking Group found that consumers feel more favorable towards a brand that reflects diversity in advertisements" and even "expect advertisers to represent diverse aspects of society" (DeBenedicts, 2018, p. 4). Inclusivity, especially at a time like ours, allows for brands to appeal to younger audiences, who are believed to value inclusivity far more than past generations (Williams, 2019). But, whether brands that use inclusive ads really do appeal to all audiences, including Caucasian audiences, is still up for debate (Edwards et al., 2014).

In this thesis, a comparison between brand attitudes of Caucasian individuals and People of Color when it comes to the different types of inclusivity in advertisements will be conducted. Through the use of the Affect Transfer Theory based on eventual brand associations, we will also be studying how belonging to a group can shape these attitudes, in order to better understand the differences in backgrounds can create, thus establishing a more complete understanding of how a person's own race affects their attitude towards inclusivity in marketing messages.

We thus ask: **To what extent does the portrayal of racial minorities in TV advertisements alter brand perception?**

1.1 Social Relevance:

The correct and true representation of minorities within the media has aided in the empowerment of those belonging to these communities (Banducci et al., 2004). By allowing minorities a platform to express themselves and to prove their presence, society is then giving them the power to create their own narratives, rather than abide by stereotypes that have historically aimed at shaping their identity (European Research Centre on Migration and Ethnic Relations, 2002).

Brands such as Dove and H&M have been widely criticized throughout a number of their campaigns for their blatantly racist advertisements. From indirectly calling a black woman dirty to referring to a black child as a monkey, these racist mishaps have reconstructed the brand's identity thanks to the social media uproars that resulted (Langlois, 2019).

The aim of this research is to thus raise awareness towards the remaining racism and inequality within the media, such as in the Dove and H&M campaigns, by incentivizing the reader and the participants towards the issue. By denouncing and showcasing the under-and-mis-representation of people of color within advertisements, and TV commercials more specifically, this thesis aims at highlighting the control of the media of the dialogue that could stem from minority communities. Raising awareness to the issue will hopefully push and raise the demand for better future representation of these minorities, as advertising agencies tend to listen to consumer needs when it comes to creating and shaping their messages (DeBenedicts, 2018).

By including both People of Color and Caucasian individuals in the study, the research also aims at understanding how people who do not belong to a particular group react to injustice and the lack of inclusivity surrounding other communities. The research thus also aims at understanding whether wrongfulness committed against one segment of society can illicit feelings of solidarity with other members, creating one community rather than separate societies (Copp, 1992), through the study of how Caucasian persons perceive people of color in the media.

1.2 Academic Relevance

While there have been a number of researches conducted on whether representation works in creating positive associations within minorities due to their ability to relate to the characters they see in commercials, there has been little done when it comes to studying

whether this type of representation is appealing for Caucasian audiences as well (Chu et al., 2008).

When it comes to research, the Caucasian population is often merely seen as viewer when it comes to ads that feature People of Color, rather than active participants in the delivery of the messages (Edwards et al., 2014). Because ads that feature People of Color are often targeted towards minority communities, Caucasian individuals are overlooked as potential consumers when it comes to studies revolving around the topic of representation. They are often disregarded when it comes to their potential in creating change when it comes to representation and in their power as buyers of products advertised through minority casts (7stars, 2018).

This study aims at turning the table around and focusing on the Caucasian audience as its central point, in order to better communicate the impact that the Caucasian community can have when it comes to minority representation and how their reactions and opinions can help shape modern advertising, by analyzing and understanding how people not belonging to minority groups react to these particular advertisements.

2 Theoretical Framework

In order to examine and better lead the research to answer the research question, the use of established theories is essential. Thus, the first section of the chapter highlights the way diversity is incorporated within advertisements today, leading to the molding of the second sub-chapter in which the types of inclusivity are determined and are thus used in this research. Next, the focus is on the Affect Transfer Theory and how it is applied within advertisements to better determine how they can aid in the creation of lasting brand impressions, including the different types of commercials discussed. Finally, the Social Identity Theory aids in the understanding of how people's backgrounds can help in the creation of their perception of the different types of inclusivity in advertisements.

2.1 Diversity and Racism in Ads Today

In the 1980s and early 1990s, people of color were severely under-represented within the advertising sector, a fact that became apparent given how uneven their level of representation was as opposed to how many people of color there were in pre-dominantly Caucasian countries. While black community representation within ads far outweighed Asian representation, most of the inclusivity was very stereotypical and degrading, often having them portrayed as servants or as inferior (Taylor et al., 1995). Asian individuals on the other hand, were solely portrayed as the over-achieving workaholics who did not have much time for family life and a good time (Taylor et al., 1995). These stereotypes and underrepresentation are unsurprisingly often attributed to the fact that most advertising professionals were, and still are, Caucasian (Allen, 2017).

The year 1994, however, marked a turning point in the advertising world. With the rise of diversity movements and the creation of digital advertisements, people have been able to demand representation and recognition of their heritage and backgrounds (CMO, 2019). The lack of representation within advertisements has created a desire within minorities to further interact with brands that seem to understand who they are and the struggles that they have to deal with. This faulty and lacking representation became the trigger for people of color to demand equality within the marketing world (Allen, 2017). From a complete lack of representation to a more inclusive illustration of reality, advertising agencies have thus been pushing for inclusion and have been able to garner the loyalty of a larger number of communities (CMO, 2019).

To insure that advertisers abide by the audience's demands and to guarantee a more full and complete representation of reality, the Advertising Standards Authority has been setting rules for marketers in efforts to create more inclusive campaigns. In a statement made by the association, the organizers promised to help marketers communicate messages that are more reflective of today's diverse society that is only applicable through the marketer's ability to engage with others and fully understand their backgrounds and cultures (ASA, 2017). Many brands such as Coca-Cola, however, have fallen short of the standard and have rather tapped into diversity merely for commercial reasons, creating a feeling of exploitation within minority communities (7stars, 2018). This was made clear in the company's 2015 advertisement that featured a Caucasian group going into an indigenous community and bringing them technology as their gift for Christmas. The commercial portrays both groups coming together as one thanks to the advanced offerings presented by the new-comers. The Caucasian individuals are seen as the savior of this otherwise isolated community who has historically chosen to stray from technology and rather stick to its heritage (Cowan, 2015).

The ad that was initially meant to portray a sense of unity and coming together no matter the differences, was in fact deemed to be tone-deaf and racist. The indigenous community that the commercial meant to portray expressed their revulsion at the messages that the ad spread. To them, the advertisement was disrespectful and portrayed them as ignorant for choosing to live with a minimal level of technology. The commercial disrespected their life choices and their sense of community, and was eventually pulled by Coca-Cola soon after (Cowan, 2014).

Similarly to the Coca-Cola example, its market rival Pepsi also committed a very similar offense. Kendall Jenner's Pepsi commercial also did include a large number of minority group members, but defeated the purpose of representation, as Jenner was portrayed as the white savior who was there to save minorities. Jenner, in the commercial, stops a photoshoot and walks past a number of what seems to be Black Lives Matter protestors, only to hand the cops at the scene a can of Pepsi, bringing joy to everyone around her and halting all tensions between the activists and the officers. The commercial was perceived as one that took advantage of the Black Lives Matter movement and used it as an opportunity to create monetary gain (Taylor, 2017). It seemed to be dismissive of the issues of the African-American community in the United States, even though the creators of the commercial intended for it to give off the essence of unison and solidarity (Taylor, 2017). The internet took notice and spread the advertisement even further, giving the video over 1.5 million views of YouTube within its first 48 hours. It seemed like the internet as a whole united

against the company, calling it tasteless and gauche because of its alleged exploitation and romanticizing of a minority's ongoing struggle. Funnily enough, even Martin Luther King's daughter took to twitter to ridicule the advertisement, sarcastically claiming that she wished her father knew how powerful Pepsi was at eradicating racism (Anasuya, 2017). Since the advertisement's release in 2017, it still is considered as one of the biggest mistakes in modern advertising, meaning that a racist commercial is hard to forget and is very likely to never be forgotten (Watercutter, 2017).

Image 1: A still from Jenner's 2017 Pepsi commercial

The initial aim of such marketing campaigns that feature people of color is to show the consumer that the brand values and appreciates diversity. The goal here is to not just appear like a brand that practices surface level inclusivity, such as the appreciation of different skin colors and appearances, but also inclusivity at a deeper level, by showing audiences that they hold the same values and morals as society as it is today, with its different cultures and backgrounds, something that is easily communicable through the use of marketing strategies (Allen, 2017). Nowadays, marketing agencies are trying to integrate minority models in their campaigns in order to widen the reach of their advertisement. They want to reach as many segments of society as possible, allowing for more positive attitudes towards the advertised product, as advertisements that include racial minorities are believed to hold a stronger message by the minorities themselves (Edwards et al., 2014). The use of minority casts in advertisements, however, as shown by the Coca-Cola and Pepsi examples given previously, can very easily cross the line towards being perceived as ingenuine and exploitative, defeating the purpose of inclusion altogether (Edwards et al., 2014). And while advertisements have been moving forward when it comes to the portrayal of minorities, they still have a long way to go (CMO, 2019). Today, diversity in advertisements does not exceed

the 30% of the total of advertisements produced, based on a study that evaluates Cannes Advertising Festival submissions (CMO, 2019). This comes as a disappointment to the 65% of people who claim to trust and present their loyalty to brands that are inclusive and portray diversity and minorities in their advertisements, inferring that as previously stated, advertisements are hardly a mirror of society (Rogers, 2016).

Interestingly, Edwards et al (2014) argue that a model's racial background and ethnicity are only noticed and praised by those who belong to a minority group, due to their ability to relate and identify to them. Individuals in general like seeing people that resemble them and that share their same thoughts and backgrounds, allowing a certain level of reliability to the character (Edwards et al., 2014). They attract the attention of those belonging to the same group as the one portrayed, bringing forth a feeling of familiarity (Eisend et al., 2016). Unsurprisingly, a study conducted by McKinsey in 2018 found that companies that have a recurring tendency to portray ethnic and racial diversity within their marketing strategies tend to outperform their less inclusive counterparts by a whopping 21% on the marketplace (McKinssey, 2018). Whether the inclusion of minorities only attracts people of color, however, is the basis of what this research aims to study.

2.2 Different Kinds of Ads Today

Due to the blurring of the lines between racism and inclusivity, Baldasty and Henderson theorize that there thus exists three different forms of diversity in modern-day Western advertising. According to their study, there are advertisements that include exclusively Caucasian individuals; oftentimes these are brands that are well-known internationally, making them the most common (Baldasty & Henderson, 2003). However, they also distinguish two types of advertisements that include minorities: those that are stereotypical and use racist assumptions to appeal to an audience, and those that actively study minorities in order to accurately portray them (Baldasty & Henderson, 2003). That issue however, according to them, has not been highlighted enough within minority studies in the media sector, as they tend to focus on television shows rather than commercials, even though the latter occupy 25% of daily air space (Baldasty & Henderson, 2003). The distinction between the different portrayals is imperative, according to the researchers, as without it there would be no chance of creating a more tolerant and representative advertising world (Baldasty & Henderson, 2003).

2.2.1 Non-Inclusive Advertisements

Indeed, historically, advertisements have followed a certain racial hierarchy, with one race being the star of most TV commercials: Caucasians, reflecting a real life race problem (Seiter, 1990). Due to globalization and the spread of the same commercial worldwide, a number of advertisements that end up targeting larger audiences throughout the world are often homogenized within their cast too. Because these advertisements are meant to appeal to a great number of different cultures and audiences, advertisers often think it best to employ Caucasian actors to represent their brand, as the thought here is that the safest choice is to not just appeal to one minority while ignoring another. This creates a saturation of cultures and ideals and often the world is treated as just one big market (Gram, 2007). Oftentimes, because the ads try to accommodate to a very large audience, they seem to overlook particular cultural norms and ideals and are seen to undermine and overlook traditional views on some aspects (Gram, 2007). Gram (2007) thus builds on Baldasty and Henderson's idea that these advertisements are very well the most common, given that advertisements that feature Caucasian actors often belong to brands that are international and transnational rather than local. While times have changed and brands are trying to appeal to a wider range of audience, there remains a significant difference in the amount of representation that Caucasian people get and the amount that People of Color get (Henderson & Baldasty, 2003). Today, in the worldwide market, 70% of advertising slots are dedicated to a solely Caucasian cast, one that is devout of any sort of diversity (CMO, 2019).

2.2.2 Inclusive Advertisements

But, with the growing diversity within Western cultures particularly, all white advertisements do not seem to reflect modern day society anymore, pushing marketing campaigns to become more and more culturally relevant (Fletcher, 2003). As discussed in the previous section, more and more advertisements now are starting to include minorities. Millennials are believed to be the most diverse generation in the history of the Western world. This age group is thought of as the most impactful when it comes to creating change and modifying ideologies to accommodate to the ever-changing racial dynamics within it. As opposed to their mostly Caucasian ancestors, Millennials are more aware of injustice and inequality and have often been very vocal when it comes to what they deem to be important and in need of change (Anderson & Fiano, 2018), that is often attributed to their digitally

inclined nature. Information and opinions are so widely available to Millenials that they feel a type of responsibility to get educated on social matters (Ford et al., 2012). They are also believed to be the generation that has been and will continue to pave the way for future generations when it comes to the creation and reinforcement of ethics and norms, given that more and more people of color in predominantly Caucasian countries are becoming more highly educated and more powerful when it comes to greater society (Anderson & Fiano, 2018). Brands have been trying to keep up with their demands, allowing for the creation of more representative ads due to the growing purchasing power of people of color today (Chi Ciu & Licsandru, 2019). Some brands are also going the extra mile to praise some particular traits in cultures and looks. Procter&Gamble, in their commercial *The Talk*, portrayed the touching story of young African-American children who come home crying due to discrimination. Their parents' role in this ad is to show them that their difference makes them stronger, and that while they still have to fight harder for what they want, they will eventually earn it. The advertisement was highly praised by the general public and the African-American community particularly, due to its ability to invite people to talk about bias and fight against it (MBIB, 2017). The reason such advertisements end up becoming popular is because of their ability to allow People of Color to feel validated, as they are finally able to see people who look like them on television (Henderson & Baldasty, 2003). They see people who talk about struggles that they face every day and they feel like their voices are finally being heard (MBIB, 2017). They have also been rising in popularity due to the fact that advertisers have been excessively trying to build a relationship with millenials by catering to their demands through their commercials (Ford et al., 2012).

Image 2: A collage of stills from Procter&Gamble's *The Talk*

2.2.3 Racist Advertisements

Understanding racial minorities the way Procter&Gamble did is not simple, though. More often than not, advertisers who seek to portray minorities often ignore the fact that heritage is very complex (Lloyds, 2018). This issue comes up often when advertisers try to represent the surface level depth of an ethnicity rather than putting in extra effort to dig deeper in order to understand a particular minority's background, as stated previously (Allen, 2017). Often advertisers fall into the trap of portraying Asian cultures as tech-nerds while African-Americans are the athletes who have superhuman speed (An & Kwak, 2019). Through social learning, these stereotypes create a distancing effect between Caucasian individuals and People of Color, allowing for the shaping and reshaping of the views that people who do not belong to the particular community hold when it comes to the particular cultures represented (An & Kwak, 2019) Ignoring important cultural identifiers and not understanding that every heritage is unique and deeper than just its aesthetics is one of the main reasons advertisers misrepresent People of Color, as they are either included as just a supporting character or they are filled with stereotypes and clichés (Lloyds, 2018). Similarly to Kendall Jenner's Pepsi ad and Coca-Cola's representation of indigenous communities, Dolce & Gabbana fell into the stereotyping trap with their series of racist *The Great Show* ads that have since been banned (Xu, 2018). The advertisements featured a Chinese model using chopsticks to eat Western junk food, seemingly mocking the initial purpose of the chopsticks and using them just for the aesthetic appeal. The commercial also included a dialogue that mocks Chinese speech and was particularly criticized for its disrespect of Chinese traditions. The campaign caused major losses for the company, as social pressure caused it to terminate the fashion show that the commercial was supposed to market and forcing major brand ambassadors to cancel their contracts with the luxury brand in order to protect their image (Xu, 2018).

Image 3: A still from one of *The Great Show* commercials

Having a clear understanding of the way minorities are represented within Western advertisements, allows the furthering of the research, as it dictates the types of advertisements that can lead to an answer to our research question. By having a clear overview of the three different types of diversity inclusion in advertisements today, the research can be guided towards an adequate reflection of reality.

2.3 Creating Brand Attitude through the Affect Transfer Theory

As discussed above, diversity in advertisements has been linked to higher company growth. However, in order to better study the impact of the three different types of advertisements on the perception of the different brands, it is imperative to understand how these perceptions are created.

Many researchers have attempted at creating a reasoning as to how the representation of a product and the creation of a particular name and brand can aid in the creation of a favoring of the particular good, often failing at producing a model that stands the test of time (Lamb & Low, 2000). One model that has been adopted by many researchers, however, is the Affect Transfer Theory. The theory in question is a good way of explaining how a consumer's first instance of interaction with a particular brand can help in creating an idea of how his future interactions with it will be molded. It aims at explaining and furthering the understanding of how a person's recollection of particular advertisements can create lasting impressions of the product in his mind (Pham et al., 2013). The theory suggests that advertisements are the gateway towards creating a final attitude towards a brand.

2.3.1 Ad Attitude

The first aspect that the theory analyzes is the consumer's initial reaction towards a commercial or ad (Aad). It studies his very first attitude towards the creativity and intrigue that the commercial elicits within him. In this phase, he rates the overall feel of the advertisement in his mind and this is where he decides whether what he sees in front of him is of interest to him or not (Pham et al., 2013). According to Linhart and Dianoux (2012), attitude towards a particular advertisement is based on an individual's attitude towards advertisements in general. The first instance of interest in the advertisement and its creativity is indirectly compared to the uniqueness of other advertisements that the consumer has observed. In other words, he assesses the originality of the advertisement based on others that

he has already seen (Dianoux & Linhart, 2012). Thus, Ad Attitude is what Mehta (2000) would describe as a general stance that the viewer creates towards the advertisement. At a first instance, he would either have a favorable opinion of it that will lead the way towards an openness to its message, otherwise he will most likely predispose himself to a rejection of its message. Ad Attitude could thus be described as the first impression a viewer has on an advertisement (Pham et al., 2013).

2.3.2 Cognitive Assessment of Advertisements

The consumer then processes his views towards the advertisements and starts creating feelings and emotions towards what he sees, moving him towards a cognitive assessment of the advertisement (Cogad). This second phase of the Affect Transfer Theory is based on the theory of Cognitive Response to Persuasion, which is the study of how individuals process information and internalize it when it comes to persuasive messages (Albarracin, 2002). Indeed, this process occurs only after the subject has been exposed to the message and has paid close attention to it (Albarracin, 2002). The individual proceeds to assess the information that he has been exposed to and thus creates an emotional response to the message itself based on his own moral compass (Ostrom & Brock, 1981). Pham et al. base their model of the Affect Transfer Theory on the very same idea. Here, the consumer still has not made up his mind as to how he feels about the product portrayed as a whole, as he is still processing the messages and visuals cognitively rather than directly correlating them to the brand. At this phase he merely assesses the emotional response that the ad and messages that it seeks to portray elicit within him (Pham et al., 2013).

2.3.3 Brand Attitude

After having gone through the first two phases of the Affect Transfer Theory, the viewer then goes on to process the information that he has internalized, thus associating it to the brand that the advertisement seeks to represent: "advertising might work just by changing perceptions [cognitive processing] toward the product in the course of merely shifting the relative salience of attitudes" (Krugman, 1965, p. 349). In other words, this phase is where the subject subconsciously creates his first emotional attachment towards the brand and his first instance of interaction with it (Ab) (Pham et al., 2013). He creates an attitude towards the brand that pertains to the feelings that arise from the simple thought of it, oftentimes

paving the way towards a permanent recollection of emotions and ideas that arise whenever the consumer has to interact with the brand again (Pham et al., 2013). Indeed, Brand Attitudes leading to eventual brand associations are very positively related to eventual purchase intentions (Ghorban, 2012). This assessment of the brand often encompasses the ideologies and morals that it stands behind and that are portrayed through its advertisement (Pham et al., 2013).

The three elements of the theory that allow for an analysis of how lasting brand impressions are formed are thus: Attitude towards advertisement (Aad), Cognitive Assessment of the advertisement (Cogad) and finally, attitude towards the brand (Ab). The Affect Transfer Theory will allow a prediction as to how a consumer's brand association is going to be formed and whether it is going to be negative or positive, especially given that marketing,and advertisements particularly, are the biggest trigger when it comes to the creation of brand association (Camiciottoli et al., 2014). Since brand association is the end goal of any marketing campaign, the maintaining of a positive attitude towards the brand is a crucial aspect when it comes to the creation of a marketing campaign (Camiciottoli et al., 2014). The Affect Transfer theory thus follows the idea that: "congruent ads can lead to more positive ad effects than incongruent ads" (Suk Lee, 2017, p.1).

By using the Affect Transfer Theory through its three different stages, a conclusion on how the participant's eventual attachment to the brand changes will be made clear. The adoption of the theory for this study will thus allow an analysis of the participants' eventual interactions with the brand. By analyzing the three elements that make up the theory, an understanding of the different participant's attitudes towards the included products will give a global understanding of how people interact with brand messages, including those pertaining to race. Particularly, the research will be able to give an analysis of how the employment of different individuals within the cast of the commercial, can mold the creation of a first impression on the advertisement (Aad). An individual in this case either rejects the creativity of the way the actor was employed or accepts it and moves towards a positive or positive cognitive assessment of the messages that this racial portrayal seeks to convey (Cogad). The individual in the second phase of this theory subconsciously evaluates how this portrayal dictates whether they want to consume and accept the message. This will eventually lead to their overall understanding of the product and how they perceive it and are willing to think of it based on their initial assessment of their perception of how a particular race is portrayed. The use of the Affect Transfer Theory will thus lead to a deduction of the participants' associations of the brands studied based on the employment of people from different groups.

In other words, the theory aids in our understanding of how messages pertaining to race and diversity within advertisements can aid in the creation of brand association.

Ad Attitude (Aad)	→	Cognitive Assessment of ad (Cogad)	→	Brand Attitude (Ab)
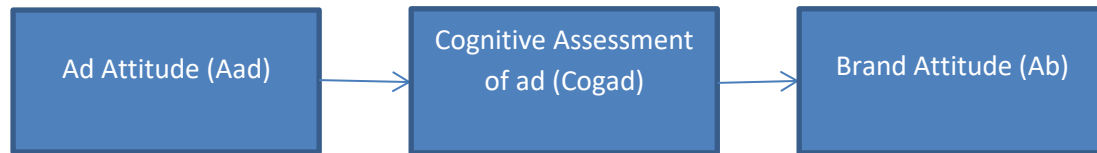
Figure 1: A model of the linearity of the Affect Transfer Theory

2.4 Branding and Brand Association

The analysis of how different segments of societies view particular advertisements and companies derives from the concept of Brand Attitude. When it comes to the study of minorities in relation to brands, 57% of all research conducted is about these minorities' opinions on ads that feature ethnic minorities (Krug, 2008).

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 competitors" (Wijaya, 2013, p. 55). A brand is the ability to place a particular product or service within a market, creating its own place between other similar offerings. A simple product then goes from being just any material good to a product that has its own identity and its own character. By creating a brand, marketers are giving the product a competitive advantage, one that will allow consumers to recall it at a top of mind level (Bonnici, 2015). A product, for example, is a car, a brand however, is BMW, a company that was able to position itself as the world's 9th most powerful brand (Bonnici, 2015).

Branding, however, is what it takes to create that particular brand. By creating a particular long term communication strategy, including well thought-out advertisements, a simple product can transform into an entire palpable identity in the minds of current and potential consumers (Wijaya, 2013). Marketing communication is one of the pillars of the creation of a brand, the process also including attractive designs, pricing and a strong distribution strategy, all of which combined eventually create a competitive brand position within its own market (Bonnici, 2015).

The marketing aspect of a brand strategy leads to the end-goal of the creation of brand association within the minds of the consumer, which is explained through the Affect Transfer Theory. The concept consists of the creation of a recalling affect in the minds of consumers

through the creation of palpable assets that define a particular product and make it stand out in the face of competitive brands, achieved through marketing tactics that are mostly centered around advertisements and commercials (Lamb & Low, 2000). The customer, through the means of association, can then recall what he knows about the brand whenever he is in contact with it, prompting him to either further interact with the product or not, depending on how his association of it makes him feel (Lamb & Low, 2000). Brand association thus encompasses the feelings that a particular product invokes within the mind of a potential consumer, his recollection of whether the product is good or bad and his perception of the overall quality that is attributed to it (Lamb & Low, 2000). Advertisements are one of the main drivers when it comes to creating brand association, as they are often the first instances of interaction with it (Camiciottoli et al., 2014). Sometimes however, the creators' intentions towards the image conveyed by the advertisements can possibly not align with those understood by the customer, creating divergence between the desired and perceived images (Malik et al., 2012).

This research allows an examination, through the Affect Transfer Theory, of what kind of brand association is going to be made by the different segments of society. This allows an understanding of how the different uses and employment of diversity and race can have a different impact on each particular individual depending on his own race, eventually dictating his interactions with the brand and the definite image that he will have of it. It is imperative, thus, to use the Affect Transfer Theory in this research in order to be able to make inferences as to potential future brand associations that each type of advertisement can create.

2.5 Social Identity Theory and the Black Sheep Effect

In order to understand why individuals react to advertisements the way they do, a theory needs to be employed in order to give an understanding of how society and identity can have an influence on the perception of race as a whole, thus also dictating their perception of race in advertisements.

While the effect of the employment of people of color within advertisements on different minorities has been widely studied in the past, this study aims to rather focus on Caucasian individuals' perception of these particular marketing strategies. To analyze and study this particular segment of society and to make sense out of our findings, the theory of In-Group Bias is the basis of our reasoning: "In-Group Bias refers to individuals showing a

preference for others perceived to be in the same social group (in-group) versus those from another group" (Lam & Seaton, 2016, p.1).Humans, from a very young age, are able to differentiate based on what makes them different from others who don't look or behave similarly to them. They tend to form categories in their head that separate them from individuals that don't resemble them, one way or another. From around the age of 4, individuals start expressing liking towards others who are of the same race as them, and from then on they start feeling a sort of solidarity towards each other (Lam & Seaton, 2016). People have been documented, through a number of studies, to tend to act more pro-socially towards members of their own group rather than those belonging to different ones. While in the case of this study the term group refers to the racial background of the individuals studied, when it comes to the bigger picture however, groups can refer to anything from similar ethnicities to the common ownership of a particular product (Everett et al., 2015). It's human tendency to associate oneself to a grander community, allowing us a sense of belonging that takes us away from feeling alone, raising a psychological underlying competitiveness against anyone who does not belong to the same group as us, or in other words, a member of the out-group (Everett et al., 2015).

This type of differentiation creates a barrier between in-group and out-group members resulting in an Us vs Them mentality, often explained through the Social Identity Theory. The theory puts people's identification with a particular group and their personal identities and personalities as its front and center (Islam, 2014). The term was coined by Henri Tajfel in 1970 after having conducted several studies around different societal groups (Ellemers, 2017). The theory's main idea is that the mere act of categorizing individuals within a particular group can drastically alter their behavior and their perception of themselves; they no longer see themselves as one but as belonging to a grouping of similar individuals, linking between cognitive understanding of who they are and their social behaviors within a community (Ellemers, 2017). The fact that individuals can create groups that put them together with other members that resemble them makes that their identity is very related to who they are within that group. Their identity is thus dictated by their membership to a particular set of people. The stronger they identify with their group, the stronger their in-group favoritism is. Anything that threatens their group, threatens who they are as people (Islam, 2014). For that, individuals within a particular group take it upon themselves to keep a positive image of the group they belong to, to society and to themselves. For that reason, people tend to focus on and seek out the positive traits within their groups, in order to make

their belonging to the crowd more justifiable and to add value to their membership within it (Ellemers, 2017).

However, recent research has aimed at disproving the idea that people optimally prefer those who represent them, no matter what. To say that favoring in-group members over other out-group members without fault is the norm, could be problematic especially given the fact that people within a group try their best to maintain a positive image of their crowd as a whole (Ellemers, 2017). The Black Sheep Effect is a theory that suggests that people do not exercise solidarity with in-group members blindly, on the contrary, they are able to assess and point out when the individuals who resemble them are at fault (Marques & Yzerbyt, 1988).In-group members can, and do, go from one extreme of favoring in-group members to shunning those same members who commit immorality, due to their need to protect their group's status. By protecting their group, these members are also protecting their self-image, given how related it is to that of the other members (Castano et al., 2001). They tend to judge deviant in-group members more harshly than deviant out-group members (Marques & Yzerbyt, 1988). While this phenomenon is due to the fact that in-group members tend to want to preserve the image of their own group, it is a good indicator that in-group solidarity does not necessarily lead to the favoring of other group members (Khan & Lambert, 1998).

Studying how in-group members perceive TV commercials that feature out-group members will allow for the analysis of how Social Identity plays a role in the process of the Affect Transfer Theory, thus studying how Caucasian individuals interact with advertisements, and subsequently brands, that feature people of color in their TVCs. The study will allow the understanding of whether In-Group Bias will make Caucasian participants nonchalant to racial minority representation in ads, and they will instead prefer ads that include only Caucasian people, or if the Black Sheep effect will come in place to make them critical of ads that do not feature people of color or that are racist. The inclusion of these theories creates an understanding of how background can impact perception on race and the motivations as to why the messages are accepted or rejected.

The research thus analyzes how Social Identity affects the different segments of the Affect Transfer Theory by reacting to the different racial messages in the different types of advertisements, therefore creating eventual brand associations.

2.6 Hypotheses

The theory of Social Identity dictates that individuals will tend to prefer those who belong to the same group as them over others who do not, meaning that they will act more pro-socially with those who are similar to them (Everett et al., 2015). However, those same individuals will tend to want to reward the well-doing of their peers in order to highlight the positivity surrounding those who resemble them, thus applauding the accomplishments of the other members will also act as their way of creating self-satisfaction due to the group's mirroring of the individuals' morals (Ellemers, 2017). It is thus possible to deduce that the theory will also apply to the People of Color and Caucasian persons within this study, making that both groups will tend to favor inclusive advertisements, due to People of Color's ability to see a reflection of their group within the advertisements, favoring it over ads that are not inclusive. Caucasian individuals, it is assumed, will likely prefer advertisements that also are diverse, in order to highlight their tolerance and acceptance of those who are different than themselves. The inference is thus:

H1a: The participants have a higher Ad Attitude towards inclusive advertisements than those that are not.

In-Group Bias, however, also dictates that the more people feel like they belong to their group, the higher their identification with their members will be (Lam & Seaton, 2016). It can be deduced that People of Color with strong in-group identification will have a stronger Ad Attitude towards inclusive advertisements than Caucasian participants with high in-group identification, while the latter will rank their attitude towards advertisements that are not inclusive better than People of Color who score high on the Group Identification questionnaire.

H1b: Caucasian individuals who have higher in-group identity have higher ad attitude when it comes to advertisements that are not inclusive than People of Color with high in-group identity.

H1c: People of Color with high in-group identity have a higher attitude towards inclusive ads than Caucasians with high in-group identity.

That same in-group solidarity within the minds of People of Color will also be highlighted through racist advertisements, as they will probably tend to shun those who commit wrong against their group, due to it being an image of who they are as individuals (Everett et al., 2015). Similarly, Caucasian individuals will most likely also have a negative attitude towards racist advertisements due to the Black Sheep Effect, in which in-group members tend to want to protect the image of the group by shunning ideologies and images that tint them in a dark

lens, making that they dislike and call-out any wrongdoing against out-group members (Marques & Yzerbyt, 1988). It could be said that:

H1d: The attitude towards racist advertisements is lower than that pertaining to ads that are not inclusive.

It could also be inferred that the stronger Caucasian individuals feel about their group, the more likely they are to want to protect its reputation, the more likely it is for the Black Sheep Effect to take place. Similarly, the more People of Color feel like they belong to their group, the more likely they are to get offended by advertisements that paint them negatively. Thus:

H1e: The more People of Color identify with their group, the lower their attitude towards racist advertisements will be.

H1f: The more Caucasian individuals identify with their group, the lower their attitude towards racist advertisements will be.

Since the first phase of the Affect Transfer Theory is Ad Attitude, it would be possible to infer that the first impression of the advertisement could likely bleed into the participant's cognitive assessment of it. It is likely that the participants will have the same opinion on the advertisements when it comes to their Cognitive Assessment of the advertised messages, the second phase of the theory.

H2a: The cognitive assessment for inclusive advertisements is higher than that of advertisements that are not inclusive.

H2b: Caucasian individuals who have a stronger in-group identity similarly have better cognitive assessment of ads that are not inclusive than People of Color who have high in-group identity.

H2c: People of Color who have a stronger in-group identity similarly have better cognitive assessment of ads that are not inclusive than Caucasians who have high in-group identity.

H2d: The cognitive assessment of racist advertisements is lower than those that are not inclusive.

H2e: The higher the in-group identity for People of Color, the more they have negative cognitive assessment of racist advertisements.

H2f: The higher the in-group identity for Caucasian individuals, the more they have negative cognitive assessment of racist advertisements.

Finally, the final phase of the Affect Transfer Theory, Brand Attitude, stems from both Ad Attitude and Cognitive Assessment (Pham et al., 2013). It is also likely that the sentiment for both the two criteria will carry on with Brand Attitude. The following can be concluded:

H3a: The Brand Attitude for inclusive advertisements is better than that of advertisements that are not inclusive.

H3b: Caucasian individuals who have a stronger in-group identity similarly have a better brand attitude towards brands that are not inclusive than People of Color who have high in-group identity.

H3c: People of Color who have a stronger in-group identity similarly have a better brand attitude towards brands that are not inclusive than Caucasians who have high in-group identity.

H3d: The Brand Attitude for racist advertisements is more negative than that of advertisements that are not inclusive.

H3e: The higher the in-group identity for People of Color, the more they tend to have a negative brand attitude towards brands that include racist messages in their ads.

H3f: The higher the in-group identity for Caucasian people, the more they tend to have a negative brand attitude towards brands that include racist messages in their ads.

3 Methodology

The chapter details how the theories are incorporated within this research and how the methods and scales used will lead to an eventual answer to the research question.

3.1 Research Overview

The nature of the research question and the aim of this research dictate the need for a quantitative, survey based method. The main goal of this study is to understand and analyze the potential existence of a correlation between race and the perception of people of color within advertisements. Methods, such as the one used for this exploration, allow for the answering of questions related to relationships between variables (Perumal, 2010). Through the use of such descriptive methods, the goal is to acquire information about the bigger population, through the analysis of a sample (Perumal, 2010). The fact that quantitative research approaches allow for an ease of access to data dictates that a much larger number of participants can be studied (Daniel, 2016). Having a large amount of respondents will thus allow inferences and generalizations revolving around entire populations (Daniel, 2016).

To be able to make such analyses and thus answer the research question, different groups of participants were invited to take part in the survey in the form of a quasi-experiment that examines the existence of a causal relationship between variables with the independent variable here being the participant's race and the dependent variables being their different opinions on particular brands and advertisements. The study focuses on having an equal amount of Caucasian and Persons of color, thus removing the element of randomization. The control group, for one, consisted of a total of 180 participants, divided equally between People of Color and Caucasian persons. This group of participants received only part of the entire survey, allowing for a comparison between what individuals think of brands before watching their advertisement and what they think after watching the ad. On the other hand, the test group consisted of another 180 participants who were asked to complete the survey in full. The participants were also equally divided between People of Color and Caucasians in order to compare between the opinions of both and to highlight whether Caucasian individuals view diversity in ads differently or not. The two groups, thus, allowed a better understanding of the role that the advertisement had when it comes to shifting or molding the attitude towards the particular brands studied. The control and test groups were

divided into equal amounts in order to get clearer and more significant results, legitimizing the findings. All the participants were chosen at random, with the study consisting of a 2 (Caucasian individuals without ads x Caucasian individuals with ads) x 2 (People of Color without ads x People of color with ads) dimension. Six different surveys were distributed in total, with 60 participants each (30 People of Color and 30 Caucasian people) and the six brands studied were the same in both types of surveys (Appendix 1).

The independent variables for this research are race and attachment to race while the dependent variables are Ad Attitude, Cognitive Assessment of the ad and Brand Attitude. The control variable in this case is the participants' level of education being any university degree or at least a university background, as social awareness increases with the level of education of an individual (Mestarihi, 2019). The inclusion of this control variable specifically means that people are more inclined towards being more conscious of the everyday life of different segments of society, giving them a supposed better understanding of inequalities and disparities (Mestarihi, 2019).

3.2 Stimulus Material

To be able to compare the control group's answers to those of the test group in order to see how brand perceptions shift depending on the viewed commercial, the control group received no stimulus material at all. The survey presented to them consisted of a series of questions testing only their attachment to their race and their attitude towards particular brands, along with other demographic questions that allow a better understanding of who the participants are. Thus, the control group received only parts of the complete survey, consisting here of questions around only two brands out of the six studied in order to maintain the respondents' attention throughout.
The test group, however, received a full survey where they watched two advertisements pertaining to two brands and they answered questions regarding their opinion about the advertisements portrayed, their opinion about the messages of the advertisements, their general opinion on the brand, their attachment to their group and some demographic questions.

As per the previous analysis on the different types of inclusivity in advertisements, the test group viewed either two international ads that were widely criticized for being racist, two others that were deemed very inclusive, or two other ads that did not include diversity at all. Rather than showcasing an advertisement representative of each race, to make the collection

of data simpler, the inclusive ads were chosen due to their ability to portray as many ethnicities as possible, allowing for a more comprehensive choice.

Table 1: Survey Division

Distribution of Survey	Survey Content
30 Caucasian Individuals – Control Group 30 People of Color – Control Group	Brand Attitude questionnaire for Adidas Brand Attitude questionnaire for Ikea Group Identity questionnaire Demographics
30 Caucasian Individuals – Control Group 30 People of Color – Control Group	Brand Attitude questionnaire for Heineken Brand Attitude questionnaire for Nivea Group Identity questionnaire Demographics
30 Caucasian Individuals – Control Group 30 People of Color – Control Group	Brand Attitude questionnaire for Coca-Cola Brand Attitude questionnaire for Easy Jet Group Identity questionnaire Demographics
30 Caucasian Individuals – Test Group 30 People of Color – Test Group	Adidas Made to be Remade Commercial – inclusive Ikea The Beautiful Possibilities Commercial – inclusive Ad attitude questionnaire for both brands Cognitive Assessment questionnaire for both brands Brand Attitude questionnaire for both brands Group Identity questionnaire Demographics
30 Caucasian Individuals – Test Group 30 People of Color – Test Group	Heineken Lighter is Better Commercial – racist Nivea Natural Fairness Body Lotion Commercial – racist Ad attitude questionnaire for both brands Cognitive Assessment questionnaire for both brands Brand Attitude questionnaire for both brands

| | Group Identity questionnaire |
| | Demographics |

30 Caucasian Individuals – Test Group	Coca-Cola Love Is In the Air Commercial –
30 People of Color – Test Group	Not inclusive
	Easy Jet Holiday Moments Commercial –
	Not inclusive
	Ad attitude questionnaire for both brands
	Cognitive Assessment questionnaire for both
	brands
	Brand Attitude questionnaire for both brands
	Group Identity questionnaire
	Demographics

3.2 The Different Advertisements
3.3.1 Racist Ads

Nivea's *Natural Fairness Body Lotion* advertisement came out in 2017 and was highly criticized due to its underlying racist messages (Kerr,2017) The advertisement, meant initially for an African audience, features a black woman applying skin lightning cream that visibly lightens her skin more each time she applies it. A voiceover describes how, due to the cream, the woman now has nicer skin, restored to how it's meant to look. A man is then heard complimenting the woman for her beautiful light skin.

Image 4: A still from Nivea's *Natural Fairness Body Lotion* commercial

Heineken's *Lighter is Better* commercial was pulled directly after its release after receiving disapproval from consumer worldwide (Schultz, 2018). In the ad, a bartender is seen sliding a beer bottle to a woman at the end of the table. The beer passes by a number of black women before settling in front of the one Caucasian woman, as the tagline "Sometimes, Lighter is Better" appears on the screen.
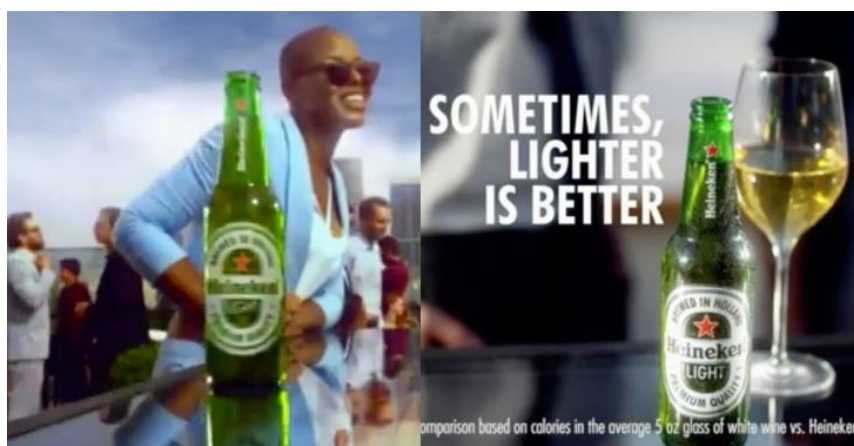
Image 5: A collage from Heineken's *Lighter is Better* commercial

3.3.2 Inclusive Ads

Ikea's *The Beautiful Possibilities* advertisement follows an Asian child as she travels by car and passes by different households, each having its own story. The different houses foster individuals from diverse cultures. The girl narrates Louis Armstrong's What a Wonderful World, giving off the message that a wonderful world is one that is inclusive and accepting of differences.

Image 6: A still from Ikea's *The Beautiful Possibilities*

Adidas' *Made to Be Remade* dynamic campaign for its new line of sustainable shoes features an African-American young woman giving a speech about moving forward and not giving up, as she walks through a street. The video then goes through shots of individuals from different races, as they go about their rushed days wearing Adidas shoes. The end shots feature the actors uniting to help each other through different tasks, as the main character praises coming together as a team to overcome obstacles.

Image 7: A still from Adidas' *Made to be Remade* commercial

3.3.3 Non-Inclusive Ads

While EasyJet's *Holiday Moments* commercial does feature a very large number of cast members, interestingly none of them are minorities. The commercial shows a number of people through different shots, having the time of their lives as they discover their exotic holiday destinations with their loved ones. Some are seen enjoying a day at the beach, others are enjoying a massage by the ocean, while others simply relax on what appears to be their honeymoon.

Image 8: A still from EasyJet's *Holiday Moments*

Finally, the *Love is In The Air* commercial by Coca-Cola's scenes occur on Valentine's day. This commercial also features a number of actors who all happen to only be Caucasian.

The commercial follows several balloons attached to Coca-Cola cans, as they travel through a city and are caught and enjoyed by couples who are very obviously in love. The commercial's aim seems to be to create homage and celebrate love.

Image 9: A still from Coca-Cola's *Love is in the Air*

3.4 Scales
3.4.1 Group Identity

In order to better understand how (and whether) In-group identification dictates the participants' view of the advertisements presented, all participants within both the control and test groups completed an assessment regarding their attachment to their group. Following a simple multiple choice question pertaining to whether the participant is of color or not, allowing a better identification of the eventual analysis of how race shapes a person's opinion of advertisements, the participants were asked to complete the Group Identification questionnaire (Heere et al., 2011). The 7 point Likert scale questions are divided between 3 different parts: The three public evaluation questions dictate how participants perceive the way others think of their group, leading to an understanding of how they think their group fits into society as a whole, allowing for an analysis of the integration of the particular group within others. The next three questions pertain to the individual's private evaluation of their group and how highly they think of that particular group, leading finally to the last three questions that reflect the way the participant thinks of themselves within their group and how much they value the group as a whole. In other words, the 9 questions range from understanding how the group fits in to society, leading to the participant's assessment of their group as a whole, which eventually dictates their sense of belonging and importance of the group to them (Heere et al., 2011).

This particular scale paves the way to knowledge on whether the participants' identification has to do with their perception of the ads, allowing the creation of assumption on whether the

Black Sheep Effect and the Social Identity Theory stand within this research and whether they help in understanding why people reject or accept particular advertising messages.

3.4.2 Ad Attitude

As previously mentioned, solely the members of the test group were asked to watch selected advertisements. Based on the Affect Transfer Theory, after each advertisement they watched, the participants were asked questions regarding their initial likeness of the creativity and their initial attitude towards what they watched, as a first step towards understanding how the messages and people they saw within the advertisements sway the participant's first thoughts around the ad, later shaping their understanding of the deeper underlying meanings behind them. The Ad Attitude (Aad) is tested through the Creative Product Semantic scale (CPSS) (O'Quin & Besemer, 1989).

The 15 questions within the scale are divided between the novelty of the idea behind the advertisement and its execution, the resolution of the advertisements pertaining to how fitting the advertisement is and finally the elaboration and synthesis of the advertisement as a whole, meaning the amount to which the commercial is refined and coherent.

The participants get to give their initial opinion on the advertisement through a 15 question, 7 point Likert scale ranging between a negative trait and a positive one, where they are asked to rate their attitude towards the advertisements presented (e.g.: 1= Over-used and 7=Fresh, 1= Illogical and 7= Logical…).

3.3.3 Cognitive Assessment

As an extension to the Ad Attitude, cognitive assessment (Cogad) is only measured within individuals pertaining to the test group through a modified version of the ADTRUST scale (Soh et al., 2009). The scale gives a deeper understanding of how individuals give meaning to the messages within advertisements and how they process them, divided between the individual's assessment of the usefulness of the advertisement and its messages and their assessment of the effect of the ad on them.

The participants get to rank their likeness of the advertising messages through a 7 point Likert scale. The one item scale allows an understanding of how much individuals are willing to take in the messages presented, thus dictating their level of trust towards the commercial.

3.3.4 Brand Attitude

By studying Ad Attitude and Cognitive Assessment of the ad, the Affect Transfer Theory leads to Brand Attitude assessment as its third and final phase, which the two other components would dictate and which is the most important section of the study.

As mentioned previously, both test and control group are assessed for their Brand Attitude (Ab) by means of comparison and analysis of any change that occurs in the opinions given by those who have seen the advertisement pertaining to the brand and those who have not. In order to test out this final part of the Affect Transfer Theory, Spears and Singh's Brand Attitude scale is used (Singh & Spears, 2004). The scale used is one that is adopted by companies in order to better understand its positioning within people's minds and to better place itself between its competitors (Singh & Spears, 2004). Through the use of a six item, 7 point Likert scale, participants can give their overall opinions about the brands discussed or portrayed in order to give a better understanding of the associations that they will eventually make of their brands. They give their opinions by ranking the product with 1 being the negative trait and 7 being the positive trait (e.g.: 1=unappealing and 7=appealing, 1=Definitely will not buy and 7=definitely will buy).

For the test group, the answers given in this questionnaire are dictated by their opinion on the advertisement (given through Aad and Cogad), whereas the control group gets to answer these questions and rate the brands without having seen any advertisement whatsoever.

A number of demographics questions, such as gender and age are also added, in order to better understand who the participants are.

3.5 Procedure

For the means of this research, the participants are divided into two groups, divided in turn each between two subgroups.
The test group surveys contain two ads both being racist, diverse or non-inclusive, with a total of three different surveys.
The test group, including both 30 Caucasian individuals and 30 People of Color were asked to first off watch the advertisement provided. They then went through the process of completing the Aad questionnaire, followed by the CogAd questionnaire and eventually the

Ab questionnaire, all in the order of the Affect Transfer Theory. They then did the same for the remaining advertisement, followed by the multiple choice question that narrows down whether they are a Person of Color or Caucasian and the Group Identity Scale. Some demographic questions are then also asked in order to better understand the backgrounds of the participants selected.

The control group, however, included 30 Caucasian individuals and 30 People of Color who started off by solely completing the questionnaire pertaining to the last part of the Affect Transfer Theory, the scale used to test the Brand Attitude for the same two brands in the full survey. The questionnaire is then, similarly to that of the test group, followed by the Group Identity Scale and a few demographic questions. The results were then analyzed through SPSS.

3.6 Sample Characteristics

A total of $N = 360$ participants took part in this research, divided equally between People of Color and Caucasian individuals. Each of the surveys received a total of 60 participants, meaning 30 People of Color and 30 Caucasians were part of each of them with a mean age of 33.62 and $SD = 11.67$. The survey results were closely monitored as to not exceed the 60 participant mark for each. The use of social media allowed insurance that the right individuals, 30 Caucasians and 30 People of Color, took part in each survey. The participants were divided between 46.7% ($N = 168$) being current Bachelor's student, 25.8% having already obtained solely a Bachelor's degree ($N = 93$), 24.4% with only a Master's degree ($N = 88$), 0.6% with a Doctorate ($N = 2$) and finally 2.5% of the participants had a Professional Degree (e.g.: MD or JD) ($N = 9$).

The 360 participants originate from 40 different countries, with most of them ($N = 143$) coming from the United States of America, followed by India ($N = 47$), Brazil ($N = 30$) and Lebanon ($N = 26$). Interestingly, the gender of the participants was almost exactly divided equally between females and males, with 49.7% ($N = 179$) for the former and 50.3% ($N = 181$) for the latter.

Analyzing the backgrounds of the participants gave the study a more personalized approach, allowing a closer look at who these individuals are.

4 Results

This chapter highlights the adopted procedure for the data preparation through Chronbach's Alpha and Paired Samples t-tests, given the large number of initial research data accumulated through the survey. The new variables formed were then analyzed through ANOVA, t-tests and Simple Regression Analyses.

4.1 Data Preparation

As a first step towards data analysis and after its collection, data preparation was conducted to ensure the validity and cleanliness of the results. After the respondents answered the surveys via Qualtrics, the results were transferred to SPSS, making that each sheet either encompassed data pertaining to two advertisements, for the test groups, or two brands, for the control groups, with the addition of the items in the scale used to assess In-Group Bias and the answers for the demographic questions. Due to the large amount of data, the reliability of the results was ensured through the use Chronbach's Alpha and new variables were checked and grouped together thanks to a Paired Samples t-test.

In order to test out the reliability of the raw data pertaining to each scale separately for each of the two advertisements, Chronbach's alpha was used. This method allows the researcher to visualize whether the scale used for the purpose of the study is reliable and consistent, thus allowing them to further their processing (Taber, 2016). Almost all Chronbach's Alphas within the study showed close to perfect reliability, allowing for the computation of a new variable encompassing all variables within each scale.

After the creation of the new variables, each of the similar items were paired together through a Paired Samples t-test. This type of t-test is used when observations from one scale need to be paired with those of another. This t-test thus measures whether there exist any statistical differences between the two scales (Kent University, 2020). The t-test results either showed no significant difference between two matching scales, or when there was a slight significance, it was ignored for the sake of the study. Thus, all pairs of matching scales (i.e.: Ad Attitude Heineken and Ad Attitude Nivea, Ad Attitude Ikea and Ad Attitude Adidas, Ad Attitude EasyJet and Ad Attitude Coca-Cola…) were computed into one variable.

The new scales created for Ad Attitude were combined together to create one variable. The same process thus ensued for the Ad Cognitive Assessment, Brand Attitude and

Group Identification scales. The demographic variables (age, race, country, education) from all surveys were also similarly combined together. The ready for analysis data thus encompassed one of each following variable: Ad Attitude, Ad Cognitive Assessment, Brand Attitude, Group Identification, Race, Country, Education and Age. Additionally, a few new variables were created: Brand Group to group brands between those that are racist, not inclusive and inclusive, Experimental-Control to signal whether the results pertain to participants from the control or test groups and Specific Groups that specifies whether the answers pertained to the racist, inclusive and non-inclusive brands from each of the control and test groups.

Table 2a: Chronbach's Alpha Results

Brands	Scale	Chronbac's Alpha
	Ad Attitude Heineken Test	.95
	Cog. Assess. Heineken Test	.94
	Brand Attitude Heineken Test	.96
	Ad Attitude Nivea Test	.95
	Cog. Assess. Nivea Test	.96
Heineken & Nivea	Brand Attitude Nivea Test	.95
	Social Identification Heineken&Nivea Test	.85
	Brand Attitude Heineken Control	.86
	Brand Attitude Nivea Control	.92
	Social Identification Heineken&Nivea Control	.93
	Ad Attitude Ikea Test	.94
	Cog.Assess. Ikea Test	.96
	Brand Attitude Ikea Test	.96
	Ad Attitude Adidas Test	.95
	Cog. Assess. Adidas Test	.95
Ikea & Adidas	Brand Attitude Adidas Test	.94
	Group Identification Ikea&Adidas Test	.90
	Brand Attitude Ikea Control	.96
	Brand Attitude Adidas Control	.94
	Group Identification Adidas Control	.82
	Ad Attitude EasyJet Test	.95
	Cog.Assess. EasyJet Test	.93
	Brand Attitude EasyJet Test	.94
	Ad Attitude Coca-Cola Test	.94
	Cog.Assess. Coca-Cola Test	.91
EasyJet & Coca-Cola	Brand Attitude Coca-Cola Test	.92
	Group Identification EasyJet&Coca-Cola Test	.86
	Brand Attitude EasyJet Control	.97
	Brand Attitude Coca-Cola Control	.96
	Group Identification EasyJet&Coca-Cola Control	.91

Table 2b: Paired Samples Statistics

Brands	Variable	Mean	SD
	General Ad Attitude Heineken Test	4.46	1.32
	General Ad Attitude Nivea Test	4.12	1.37
	General Cog. Assess. Heineken Test	4.46	1.64
	General Cog. Assess. Nivea Test	4.35	1.61
Heineken & Nivea	General Brand Attitude Heineken Test	4.70	1.69
	General Brand Attitude Nivea Test	4.28	1.66
	General Brand Attitude Heineken Control	5.06	1.17
	General Brand Attitude Nivea Control	5.51	1.09
	General Ad Attitude Ikea Test	5.25	1.20
	General Ad Attitude Adidas Test	5.61	1.00
	General Cog. Assess. Ikea Test	5.56	1.24
Ikea & Adidas	General Cog. Assess. Adidas Test	5.72	.95
	General Brand Attitude Ikea Test	5.74	1.33
	General Brand Attitude Adidas Test	5.86	1.03
	General Brand Attitude Ikea Control	5.46	1.16
	General Brand Attitude Adidas Control	5.53	1.14
	General Ad Attitude EasyJet Test	4.87	1.23
	General Ad Attitude Coca-Cola Test	5.32	1.12
	General Cog. Assess. EasyJet Test	5.17	1.22
EasyJet & Coca-Cola	General Cog. Assess. Coca-Cola Test	5.24	1.24
	General Brand Attitude EasyJet Test	5.35	1.32
	General Brand Attitude Coca-Cola Test	5.53	1.24
	General Brand Attitude EasyJet Control	4.62	1.43
	General Brand Attitude Coca-Cola Control	5.05	1.64

Table 2c: Paired Samples Test

Brands	Variables	T-Value	Significance
Nivea & Heineken	General Ad Attitude Heineken – General Ad Attitude Nivea Test	2.28	.027
	General Cog. Assess. Heineken-General Cog. Assess. Nivea Test	1.03	.309
	General Brand Attitude Heineken- General Brand Attitude Nivea Test	1.56	.123
	General Brand Attitude Heineken- General Brand Attitude Nivea Control	1.64	.011
Ikea & Adidas	General Ad Attitude Ikea- General Ad Attitude Adidas Test	2.42	.019
	General Cog. Assess. Ikea- General Cog. Assess. Adidas Test	1.06	.294
	General Brand Attitude Ikea- General Brand Attitude Adidas test	.78	.441
	General Brand Attitude Ikea-General Brand Attitude Adidas Control	.42	.674
EasyJet & Coca-Cola	General Ad Attitude EasyJet- General Ad Attitude Coca-Cola Test	2.75	.008
	General Cog. Assess. EasyJet- General Cog. Assess. Coca-Cola Test	.51	.613
	General Brand Attitude EasyJet- General Brand Attitude Coca-Cola test	.99	.319
	General Brand Attitude EasyJet-General Brand Attitude Coca-Cola Control	1.55	.126

4.2 Effect of Race on the Affect Transfer Theory

4.2.1 Race Effect on Ad Attitude

A two-way ANOVA was conducted in order to study whether Ad Attitude changes depended on race and the different advertisements viewed (racist, inclusive and not inclusive). The test revealed no significant effect for race on Ad Attitude, $F(1, 174) = 1.43$, $p =.234$, $\eta p^2 = .01$. However, there was revealed to be a significant main effect for the different advertisement kinds and Ad Attitude, $F(2, 174) = 18.07$, $p < .001$ $\eta_p^2 = .17$. The interaction between race and the different ad groups was thus insignificant when it comes to Ad Attitude, $F(2,174) = .79$, $p =.475$, $\eta_p^2 =.01$

In order to better examine the differences reported when it comes to ad type and Ad Attitude, a t-test was conducted, revealing that there is no significant difference between the Ad Attitude of non-inclusive advertisements ($M =5.1$, $SD = .99$) and those that are inclusive ($M= 5.43$, $SD= .95$), $t(118) = .06$, $p = .063$. Hypothesis 1a is thus refuted.

Furthermore, in order to analyze the effect of Social Identification within both groups of races when it comes to the participants' attitude towards each ad, Simple Regression Analyses were conducted. The analysis with Ad Attitude as criterion and Group Identification as predictor with only Caucasian individuals and not inclusive advertisements was selected found an insignificant model, $F(1,28) = 2.81$, $p = .105$, $R^2 =.09$, meaning that Group Identification for Caucasians had no effect on their Attitude towards ads that are not inclusive ($\beta = .30$, $p = .110$). However, when People of Color were studied for the same ads, the model revealed significance, $F(1, 28) = 23.39$, $p < .001$, $R^2 = .46$. Group Identification for People of Color had a positive significant influence on Ad Attitude for brands that are not inclusive ($\beta = .68$, $p < .001$). Hypothesis 1b is also refuted.

When it comes to People of Color's attitude towards inclusive advertisements, the model was deemed to be significant $F(1,28) = 19.79$, $p < .001$, $R^2 = .41$, thus meaning that People of Color's Group identification reflected positively on their attitude towards inclusive ads ($\beta = .64$, $p < .001$).The same can be said about the significance of the model that includes Caucasian individuals $F(1,28) = 9.48$, $p = .005$, $R^2 = .25$ which in turn means that Caucasian individuals' Group Identification had a positive effect on their attitude towards inclusive ads ($\beta = .50$, $p = .005$). Hypothesis 1c is refuted.

Additionally, Ad Attitude towards non- inclusive advertisements (M = 5.09, SD = .98) was significantly higher than that of racist advertisements (M = 4.31, SD = 1.19), $t(118)$ = 3.95, p < .001. Another t-test also revealed a significant difference between the Ad Attitude of inclusive advertisements (M = 5.43, SD = 0.95) in which it was higher than that of racist advertisements (M = 4.31, SD = 1.19), $t(118)$ = 5.70, p < .001. Hypothesis 1d is accepted. Another Simple Regression test was conducted with the same criterion and predictor, however this time People of Color and racist ads were selected. In this case, the model was insignificant $F(1,28)$ = 2.36, p = 0.136, R^2 = .08. People of Color's Group Identification had no significant influence on their answers to the Ad Attitude questionnaire for racist ads (β = .28, p = .136). Hypothesis 1e is rejected.

With Caucasian individuals, however, the model was proven to be significant $F(1,28)$ = 12.01, p = .002, R^2 = .30. Caucasian participants' Group Identification had a positive significant influence on their attitude towards racist advertisements, (β = .55, p = .002). Hypothesis 1f is also rejected.

4.2.2 Race Effect on Ad Cognitive Assessment

The same test process was also conducted for the Cognitive Assessment phase of the Affect Transfer Theory. A two-way ANOVA was thus also conducted in order to study whether Cognitive Assessment changes depending on race and the different types of advertisements. Similarly to Ad Attitude, the test revealed no significant effect for race on Cognitive Assessment, $F(1,174)$ = 1.00, p = .319, η_p^2 = .01. However, there was revealed to be a significant main effect for the different advertisement kinds and Ad Attitude, $F(2,174)$ = 18.92, p < .001 η_p^2 = .18. The interaction between race and the different ad groups was also revealed to be insignificant when it comes to Ad Cognitive Assessment, $F(2,174)$ = 1.16, p = .317, η_p^2 = .01

Delving deeper into how the Cognitive Assessment changes depending on the type of ad, a t-test revealed a significant difference between the Cognitive Assessment of non-inclusive advertisements (M = 5.20, SD = 1.09) and those that are inclusive (M = 5.64, SD = .94), $t(118)$ = -2.35, p = .021. Hypothesis 2a is accepted.

Additionally and also similarly to the Ad Attitude process, Simple Regression tests were conducted in order to understand how Group Identification influences the rating of the Cognitive Assessment of each ad group. An analysis with Cognitive Assessment as criterion

and Group Identification as predictor with Caucasians and non-inclusive ads selected revealed an insignificant model, $F(1,28) = 2.89$, $p = .100$, $R^2 = .09$, Group Identification for Caucasians thus had no effect on their Cognitive Assessment of ads that are not inclusive ($\beta = .31$, $p = .100$). However, when People of Color were selected with the same advertisements, the results were significant, $F(1, 28) = 37.83$, $p < .001$, $R^2 = .58$. Group Identification for People of Color had a positive significant influence on Cognitive Assessment for brands that are not inclusive ($\beta = .76$, $p < .001$). Hypothesis 2b is rejected.

When it comes to People of Color and inclusive advertisements, the model was significant $F(1, 28) = 13.36$, $p = .001$, $R^2 = .41$, thus meaning that People of Color's Group identification reflected positively on their attitude towards inclusive ads ($\beta = .32$, $p = .001$). The same can be said about the significance of the model that includes Caucasian individuals $F(1, 28) = 6.80$, $p = .014$, $R^2 = .20$ which also means that Caucasian individuals' Group Identification had a positive effect on their Cognitive Assessment of inclusive ads ($\beta = .44$, $p = .014$). Hypothesis 2c is thus rejected.

A t-test also revealed that Cognitive Assessment towards inclusive advertisements ($M = 5.64$, $SD = .94$) was significantly higher than that of racist advertisements ($M = 4.35$, $SD = .94$), $t(118) = -5.85$, $p < .001$. Another t-test also revealed a significant difference between the Cognitive Assessment of non-inclusive advertisements ($M = 5.2$, $SD = 1.09$) in which it was also significantly higher than that of racist advertisements ($M = 4.35$, $SD = .94$), $t(118) = 3.69$, $p < .001$. Hypothesis 2d is accepted.

The second Simple Regression Analysis with the same predictor and criterion, but with People of Color and racist ads revealed an insignificant model $F(1, 28) = 1.86$, $p = .184$, $R^2 = .06$. People of Color's Group Identification had no significant influence on their answers to the Cognitive Assessment questionnaire for racist ads ($\beta = .25$, $p = .184$). Hypothesis 2e is rejected.

The model was proven to be significant, however, when Caucasian individuals were selected $F(1, 28) = 26.75$, $p < .001$, $R^2 = .49$. Caucasian participants' Group Identification had a positive significant influence on their Cognitive Assessment of racist advertisements, ($\beta = .70$, $p < .001$). Hypothesis 2f is therefore accepted.

4.2.3 Race Effect on Brand Attitude

In the case of Brand Attitude, a three-way ANOVA was conducted due to the fact that there are two different groups that completed the Brand Attitude questionnaire: both those

belonging to the test group and control group. The test here shows whether Brand Attitude changes depending on race, the different groupings of advertisements and whether the individual watched the advertisements or not.

The test revealed no significant effect for the interaction between race and type of ad when it comes to Brand Attitude $F(2,348) = 1.25$, $p = .287$ $\eta_p^2 = .01$. Similarly, there appears to be no significant effect on the pairing of race and the grouping of participants (control or test groups) and the answers given within the Brand Attitude survey, $F(1,348) = .00$, $p = .949$, $\eta_p^2 = .00$ However, there was revealed to be a significant main effect for the interaction between the different types of ads and the grouping of participants on their Brand Attitude, $F(1,348) = 12.45$, $p < .001$, $\eta_p^2 = .07$. The interaction between all three variables participant grouping, ad types and race was deemed to be insignificant when it comes to Brand Attitude, $F(2,348) = .63$, $p = .534$, $\eta_p^2 = .00$.

More t- tests were conducted in order to better understand why ANOVA revealed a significant effect for the interaction between types of ads and the grouping of participants on Brand Attitude.

The t-tests showed a significant Brand Attitude change when it comes to ads that are not inclusive between those within the test group ($M = 5.44$, $SD = .14$) in which it was much higher than that of those belonging to the control group ($M = 4.83$, $SD = .14$), $t(118) = 3.04$, $p = .003$. However, in the case of inclusive advertisements, there seems to be no significant difference between the Brand Attitude of the test group ($M = 5.80$, $SD = 1.02$) and that of those in the control group ($M = 5.49$, $SD = .94$), $t(118) = 1.71$, $p = .091$.

More importantly, the test revealed no significant difference between the answers given by the test group with the inclusive advertisements ($M = 5.80$, $SD = 1.02$) and the test groups of those that are not inclusive ($M = 5.44$, $SD = 1.08$), $t(118) = 1.86$, $p = .065$. However, for the control group of brands with inclusive advertisements ($M = 5.49$, $SD = .94$), the results were significantly higher than those of the control group with brands that use ads that are not inclusive ($M = 4.83$, $SD = 1.12$), $t(118) = 3.50$, p = .001. Hypothesis 3a is rejected.

Similarly to the previous steps, Simple Regression Analyses were conducted to understand the interplay between Group Identification and the way both Caucasian individuals and Persons of Color rated their Brand Attitude within both the control and test groups. An analysis with Brand Attitude as criterion and Group Identification as predictor with only People of Color, not inclusive brands and test group selected revealed a significant model, $F(1,28) = 39.5$, $p < .001$, $R^2 = .59$. Group Identification for People of Color thus had a positive significant influence on their Brand Attitude within the test group ($\beta = .77$, $p < .001$).

However, for the control group, the model was deemed insignificant, $F(1.28) = 2.57$, $p = .120$, $R^2 = .08$. This means that Group Identification for People of Color with the control group had no significant influence on their Brand Attitude ($\beta = .29$, $p = .120$).

Another analysis with the same predictor and criterion but with Caucasians, ads that are not inclusive and test group selected, was conducted. The test revealed an insignificant model, $F(1,28) = .19$, $p = .667$, $R^2 = .01$. Group Identification for People of Color thus had an insignificant influence on their Brand Attitude within the test group for ads that are not inclusive ($\beta = .08$, $p = .667$). For the control group, though, the model was found to be significant $F(1,28) = 8.72$, $p = .006$, $R^2 = .24$. Thus, Caucasian individuals' Group Identification had a positive influence on their Brand Attitude within the control group of brands that otherwise have ads that are not inclusive ($\beta = .49$, $p = .006$). Hypothesis 3b is rejected.

The model focusing on People of Color within the test group and inclusive ads was deemed to be significant $F(1,28) = 10.78$, $p = .003$, $R^2 = .28$. There thus seems to be a positive effect of Group Identification on Brand Attitude here ($\beta = .53$, $p = .003$). For the control group, however, the model was insignificant $F(1,28) = 1.05$, $p = .316$, $R^2 = .04$. This means that there is no effect of Group Identification on Brand Attitude ($\beta = .19$, $p = .316$).

For Caucasians, similarly, the model for the test group was deemed significant $F(1,28) = 13.75$, $p = .001$, $R^2 = .33$. There is, therefore, a positive effect for Group Identification on Brand Attitude ($\beta = .57$, $p = .001$). When it comes to the control group, however, there appears to be no significance to the model, $F(1,28) = 1.69$, $p = .205$, $R^2 = .06$. There exists no effect of Group Identification on Brand Attitude for Caucasian individuals within the control group and brands that otherwise have inclusive advertisements ($\beta = .29$, $p = .205$). Hypothesis 3c is rejected.

Additionally, when it comes to racist brands, the Brand Attitude of those belonging to the test group ($M = 4.54$, $SD = .91$) is significantly lower than that of those belonging to the control group ($M = 5.28$, $SD = .91$), $t(118) = 3.33$, $p = .001$.

The Brand Attitude for the test group with inclusive advertisements ($M = 5.80$, $SD = 4.54$) was significantly higher than the test group with racist advertisements ($M = 5.54$, $SD = 1.48$), t($118) = 5.44$, $p < .001$. This is in contrast with the control groups of both inclusive ads ($M = 5.50$, $SD = 0.94$) and racist ads ($M = 5.28$, $SD = .91$), $t(118) = 1.25$, $p = .216$ that were not significantly different.

The same can be said when it comes to the results of the not inclusive test group ($M = 5.44$, $SD = 1.08$) and the test group for racist ads ($M = 4.54$, $SD = 1.48$), $t(118) = 3.82$, $p <$

.001.The Brand Attitude of the control group of brands with racist ads ($M = 5.28$, $SD = .91$) is actually significantly higher than those belonging to the control group with ads that are not inclusive ($M = 4.83$, $SD = 1.12$), $t(118) = 2.42$, $p = .017$. Hypothesis 3d is thus accepted. For People of Color with the test group for ads that are racist, there appeared to be no significance, $F(1,28) = 2.58$, $p = .119$, $R^2 = .08$. Group Identification thus had no effect on Brand Attitude in this case ($\beta = .29$, $p = .119$). However, for the control group, there was a significant model, $F(1,28) = 5.22$, $p = .030$, $R^2 = .16$, meaning that Group Identification had a positive effect on their Brand Attitude ($\beta = .40$, $p = .030$). Hypothesis 3e is rejected. When Caucasians within the test group were tested for their Brand Attitude with the same ads, the model was significant, $F(1,28) = 19.69$, $p < .001$, $R^2 = .41$. This means that Group Identification had a positive effect on Brand Attitude when it comes to racist advertisements with Caucasian participants in the test group ($\beta = .64$, $p < .001$). Similarly for the control group, the model was found to be significant $F(1,28) = 9.01$, $p = .010$, R2= .24. Group Identification had a positive effect on Brand Attitude within this case ($\beta = 0.49$, $p = .006$). Hypothesis 3f is rejected.

5 Discussion and Conclusion

As discussed earlier, the aim of this study was to flip the tables around and study the effects of the different types of advertisements on the eventual brand associations created by Caucasian individuals as opposed to that of People of Color, due to the scarcity of research within this theme. The process adopted by this research was a comparison between the effects of these advertisements on People of Color and Caucasian individuals in order to determine how brand association differs between the two groups. This section of the study thus delves deeper into the findings in order to make sense of them in relation to theory and to finally give an answer to the research question by examining the hypotheses.

5.1 Race Effect on Ad Attitude

Studies have proven that when it comes to the creation of brand association, advertisements can have the biggest effect on the perception of consumer on the product, as they are oftentimes the first instance in which potential consumers interact with the brand (Bonnici, 2015). One of the most accurate theories that study the process in which brand association is created is the Affect Transfer Theory through its 3 different stages, with Ad Attitude as its first phase (Pham et al., 2013). The theory dictates that the first instinct when it comes to watching an advertisement is the ability to judge how creative and unique the commercial is at first glance (Pham et al., 2013). Ad Attitude is integrated within the study to see how the different participants interacted with the advertisement before they even got the chance to process its message.

With the Social Identity theory comes the belief that individuals tend to process products in relation to where they stand within society. The assumption is that individuals tend to want to protect their group's reputation by trying to be perceived as accepting and tolerant (Ellemers, 2017), allowing the assumption that Caucasian individuals will tend to preach inclusivity and will be accepting of minority representation in order to show themselves and the world that their group is to be seen in a bright light. They will subsequently favor acceptance over their own need for inclusivity. However, when it comes to People of Color who are otherwise underrepresented and tend to be more prone to experience racism, they will experience In-Group Bias and will favor representation and inclusivity that they scarcely receive (Lam & Seaton, 2016).

The outcome of the study, though, refuted this expectation. It was found that both groups of individuals tended to have high Ad Attitude towards both inclusive and not inclusive advertisements similarly. They were not rated significantly differently, making that inclusive advertisements were actually not better received when it comes to their creativity and uniqueness than advertisements that are not inclusive. Inclusivity does not differ much from the lack of it when it comes to the very first thoughts on the particular advertisement ($\neq$H1a). Additionally, while it was previously believed that race is the determining factor when it comes to the creation of attitude towards advertisements, there was essentially revealed to be no significant effect when it comes to race and its interplay with Ad Attitude. Both Caucasian individuals and Persons of Color had very similar Ad Attitudes when it comes to inclusive and not inclusive advertisements. The main difference perceived, however, is how much their group identification correlates with their decision when it comes to their attitude.

Because of the theory of In-Group Bias, it was believed that the more Caucasian individuals related to their own group and saw themselves as a part of it, the more likely they were to have higher attitude than People of Color when it comes to advertisements that are not inclusive. This is due to the fact that the theory of In-Group Bias dictates that people who feel like they belong to their group tend to relate to those who resemble them more than those who do not, meaning that the more they related to their group, the more likely they were to prefer their peers over others (Lam & Seaton, 2016). This theory does not stand when it comes to advertisements, however, as it was found that group identification had no significant effect on the attitude of Caucasian individuals who viewed advertisements that are not inclusive. Surprisingly though, group identification did have a significant effect when it comes to how People of Color perceived these same advertisements. The higher People of Color rated their belonging, the higher they rated their Ad Attitude of advertisements that are not inclusive ($\neq$H1b).

The same theory of In-Group Bias can also be applied to People of Color. However, even though People of Color's Ad Attitude had a bigger correlation to their group identification when it comes to inclusive advertisements than Caucasians, it was also proven that there was no significant difference between both races when it comes to how they rated their attitudes ($\neq$H1c).

In accordance to theory, the Black Sheep Effect dictates that individuals belonging to a group will be quick to shun any individual or message coming out of their group that could potentially cause that same group to gain a bad reputation, due to the fact that the status of the group also reflects on the individuals and the way they are personally perceived by society

(Marques & Yzerbyt, 1988). It was assumed that that would be the case for the Caucasian participants within the test group when it comes to their attitude towards racist advertisements. Similarly, an identical inference can be made when it comes to the People of Color within the test group who will abide by the In-Group Bias theory, in which individuals tend to feel certain solidarity with others who resemble them (Lam & Seaton, 2016), an act of racism against their group is likely to cause a negative reaction from members of that same group. The results of this study proved the authenticity of these assumptions, as racist advertisements were met with the lowest Ad Attitude when it comes to both groups (=H1d). Based on these assumptions, it was hypothesized that People of Color with high group identification will tend to also have high In-Group Bias, meaning that the higher their group identification was, the more they were likely to reject racist advertisements. Interestingly, the level of group identification seemed to have no effect on People of Color's attitude when it comes to racist advertisements, even though they were still rated quite low. This means that their shunning of racist advertisements does not necessarily stem from their feelings of unity (≠H1e)

Likewise, it was believed that Caucasian individuals who have high group identification will also tend to adhere to the Black Sheep Effect more, as they will most likely feel stronger about their group and they will want to protect its reputation more. However, the opposite was proven to be true. The results showed that, in actuality, the more Caucasian individuals related to their group and felt like they were a part of it, the more likely they were to rate their attitude towards racist advertisements positively instead of negatively. This means that in this case, the Black Sheep Effect does not stand to be true when it comes to people with high group identification (≠H1f).

In summary, when it comes to their attitude towards the different advertisements, there seemed to be no difference between the two groups of individuals at first glance. Both groups, Caucasian and People of Color, seemed to rate their attitude towards inclusive advertisements similarly to the way they rated that of advertisements that are not inclusive. Delving deeper, it is proven that Group Identification can have major effects when it comes to individuals' attitude towards the different types of advertisements. Thus, Caucasian individuals in general seemed to have positive attitude towards both inclusive and not inclusive advertisements similarly and negative attitude towards racist advertisements. But with a deeper inspection of the results, it appears that the more Caucasian individuals felt like they belonged to their groups, the more likely their identity was to dictate their attitudes towards advertisements that revolved around People of Color (whether racist or not). The

more Caucasian individuals' Group Identification was stronger, the more likely they were to have a higher attitude towards both racist and inclusive advertisements, whereas their Group Identification had no significant effect on their attitude towards advertisements that are not inclusive.

With People of Color, the results were similar when it comes to their ratings of their general Ad Attitudes, however a deeper inspection shows that the more they felt highly about their group, the more their identification correlated with their attitude when it comes to inclusive and not inclusive advertisements rather than ones that are racist.

5.2 Race Effect on Cognitive Assessment

Cognitive Assessment, the second phase of the Affect Transfer Theory, is where the processing of the advertised information happens. Here, consumers take in the information they visualize and assess it depending on their own moral compass. This is the phase in which the consumer associates an emotion to the commercial itself (Pham et al., 2013). This process is oftentimes correlated to the consumer's first impression of the advertisement (Ad Attitude), transforming their initial impression into emotions (Pham et al., 2013). Given that information, it becomes possible to assume that the same angle that the participants adopted within their attitude towards the advertisements will also carry on within this phase, making that the hypotheses within this phase follow the same line of thought as those in the first one. It was assumed that, similarly to the consumers' Ad Attitude, the participants would also tend to have higher Cognitive Assessment of inclusive advertisements than those that are not inclusive, given the same reasoning. Surprisingly though, while race had no effect on the Cognitive Assessment of the two groups of consumers, there seemed to be higher assessment of inclusive advertisements over ones that are not, contrary to Ad Attitude (=H2a) . However, the differences between the results given within Ad Attitude and Cognitive Assessment stop with H1a and H2a.

Group Identification was also studied within this phase in order to see whether there exists a correlation between the consumer's sense of belonging to their group and their Cognitive Assessment of ad messages. Similarly to phase 1, Caucasian individuals' Group Identification appeared to have no significant effect on their high rating of inclusive advertisements. While they have high assessment of the advertised messages, the reasoning behind their answer seems to not be due to In-Group Bias, given that their Group Identification did not dictate their answers. However, when it comes to People of Color, there appeared to be a significant

correlation between their Group Identification and their assessment of advertisements that are not inclusive (≠H2b).

Results also showed that the more People of Color related to their group, the more likely it was for their group identification to be reflected on their answers. While the same is true for Caucasian individuals as well, the outcomes of the ANOVA test showed that there is no difference between the Cognitive Assessment of both groups of individuals, (≠H2c).

The Cognitive Assessment of racist advertisements, on the other hand, was generally negative for both groups almost equally, meaning that there was no significant difference between the answers given by People of Color and Caucasian people. The advertisements were the least liked between all three and were, in fact, cognitively assessed lower than advertisements that happen to not be inclusive (=H2d). At first glance this would mean that the Black Sheep Effect theory stands true for Caucasians, while People of Color rather stand by the theory of In-Group Bias when it comes to racist advertisements.

Similarly to Ad Attitude, delving deeper into the effect of Group Identification and the process in which participants rated their Cognitive Assessment of racist advertisements proved to have different results for the two groups. For one, People of Color's level of identification with their group had no effect on their Cognititve Assessment of racist advertisements, rejecting the theory of In-Group Bias and solidarity in this case, as it is established that for the theory to hold true, the more people felt like they belonged to their group, the more likely they were to reject ideologies that were offensive to those who resemble them (≠H2e).

Similar to Ad Attitude, the more Caucasian individuals felt like their group represented them, the more likely they were to accept racist advertisements when they included minorities. This means that the previously assumed Black Sheep Effect for Caucasians with higher Group Identification within this study is yet again rejected (≠H2f).

One could say that differently to Ad Attitude, inclusive advertisements were better cognitively assessed than ones that are not inclusive within the minds of both Caucasian individuals and People of Color similarly. Racist advertisements were also regarded by both groups as having undesirable messages in comparison to both inclusive and not inclusive advertisements. Meaning that in this case, while their seems to be no differences in the opinions of both groups, there happens to be a difference in their Cognitive Assessment of the different advertisements, where inclusive ads are the best regarded when it comes to their messages, followed by those that are not inclusive and finally ones that are racist.

Group Identification's effect on the Cognitive Assessment of the advertisements also seemed to be different within the groups in this phase, where the results appear to be similar to those of Ad Attitude and in which Caucasian individuals' high Group Identification seems to influence their opinion on ads that feature people of color more significantly than advertisements that do not.

With People of Color, on the other hand, Cognitive Assessment of advertisements seems to be dictated by Group Identification in the case of those that are inclusive and not inclusive, while racist ad assessment seems to not be significantly influenced by Group Identification.

5.3 Race Effect on Brand Attitude

Finally, the last phase of the Affect Transfer theory being Brand Attitude derived from the attitude towards advertisements and the cognitive assessment they illicit, allows us to create an idea of what future brand associations related to the different types of advertisements will be (Pham et al., 2013).

Because Brand Attitude, in the field of advertisement, is mostly the product of both Ad Attitude and Cognitive Assessment of the different advertisements, it is also possible to assume that the same train of thought and emotions associated to the two previous phases could also be applied in process' final stage.

Thus, it was assumed that attitude towards brands that include diversity in their advertisements will also be higher than that of those that don't. However, the results of the t-test revealed no significant difference between the Attitude towards brands that are inclusive and those that are not, after having watched the respective advertisements ($\neq$H3a). This result is especially significant because of the opinion change between those who have watched the advertisements and those that have not. The control group, having not watched the advertisements had a higher brand attitude towards both Ikea and Adidas (associated with the inclusive advertisements within the test group) than they did towards Easyjet and Coca-Cola (associated with advertisements that are not inclusive). This means that advertisements actually do sway the opinions of consumers when it comes to brand preferences, meaning that the theory of advertisements being one of the biggest builders of Brand association is thus true.

When it comes to race, though, the two groups also exhibited no different opinions when it comes to their attitudes towards the different types of brands. They did, however, exhibit

differences in how their group identification influenced their attitude that can be very closely linked to the answers given within the previous two phases.

Caucasian individuals' Group Identification does not play a role in their answers given when it comes to their attitudes towards brands that do not feature People of Color in their advertisements, a striking difference from the control group in which Caucasian individuals' Group Identification had a 24% correlation with their Brand Attitude of Easyjet and Coca-Cola. Interestingly, People of Color's Group Identification actually played a role when it comes to their Brand Attitude within the test group, with an explained variance of a whopping 56%. There was also no major significance between the attitude towards brands that are inclusive and those that are not within Caucasian participants in the test group (≠H3b).

When it comes to People of Color, it was revealed through the test that their Group Identity influenced their opinion on inclusive advertisements significantly by 28%, similarly to that of Caucasian individuals whose identity influenced their decision slightly higher (33%). There seems to be no significant difference between the Brand Attitude of both Caucasian individuals and Persons of Color (≠H3c). These results are especially interesting given the fact that the group identity of both groups of individuals within the control group had no significant effect on their Brand Attitude when it comes to brands that otherwise employ inclusive advertisements. This means that, for both groups, watching advertisements indeed does alter brand perception as was previously mentioned.

When it comes to brands with racist advertisements, there also seems to be a general negative attitude between Caucasians and People of Color after having watched the advertisements, in which attitudes towards brands with racist advertisements were significantly less high than those with inclusive and not inclusive advertisements. The Brand Attitude towards Nivea and Heineken (associated with racist advertisements within the test group) in the control group was significantly higher than that within the test group. Both groups of races almost completely similarly changed their opinion after watching the advertisement, since in the control group, these two brands were also associated with better attitude than Coca-Cola and EasyJet (not inclusive within test group) and had similar brand attitude towards Ikea and Adidas (otherwise with inclusive ads) (=H3d).

When exploring Group Identification with People of Color within the test group and their attitude towards brands with racist messages, there seems to be no significant correlation. Their relation to their culture and background seems to insignificantly influence their attitude towards Nivea and Heineken after having seen their racist advertisements. Those who did not

watch the ads, however, seemed to allow their Ground Identification to significantly correlate with their Brand Attitude by 26%, in this case. So, while there is a general disliking of racist brands within the minds of People of Color, there seems to be no correlation when it comes to the level in which their Group Identification influences their decision (≠H3e).

Based on the results of Ad Attitude and Cognitive Assessment, it comes as no surprise that Caucasian individuals' identity within their group has a positive impact on their score when it comes to Brand Attitude as well. Similarly to the previous two stages, it seems that the more Caucasian individuals felt strongly about their group, the more likely they were to have higher attitude towards brands that are racist. This significance is lower than that of Caucasian individuals within the control group's attitude towards these same brands (≠H3f).

In summary, it is possible to say that advertisements had an impact on the way the different brands are perceived, as individuals tended to change their opinions on the brand after having watched the different commercials, especially ones that are racist. This means that messages and plot within advertisements do alter eventual brand associations, given the fact that they influence Ad Attitude, Cognitive Assessment and eventually Brand Attitude, the key to Brand Association.

Similarly to the two previous phases, Caucasian individuals and People of Color had almost the same Brand Attitude throughout the experiment. Group Identification played similar roles within this phase as it did in the two others, as Caucasian individuals' group identity tended to affect their attitude towards inclusive advertisements and racist advertisements positively, while it had to significance when it comes to their attitude of brand that are not inclusive. When it comes to People of Color, group identity played a role in their high attitude towards inclusive and not inclusive brands, however it had no significant correlation when it comes to their brand attitude towards advertisements that are racist.

Table 3: Hypotheses Outcomes

Hypothesis	Outcome
H1a	×
H1b	×
H1c	×
H1d	✓
H1e	×
H1f	×
H2a	✓
H2b	×
H2c	×
H2d	✓
H2e	×
H2f	×
H3a	×
H3b	×
H3c	×
H3d	✓
H3e	×
H3f	×

5.4 Potential Explanations and Brand Associations

Because the Affect Transfer Theory is a believed to be a linear process, Brand Attitude is a product of Ad Attitude followed by Cognitive Assessment. As demonstrated, the three phases appear to be reflections of very close attitudes, it thus becomes possible to group the three stages together and have them be explained together instead of separately. Since a large number of assumed hypotheses were rejected, it is imperative to explain the results through potential alternate theories that could aid in making sense of the process.

When it comes to advertisements, often advertisers focus on creating a feel good commercial that sets the consumer on a journey that elicits positive emotional responses to the advertised message. The advertiser is thus able to create a positive feel surrounding the product through the advertisements, through the manipulation of tone and pleasant emotions (Guens et al., 2014). The advertised message thus, above all, is often a major key towards setting and creating positive brand attitudes. According to theory, the emotional positivity that ads evoke often are equal to the impact that creativity and uniqueness can have on brand attitude and associations (Guens et al., 2014). Thus, it might be possible to assume that the reason there seemed to be no difference between Caucasian individuals and People of Color's attitude towards inclusive and not inclusive advertisements is because, to the participants, the advertised message and overall essence and feel of the advertisements could trump the consumer's need for personal representation for People of Color and defense of the group for Caucasian individuals. This means that when it comes to advertising, in general, there seems to be no striking differences between the opinions of Caucasian and People of Color consumers.

Because of the fact that racist advertisements were disregarded by both Caucasians and People of Color similarly, it could be possible to assume that the Black Sheep Effect and In-Group Bias theories took place. However, because the study also encompassed an analysis of how Group Identification influences these opinions, the theories might seem to not stand. Indeed, the more Caucasian individuals seemed to be attached to their group, the more likely they were to have good perception of racist advertisements, contrary to what was initially believed to be true. Interestingly, these same individuals' identification with their group tended to positively influence their perception of brands with inclusive advertisements. According to research on the psychological costs of racism on Caucasian people, these people could be described as empathetic but unaccountable. These individuals tend to be very aware of minority struggles, thus their ability to empathize with them and demand their

representation and inclusivity, allowing for an increased acceptance of diversity within their minds (Anderson et al., 2011). But paradoxically, these same people's identity also makes them unaware of the fact that they are privileged within society, thus often making them miss marks on what is right and wrong when it comes to other groups. This creates a lack of understanding of what others could easily identify as racist. They simple cannot see and identify the racist meaning, as they do not necessarily have the type of white guilt that could alert them of it (Anderson et al., 2011). In other words, due to the fact that they miss on the racist queues within these advertisements, they could mistake racism for inclusivity due to the unconscious lack of feeling of guilt when it comes to the wrongs that their group has committed. Consecutively, Caucasian individuals who rather do not have high levels of Group Identification and thus also have low opinions of racist advertisements could be described as having informed empathy and guilt. These people, contrary to those described previously, tend to know their privilege within society and thus feel guilty towards the wrong that the others within their group have committed (Anderson et al., 2011). The ability to pinpoint when others within their group have committed wrong against other out-group members, thus creating a Black Sheep Effect, seems to rather stem when the individuals do not feel strongly about their group.

The fact that these same individuals' Group Identification played no role in their perception of advertisements that are not inclusive, even though it was previously believed that it would, could be due to the fact that they are likely at the stage of pseudo-independence of the White Racial identity model (Helms, 1992). It was previously established that Group Identification is a big factor when it comes to ads that include People of Color (whether racist or not) but not when it comes to advertisements that only feature in-group members. These people are focused on the creation of inclusive environments that aid individuals in getting rid of their struggles. This theory could fit as an extension to the one stated above, as these Caucasian persons are at a phase where they are indeed members of their race but would usually rather turn to messages that approve and enforce their efforts to create inclusion for others, hence the interaction between Group Identification and inclusive advertisements but not with those that are not. The individuals struggle, however, to understand how they could fit within their group all while being anti-racist and promoting inclusivity, a sort of internal identity crisis (Helms, 1992). Another reason why Group Identification does not influence Caucasian people's perception of advertisements that are not inclusive could be rooted in the very fact that their race is very highly represented already. As previously discussed, the advertising world is highly saturated with advertisements that are only representative of the

Caucasian race (Gram, 2007). In this case, the In-Group Bias that could lead to favoring of the brands that are not inclusive actually does not occur. Particularly here, that is due to the fact that Caucasian individuals have traditionally not been oppressed throughout history, they thus unconsciously do not have to feel as if they need to protect their group. Their identity within the group does not necessarily create bonds with other in-group members to them, thus lessening their solidarity with other peers, making that their group identity does not come into play when it comes to their perception of these particular advertisements and their appreciation of them (Luhtanen & Crocker, 1992).

Additionally, as discussed above, astonishingly different results were found when it comes to how Group Identification correlates with the opinions of People of Color on the different brands and that could be explained through several different theories. The theory of In-Group Bias could be confirmed with People of Color due to the correlation between their group identity and their positive perception of inclusive advertisements, especially given the fact that they are oppressed minorities who long for representation given the mostly white-washed history of the media (Seiter, 1990). However, it is also true that there is similarly a correlation between high Group Identification and high perception of advertisements that are also not inclusive. While it could be said that People of Color really do long for representation due to their connection to their minority group, that same connection could be the reason why they also tend to internalize ideologies and norms that the majority group follows (Berry, 2005). This creates a sort of split identity where the minority is able to preserve their culture while assimilating that of the majority, which in this case would be defined as the Caucasian culture. They tend to want to preserve the core of who they are, but also want to fit in, thus assimilating majority norms. According to the Ethnic Minority segment of the Stages of Racial Identity Development, these individuals do not lose their own background, but rather mold their identity into one that is comprehensive of both cultures (Berry, 2005). Hence, the more these individuals relate to their group, the more they have internalized norms from belonging to both cultures.

Additionally, according to a study conducted in 2003, racism is to be found in all aspects of life. Minorities have to succumb to it in the most mundane of places throughout their lives: "Racism is to be found in all parts of the world. It is present in the workplace, in education, in health care and in the courts. It is to be found in the media and the Internet" (Boyles, 2003, p. 1). Guess (2006) differentiates between two types of racism: racism by intent, in which the oppressor is voluntarily persecuting the minority due to personal ideologies, while racism by consequence operates within institutions and is the product of the

existence of racism within society. Both definitions are exclusive of class, background, gender... meaning that racism is a potential hazard that any Person of Color might experience throughout their life, regardless of who they are and who they present themselves as to society (Guess, 2006). In the case of advertisements, oppression and stereotypes are thus created by consequence and as a reflection of existing ideologies within society. Discrimination thus affects People of Color regardless of how much they feel like they belong to their specific group. Whether they have a strong belonging to their group or not, they have very likely experienced racism firsthand due to its presence in all aspects of their lives no matter who they are within society, meaning that they do not have to feel a certain solidarity with other members within their group in order to reject and shun the idea of racism and its representation, as it affects them on a personal level. This theory is perfectly represented within this study, as it appear that People of Color's group Identification seems to have no effect on their perception of racist brands; they experience racism regardless.

Through an analysis of the results and thanks to the direct correlation between the Affect Transfer Theory and the creation of brand associations, it would be safe to say that both Caucasians and People of Color will have the same eventual positive association towards inclusive and not inclusive brands, while maintaining a negative association towards brands that showcase racist advertisements.

It thus become possible to also infer that while there is no significant difference between the races when it comes to their overall attitudes towards the different types of brands, it is possible to say that the eventual associations created through exposure to the different types of advertisements are differently influenced by the Group Identifications within the two group.

5.5 Limitations of the Research

While the research was proven to be successful with valuable results, it is important to note that it is not void of limitations and fallacies. One of the variables that could have swayed the results shown within the research is the fact that participants came only from 40 different countries, even though it was initially supposed to be a more comprehensive study with more countries and nationalities involved. Had the participants been spread out a little more across the globes, the results could have potentially been slightly different. However, due to the scarcity of time and the smaller possibility of reach due to the COVID-19 epidemic, that was not possible. This issue is especially significant given the fact that more

participants came from the United States than any other country, making that the results could also be more homogenized than initially intended given the option of exposure to the same advertisements throughout their lives and the similarity of cultures and education.

The advertisements chosen for this specific research were part of campaigns for major international brands. EasyJet, Coca-Cola, Ikea, Adidas, Heineken and Nivea are all very well-known global brands which makes that the participants might have had some previous experience with some, if not all, of them. This means that their viewing of the advertisements might not have been the first time they interacted with the brands. In this case, their experiences having used the product might have swayed their attitude towards it making that the opinions given might have been slightly biased within the test group specifically. This is especially true given the fact that product experiences and uses are a big pillar when it comes to the creation of brand association (Camiciottoli et al., 2014).

Furthermore, the scale used to assess Group Identification encompassed questions about how the participants regarded their belonging to their own group with the addition of how they regarded their group within society and how out-group members perceived it. This means that the variable created encompassing the different elements of the scale does not purely represent Group Identification, but also how the group is perceived by society. The results thus could have slightly been swayed given this information.

Additionally, when it comes to the analysis and before the creation of a new variable, some Paired Samples t-tests revealed a significant difference between the variables, especially with Ad Attitude when the two advertisements of the same type were compared. While usually this means that a new variable should not be computed due to the disparities of the answers given within the scale, this fact was ignored for practicality reasons. It is thus imperative to think of these specific findings as limitations to the study due to the fact that, while there was a new variable computed that encompassed both sets of variables, the two had significantly different means and did not necessarily match when it comes to the answers given.

Finally, while it is believed that the Affect Transfer Theory is a linear process going from Ad Attitude to Cognitive Assessment and finally Brand Attitude, there seemed to be one particular difference when it comes to the Cognitive Assessment phase compared to the other two. Within this particular stage, the t-test revealed a significant preference of inclusive advertisements compared to those that were not. Given the fact that this was not the case when it comes to Ad Attitude and Brand Attitude (the determining phase when it comes to eventual Brand Associations) this difference was ignored in order to be able to explain the

obtained results, as the process of the Affect Transfer Theory is supposed to be perfectly linear and given the fact that this was the only perceived difference between the three phases.

5.6 Conclusion and Future Research

This research has shown that while there is no difference between the general opinion of People of Color and Caucasian individuals when it comes to their perception of racist, inclusive and non-inclusive advertisements, it has also shown that the audience reacts very differently to the brand depending on the type of advertisements that it adopts. This has proven to be true especially given the fact that people tended to change their opinion on the brand after having seen the respective commercials. Group Identification in this study is used to try and understand how these opinions are formulated.

While a generalization of the results could be made, Group Identification is used within this research to show that the study of an audience is not as simple as it may seem. Within the group, opinions could very well differ depending on how the different individuals perceive themselves in relation to their peers and society. The thesis shows that a homogenized study of the audience delivers results, but is not complete, as an understanding of where the different opinions come and stem from is important in order to better mold the different advertisements.

Through the use of the Affect Transfer Theory proposed by Pham et al. (2013), an analysis of how the different types of advertisements affect Ad Attitude, message Cognitive Assessment and subsequently Brand Attitude was conducted, revealing that there is a general favoring of both inclusive and non-inclusive advertisements similarly. This means that while diversity within the advertising sector is very much appreciated and praised, the lack of it seems to also be accepted as long as the message is coherent and pleasant, resulting in positive associations towards these particular brands. The results thus build on existing studies around media diversity by showing that similarly to People of Color, Caucasian individuals are also very fond of inclusivity and representation as it is a way for them to show their group's tolerance and openness to the out-group. This is highlighted through the fact that the higher Caucasian individuals and People of Color's Group Identification, the higher their liking of brands that employ inclusive advertisements tended to be. The liking of brands whose advertisements are not inclusive within minorities, however, is due to the internalization of the majority's ideologies, while that of Caucasian individuals is not

correlated to their identity within their group given the fact that they are generally not oppressed and do not need to protect their reputation.

On the other hand, however, the results of the research conducted also show that both People of Color and Caucasian individuals tend to change their opinion on a brand after having experienced watching its racist advertisements. While Caucasian individuals with strong Group Identification tend to not catch-on to racist messages, there seems to be a general disliking of stereotypical and offensive advertisements explained through the Black Sheep Effect and the propagation of racism within People of Color's everyday lives. This entails a subsequent negative association towards these specific brands, meaning that the thesis does indeed complete its role in highlighting how deteriorating racism within advertisements can be within the minds of all segments of society, not just those belonging to minority groups, indeed creating a sort of solidarity within communities.

When it comes to diversity within advertisements, this thesis shows that there is no difference between the perception of Caucasian individuals and People of Color, making that the latter should not be dismissed when it comes to studies that include the theme of diversity within advertisements, as the employment of People of Color or the lack of it does indeed influence their brand associations and subsequently their purchasing power and desires very similarly to those of People of Color. In other words, diversity and racism within advertisements influence subsequent purchases of both groups of individuals, positively for the former and negatively for the latter.

Additionally, while it was established through the study that race in and of itself is not a determining factor when it comes to the perception of the different types of diversity within advertisements, the research only focused on individuals with university backgrounds as it is theorized that the higher a person's educational background, the more likely they are to be aware of disparities and injustice within society. What would be interesting for future research is to build on the results of this thesis by studying whether race would play a role in the perception of the different advertisements if the people studied did not have any university background, meaning that their education is limited to High School at highest. In other words, a comparison between People of Color and Caucasian individuals with lower educational backgrounds in addition to the results of this research would add a new layer to the study of diversity within the world of advertising by visualizing whether education does play a role in the perception of race in advertisements for Caucasians in comparison to People of Color.

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Appendix A

Heineken Ad	Nivea Ad
https://www.youtube.com/watch?v=0zO0gqoHNO8	https://www.youtube.com/watch?v=Hkqok_3hYo4
Ikea Ad	Adidas Ad
https://www.youtube.com/watch?v=Z9wh1H3gP7w	https://www.youtube.com/watch?v=Ru5RoOPQTII
Coca-Cola Ad	EasyJet Ad
https://www.youtube.com/watch?v=4Iii4GjOlDk	https://www.youtube.com/watch?v=BMDsREUcr6I

Appendix B

Sample Test Group Questionnaire

Dear participant,

I am a Master student at the Erasmus University Rotterdam. The survey you are about to partake in is for the purpose of my Master Thesis revolving around the topic of the audience perception of advertisements.
The survey will take you around 10 minutes to complete.
Your participation in this survey is completely voluntary. In case you are uncomfortable answering any question, you can terminate your participation at any moment.
You will remain anonymous throughout your participation and the data you will provide will be completely confidential.
An age of 18 and above is mandatory for your participation.
In case of any questions or concerns please email me at kbmthesis@gmail.com.

Thank you for your time.

Please indicate if the terms stated previously are understood

Yes

No

Please watch the following video before proceeding:

https://www.youtube.com/watch?v=0zO0gqoHNO8

Please rate your interest in the creativity and execution of the advertisement with 1 being the negative trait and 7 the positive trait respectively:

	1	2	3	4	5	6	7	
Over-Used	○	○	○	○	○	○	○	Fresh
Predictable	○	○	○	○	○	○	○	Novel
Usual	○	○	○	○	○	○	○	Unusual
Ordinary	○	○	○	○	○	○	○	Unique
Conventional	○	○	○	○	○	○	○	Original
Illogical	○	○	○	○	○	○	○	Logical
Senseless	○	○	○	○	○	○	○	Makes sense
Irrelevant	○	○	○	○	○	○	○	Relevant
Inappropriate	○	○	○	○	○	○	○	Appropriate
Inadequate	○	○	○	○	○	○	○	Adequate
Bungling	○	○	○	○	○	○	○	Skillful
Botched	○	○	○	○	○	○	○	Well-made
Crude	○	○	○	○	○	○	○	Well-crafted
Sloppy	○	○	○	○	○	○	○	Meticulous
Careless	○	○	○	○	○	○	○	Careful

Please rate your overall assessment of the ad ranging from completely disagree to completely agree:

	Completely disagree	Disagree	Slightly disagree	Neither agree or disagree	Slightly agree	Agree	Completely agree
Valuable	○	○	○	○	○	○	○
Good	○	○	○	○	○	○	○
Useful	○	○	○	○	○	○	○
Helps people make the best decisions	○	○	○	○	○	○	○
Likable	○	○	○	○	○	○	○
Enjoyable	○	○	○	○	○	○	○
Positive	○	○	○	○	○	○	○

Please rate your overall attitude towards the brand portrayed in the ad with 1 being the negative trait and 7 the positive trait respectively:

	1	2	3	4	5	6	7	
Unappealing	◯	◯	◯	◯	◯	◯	◯	Appealing
Bad	◯	◯	◯	◯	◯	◯	◯	Good
Unpleasant	◯	◯	◯	◯	◯	◯	◯	Pleasant
Unfavorable	◯	◯	◯	◯	◯	◯	◯	Favorable
Unlikable	◯	◯	◯	◯	◯	◯	◯	Likable
Definitely will not buy	◯	◯	◯	◯	◯	◯	◯	Definitely will buy

Are you a person of color (Asian, Arab, Black, Latinx...)?

Yes

No

Please identify how much you relate to the following statements, ranging from completely disagree to completely agree:

	Completely disagree	Disagree	Slightly disagree	Neither agree or disagree	Slightly agree	Agree	Completely agree
Overall, my group is viewed positively by others	○	○	○	○	○	○	○
In general, others respect my group	○	○	○	○	○	○	○
Overall, people hold a favorable opinion about my group	○	○	○	○	○	○	○
I feel good about being a member of my group	○	○	○	○	○	○	○
In general, I'm glad to be a member of my group	○	○	○	○	○	○	○
I am proud to think of myself as a member of my group	○	○	○	○	○	○	○
When someone criticizes my group, it feels like a personal insult	○	○	○	○	○	○	○
In general, being associated with my group is an important	○	○	○	○	○	○	○

| aspect of my self-image | | | | | | | |
| My group is an important reflection of who I am | ○ | ○ | ○ | ○ | ○ | ○ | ○ |

What is your gender?

Male

Female

Other

Which country are you from?

_____

Please write down your age:

_____

Sample Control Group Questionnaire

Dear participant,

I am a Master student at the Erasmus University Rotterdam. The survey you are about to partake in is for the purpose of my Master Thesis revolving around the topic of the audience perception of advertisements.
The survey will take you around 10 minutes to complete.
Your participation in this survey is completely voluntary. In case you are uncomfortable

answering any question, you can terminate your participation at any moment.
You will remain anonymous throughout your participation and the data you will provide will
be completely confidential.
An age of 18 and above is mandatory for your participation.
In case of any questions or concerns please email me at kbmthesis@gmail.com.

Thank you for your time.

Please indicate if the terms stated previously are understood

Yes

No

Please rate your overall attitude towards the brand Nivea with 1 being the negative trait and 7 the
positive trait respectively:

	1	2	3	4	5	6	7	
Unappealing	○	○	○	○	○	○	○	Appealing
Bad	○	○	○	○	○	○	○	Good
Unpleasant	○	○	○	○	○	○	○	Pleasant
Unfavorable	○	○	○	○	○	○	○	Favorable
Unlikable	○	○	○	○	○	○	○	Likable
Definitely will not buy	○	○	○	○	○	○	○	Definitely will buy

Are you a person of color (Asian, Arab, Black, Latinx...)?

Yes

No

Please identify how much you relate to the following statements, ranging from completely disagree to completely agree:

	Completely disagree	Disagree	Slightly disagree	Neither agree or disagree	Slightly agree	Agree	Completely agree
Overall, my group is viewed positively by others	○	○	○	○	○	○	○
In general, others respect my group	○	○	○	○	○	○	○
Overall, people hold a favorable opinion about my group	○	○	○	○	○	○	○
I feel good about being a member of my group	○	○	○	○	○	○	○
In general, I'm glad to be a member of my group	○	○	○	○	○	○	○
I am proud to think of myself as a member of my group	○	○	○	○	○	○	○
When someone criticizes my group, it feels like	○	○	○	○	○	○	○

a personal insult	○	○	○	○	○	○	○
In general, being associated with my group is an important aspect of my self-image	○	○	○	○	○	○	○
My group is an important reflection of who I am	○	○	○	○	○	○	○

What is your gender?

Male

Female

Other

Which country are you from?

_____

Please write down your age:

_____

Appendix C

SPSS Output Data Preparation Nivea and Heineken Test Group

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.951	.951	15

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
67.43	394.351	19.858	15

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.962	.962	6

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
28.20	102.875	10.143	6

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.946	.948	15

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
61.83	422.751	20.561	15

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.957	.958	7

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
29.73	128.470	11.334	7

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.954	.954	6

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
26.28	99.122	9.956	6

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items

.852	.856	9

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
45.10	84.261	9.179	9

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.944	.945	7

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
31.20	131.451	11.465	7

Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	General Attitude Easyjet Ad. Test Group	4.8689	60	1.22933	.15871
	General Attitude CocaCola Ad. Test Group	5.3222	60	1.11859	.14441
Pair 2	General Asessment Easyjet Ad. Test Group	5.1667	60	1.22444	.15807
	General Asessment CocaCola Ad. Test Group	5.2429	60	1.23824	.15986

	Mean	N	Std. Deviation	Std. Error Mean
Pair 3 General Attitude Easyjet Brand. Test Group	5.3528	60	1.32344	.17086
General ttitude CocaCola Brand. Test Group	5.5333	60	1.23843	.15988

Paired Samples Test

		Paired Differences							
					95% Confidence Interval of the Difference				Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	Lower	Upper	t	df	
Pair 1	General Attitude Heineken Ad- Test Group - General Attitude Nivea Ad- Test Group	.37333	1.27110	.16410	.04497	.70169	2.275	59	.027
Pair 2	General Assessment Heineken Ad- Test Group - General Assessment Nivea Ad - Test Group	.20952	1.58239	.20429	-.19925	.61830	1.026	59	.309
Pair 3	General Attitude Heineken Brand- Test Group - General Atttude Nivea Brand- Test Group	.31944	1.58331	.20440	-.08957	.72846	1.563	59	.123

SPSS Output Data Preparation Coca-Cola and EasyJet

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.950	.950	15

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
73.03	340.033	18.440	15

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.931	.933	7

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
36.17	73.463	8.571	7

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.939	.938	6

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
32.12	63.054	7.941	6

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.936	.939	15

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
79.83	281.531	16.779	15

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.912	.915	7

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
36.70	75.129	8.668	7

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items

.924	.931	6

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
33.20	55.214	7.431	6

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.864	.874	9

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
47.27	83.758	9.152	9

Paired Samples Test

		Paired Differences							
					95% Confidence Interval of the Difference				Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	Lower	Upper	t	df	
Pair 1	General Attitude Easyjet Ad. Test Group - General Attitude CocaCola Ad. Test Group	-.45333	1.27640	.16478	-.78306	-.12360	-2.751	59	.008

		Mean	Std. Deviation	Std. Error Mean	Lower	Upper	t	df	Sig.
Pair 2	General Asessment Easyjet Ad. Test Group - General Asessment CocaCola Ad. Test Group	-.07619	1.16101	.14989	-.37611	.22373	-.508	59	.613
Pair 3	General Attitude Easyjet Brand. Test Group - General ttitude CocaCola Brand. Test Group	-.18056	1.39081	.17955	-.53984	.17873	-1.006	59	.319

SPSS Output Data Preparation Ikea and Adidas

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.942	.943	15

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
78.73	323.995	18.000	15

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items

.960	.962	7

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
38.92	75.739	8.703	7

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.960	.961	6

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
34.43	63.402	7.963	6

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.950	.953	15

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
84.08	227.569	15.085	15

Reliability Statistics

	Cronbach's Alpha Based on Standardized	
Cronbach's Alpha	Items	N of Items
.937	.938	7

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
40.03	43.829	6.620	7

Reliability Statistics

	Cronbach's Alpha Based on Standardized	
Cronbach's Alpha	Items	N of Items
.940	.942	6

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
35.17	38.480	6.203	6

Reliability Statistics

	Cronbach's Alpha Based on Standardized	
Cronbach's Alpha	Items	N of Items
.896	.900	9

Scale Statistics

Mean	Variance	Std. Deviation	N of Items

| 48.30 | 70.756 | 8.412 | 9 |

Paired Samples Test

		Paired Differences							
					95% Confidence Interval of the Difference				Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	Lower	Upper	t	df	
Pair 1	General Attitude Ikea Advertisements . Test Group - General Attitude Adidas Advertisements . Test Group	-.35667	1.14176	.14740	-.65162	-.06172	-2.420	59	.019
Pair 2	General Assessment Ikea Advertisements . Test Group - General Assessment Adidas Advertisements . Test Group	-.15952	1.16714	.15068	-.46103	.14198	-1.059	59	.294
Pair 3	General Attitude Ikea Brand. Test Group - General Attitude Adidas Brand. Test Group	-.12222	1.22046	.15756	-.43750	.19306	-.776	59	.441

SPSS Output Data Preparation Heineken and Nivea Control Group

Reliability Statistics

	Cronbach's Alpha Based on Standardized Items	N of Items
Cronbach's Alpha		
.928	.929	6

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
33.08	42.518	6.521	6

Reliability Statistics

	Cronbach's Alpha Based on Standardized Items	N of Items
Cronbach's Alpha		
.921	.925	6

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
30.33	48.938	6.996	6

Paired Samples Test

	Paired Differences							Sig. (2-tailed)
				95% Confidence Interval of the Difference				
	Mean	Std. Deviation	Std. Error Mean	Lower	Upper	t	df	

Pair 1	General Attitude Nivea Brand- Control Group - General Attitude Heineken Brand- Control Group	.45833	1.34340	.17343	.11130	.80537	2.643	59	.011

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.857	.871	9

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
46.80	79.349	8.908	9

SPSS Output Data Preparation Coca-Cola and EasyJet Control Group

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.963	.964	6

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
30.28	97.223	9.860	6

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.966	.968	6

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
27.73	73.656	8.582	6

Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	General Attitude Brand CocaCola - Control Group	5.0472	60	1.64337	.21216
	General Attitude Brand EayJet- Control Group	4.6222	60	1.43039	.18466

Paired Samples Correlations

		N	Correlation	Sig.
Pair 1	General Attitude Brand CocaCola - Control Group & General Attitude Brand EayJet- Control Group	60	.055	.676

Paired Samples Test

	Paired Differences							
	Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference Lower	Upper	t	df	Sig. (2-tailed)

Pair 1	General Attitude Brand CocaCola - Control Group - General Attitude Brand EayJet- Control Group	.42500	2.11853	.27350	-.12227	.97227	1.554	59	.126

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.908	.912	9

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
44.77	103.233	10.160	9

SPSS Output Ikea and Adidas Control Group

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.926	.928	6

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
32.75	48.191	6.942	6

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.938	.940	6

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
33.18	46.966	6.853	6

Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	General Attitude Brand Ikea - Control Group	5.4583	60	1.15699	.14937
	General Attitude Brand Adidas- Control Group	5.5306	60	1.14219	.14746

Paired Samples Correlations

		N	Correlation	Sig.
Pair 1	General Attitude Brand Ikea - Control Group & General Attitude Brand Adidas- Control Group	60	.338	.008

Paired Samples Test

	Paired Differences							Sig. (2-tailed)
	Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference Lower	Upper	t	df	

Pair 1	General Attitude Brand Ikea - Control Group - General Attitude Brand Adidas- Control Group	-.07222	1.32247	.17073	-.41385	.26941	-.423	59	.674

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.817	.824	9

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
45.20	77.722	8.816	9

SPSS Output Ad Attitude

Tests of Between-Subjects Effects

Dependent Variable: Attitude Ad

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	42.873[a]	5	8.575	7.829	.000	.184
Intercept	4399.567	1	4399.567	4017.061	.000	.958
Race	1.562	1	1.562	1.426	.234	.008
Brandgroup	39.590	2	19.795	18.074	.000	.172
race * brandgroup	1.721	2	.860	.786	.457	.009
Error	190.568	174	1.095			
Total	4633.008	180				
Corrected Total	233.441	179				

a. R Squared = .184 (Adjusted R Squared = .160)

Group Statistics

	Groups of brands	N	Mean	Std. Deviation	Std. Error Mean
Attitude Ad	coke easyjet	60	5.0956	.98689	.12741
	heinecken nivea	60	4.3089	1.18822	.15340

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Attitude Ad	Equal variances assumed	.340	.561	3.945	118	.000	.78667	.19941	.39178	1.18155
	Equal variances not assumed			3.945	114.154	.000	.78667	.19941	.39165	1.18169

Group Statistics

	Groups of brands	N	Mean	Std. Deviation	Std. Error Mean
Attitude Ad	coke easyjet	60	5.0956	.98689	.12741
	ikea adidas	60	5.4272	.94857	.12246

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper

		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Attitude Ad	Equal variances assumed	.626	.430	-1.877	118	.063	-.33167	.17672	-.68162	.01828
	Equal variances not assumed			-1.877	117.815	.063	-.33167	.17672	-.68162	.01829

Group Statistics

	Groups of brands	N	Mean	Std. Deviation	Std. Error Mean
Attitude Ad	heinecken nivea	60	4.3089	1.18822	.15340
	ikea adidas	60	5.4272	.94857	.12246

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Attitude Ad	Equal variances assumed	1.452	.231	-5.698	118	.000	-1.11833	.19628	-1.50703	-.72964
	Equal variances not assumed			-5.698	112.481	.000	-1.11833	.19628	-1.50723	-.72944

SPSS Output Cognitive Assessment

Tests of Between-Subjects Effects
Dependent Variable: Assessment Ad

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	55.929[a]	5	11.186	8.229	.000	.191
Intercept	4618.629	1	4618.629	3397.795	.000	.951
race	1.359	1	1.359	1.000	.319	.006
brandgroup	51.430	2	25.715	18.918	.000	.179

race * brandgroup	3.140	2	1.570	1.155	.317	.013
Error	236.519	174	1.359			
Total	4911.077	180				
Corrected Total	292.448	179				

a. R Squared = .191 (Adjusted R Squared = .168)

Group Statistics

	Groups of brands	N	Mean	Std. Deviation	Std. Error Mean
Assessment Ad	coke easyjet	60	5.2048	1.08594	.14019
	heinecken nivea	60	4.3524	1.42347	.18377

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Assessment Ad	Equal variances assumed	2.804	.097	3.688	118	.000	.85238	.23114	.39466	1.31010
	Equal variances not assumed			3.688	110.299	.000	.85238	.23114	.39433	1.31043

Group Statistics

	Groups of brands	N	Mean	Std. Deviation	Std. Error Mean
Assessment Ad	coke easyjet	60	5.2048	1.08594	.14019
	ikea adidas	60	5.6393	.93783	.12107

Independent Samples Test

	Levene's Test for Equality of Variances	t-test for Equality of Means

		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Assessment Ad	Equal variances assumed	1.725	.192	-2.346	118	.021	-.43452	.18524	-.80135	-.06770
	Equal variances not assumed			-2.346	115.551	.021	-.43452	.18524	-.80143	-.06762

Group Statistics

	Groups of brands	N	Mean	Std. Deviation	Std. Error Mean
Assessment Ad	heinecken nivea	60	4.3524	1.42347	.18377
	ikea adidas	60	5.6393	.93783	.12107

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Assessment Ad	Equal variances assumed	7.687	.006	-5.848	118	.000	-1.28690	.22007	-1.72270	-.85111
	Equal variances not assumed			-5.848	102.099	.000	-1.28690	.22007	-1.72340	-.85041

SPSS Output Brand Attitude Test and Control Groups

Tests of Between-Subjects Effects
Dependent Variable: Attitude Brand

Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	74.541[a]	11	6.776	5.578	.000	.150
Intercept	9857.856	1	9857.856	8114.956	.000	.959
race	5.460	1	5.460	4.494	.035	.013
brandgroup	33.979	2	16.989	13.986	.000	.074
exp_cont	.287	1	.287	.236	.627	.001
race * brandgroup	3.040	2	1.520	1.251	.287	.007
race * exp_cont	.005	1	.005	.004	.949	.000
brandgroup * exp_cont	30.242	2	15.121	12.447	.000	.067
race * brandgroup * exp_cont	1.529	2	.764	.629	.534	.004
Error	422.742	348	1.215			
Total	10355.139	360				
Corrected Total	497.283	359				

a. R Squared = .150 (Adjusted R Squared = .123)

Group Statistics

	Different Brands/Groups	N	Mean	Std. Deviation	Std. Error Mean
Attitude Brand	control not inclusive	60	4.8347	1.11861	.14441
	experiment not inclusive	60	5.4431	1.07658	.13899

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Attitude Brand	Equal variances assumed	.016	.900	-3.035	118	.003	-.60833	.20043	-1.00524	-.21143

			t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
	Equal variances not assumed		-3.035	117.827	.003	-.60833	.20043	-1.00524	-.21142

Group Statistics

	Different Brands/Groups	N	Mean	Std. Deviation	Std. Error Mean
Attitude Brand	control racist	60	5.2847	.90501	.11684
	experiment racist	60	4.5403	1.47607	.19056

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Attitude Brand	Equal variances assumed	9.309	.003	3.330	118	.001	.74444	.22353	.30180	1.18709
	Equal variances not assumed			3.330	97.866	.001	.74444	.22353	.30086	1.18803

Group Statistics

	Different Brands/Groups	N	Mean	Std. Deviation	Std. Error Mean
Attitude Brand	control inclusive	60	5.4944	.94042	.12141
	experiment inclusive	60	5.8000	1.02110	.13182

Independent Samples Test

	Levene's Test for Equality of Variances	t-test for Equality of Means

						Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
		F	Sig.	t	df				Lower	Upper
Attitude Brand	Equal variances assumed	.277	.600	-1.705	118	.091	-.30556	.17921	-.66045	.04934
	Equal variances not assumed			-1.705	117.209	.091	-.30556	.17921	-.66047	.04936

Group Statistics

	Different Brands/Groups	N	Mean	Std. Deviation	Std. Error Mean
Attitude Brand	control racist	60	5.2847	.90501	.11684
	experiment inclusive	60	5.8000	1.02110	.13182

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
						Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
		F	Sig.	t	df				Lower	Upper
Attitude Brand	Equal variances assumed	1.262	.264	-2.925	118	.004	-.51528	.17615	-.86410	-.16646
	Equal variances not assumed			-2.925	116.322	.004	-.51528	.17615	-.86415	-.16640

Group Statistics

	Different Brands/Groups	N	Mean	Std. Deviation	Std. Error Mean
Attitude Brand	experiment not inclusive	60	5.4431	1.07658	.13899
	experiment racist	60	4.5403	1.47607	.19056

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Attitude Brand	Equal variances assumed	2.447	.120	3.828	118	.000	.90278	.23586	.43571	1.36985
	Equal variances not assumed			3.828	107.926	.000	.90278	.23586	.43526	1.37030

Group Statistics

	Different Brands/Groups	N	Mean	Std. Deviation	Std. Error Mean
Attitude Brand	control not inclusive	60	4.8347	1.11861	.14441
	control racist	60	5.2847	.90501	.11684

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper

Attitude Brand		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Attitude Brand	Equal variances assumed	3.064	.083	-2.423	118	.017	-.45000	.18576	-.81785	-.08215
	Equal variances not assumed			-2.423	113.071	.017	-.45000	.18576	-.81802	-.08198

Group Statistics

	Different Brands/Groups	N	Mean	Std. Deviation	Std. Error Mean
Attitude Brand	experiment not inclusive	60	5.4431	1.07658	.13899
	experiment inclusive	60	5.8000	1.02110	.13182

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Attitude Brand	Equal variances assumed	.733	.394	-1.863	118	.065	-.35694	.19156	-.73628	.02239
	Equal variances not assumed			-1.863	117.671	.065	-.35694	.19156	-.73629	.02240

Group Statistics

	Different Brands/Groups	N	Mean	Std. Deviation	Std. Error Mean
Attitude Brand	control not inclusive	60	4.8347	1.11861	.14441
	control inclusive	60	5.4944	.94042	.12141

Independent Samples Test

| | | Levene's Test for Equality of Variances | | t-test for Equality of Means | | | | | | |
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference Lower	Upper
Attitude Brand	Equal variances assumed	1.433	.234	-3.497	118	.001	-.65972	.18867	-1.03333	-.28611
	Equal variances not assumed			-3.497	114.617	.001	-.65972	.18867	-1.03345	-.28600

Group Statistics

	Different Brands/Groups	N	Mean	Std. Deviation	Std. Error Mean
Attitude Brand	experiment racist	60	4.5403	1.47607	.19056
	experiment inclusive	60	5.8000	1.02110	.13182

Independent Samples Test

| | | Levene's Test for Equality of Variances | | t-test for Equality of Means | | | | | | |
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference Lower	Upper
Attitude Brand	Equal variances assumed	4.707	.032	-5.437	118	.000	-1.25972	.23171	-1.71858	-.80087
	Equal variances not assumed			-5.437	104.947	.000	-1.25972	.23171	-1.71917	-.80028

Group Statistics

	Different Brands/Groups	N	Mean	Std. Deviation	Std. Error Mean
Attitude Brand	control racist	60	5.2847	.90501	.11684
	control inclusive	60	5.4944	.94042	.12141

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Attitude Brand	Equal variances assumed	.414	.521	-1.245	118	.216	-.20972	.16849	-.54339	.12394
	Equal variances not assumed			-1.245	117.827	.216	-.20972	.16849	-.54339	.12395

SPSS Output Impact of Group Identification

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.675[a]	.455	.436	.81935

a. Predictors: (Constant), General Group Stereotypes

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	15.703	1	15.703	23.391	.000[b]
	Residual	18.797	28	.671		
	Total	34.500	29			

a. Dependent Variable: Attitude Ad

b. Predictors: (Constant), General Group Stereotypes

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	1.421	.782		1.816	.080
	General Group Stereotypes	.691	.143	.675	4.836	.000

a. Dependent Variable: Attitude Ad

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.758^a	.575	.559	.83172

a. Predictors: (Constant), General Group Stereotypes

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	26.166	1	26.166	37.826	.000^b
	Residual	19.369	28	.692		
	Total	45.536	29			

a. Dependent Variable: Assessment Ad

b. Predictors: (Constant), General Group Stereotypes

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	.376	.794		.474	.639

General Group Stereotypes	.892	.145	.758	6.150	.000

a. Dependent Variable: Assessment Ad

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.765[a]	.585	.570	.81130

a. Predictors: (Constant), General Group Stereotypes

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	26.000	1	26.000	39.501	.000[b]
	Residual	18.430	28	.658		
	Total	44.430	29			

a. Dependent Variable: Attitude Brand
b. Predictors: (Constant), General Group Stereotypes

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.634	.774		.818	.420
	General Group Stereotypes	.889	.141	.765	6.285	.000

a. Dependent Variable: Attitude Brand

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.290[a]	.084	.051	1.09804

a. Predictors: (Constant), General Group Stereotypes

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.104	1	3.104	2.574	.120[b]
	Residual	33.759	28	1.206		
	Total	36.863	29			

a. Dependent Variable: Attitude Brand

b. Predictors: (Constant), General Group Stereotypes

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	3.317	1.002		3.311	.003
	General Group Stereotypes	.300	.187	.290	1.604	.120

a. Dependent Variable: Attitude Brand

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.302[a]	.091	.059	.86176

a. Predictors: (Constant), General Group Stereotypes

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.084	1	2.084	2.806	.105[b]
	Residual	20.793	28	.743		
	Total	22.878	29			

a. Dependent Variable: Attitude Ad

b. Predictors: (Constant), General Group Stereotypes

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.

Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	3.638	.862		4.221	.000
	General Group Stereotypes	.277	.165	.302	1.675	.105

a. Dependent Variable: Attitude Ad

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.306[a]	.094	.061	.88070

a. Predictors: (Constant), General Group Stereotypes

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.247	1	2.247	2.896	.100[b]
	Residual	21.718	28	.776		
	Total	23.964	29			

a. Dependent Variable: Assessment Ad
b. Predictors: (Constant), General Group Stereotypes

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	3.767	.881		4.276	.000
	General Group Stereotypes	.287	.169	.306	1.702	.100

a. Dependent Variable: Assessment Ad

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.487[a]	.237	.210	1.00069

a. Predictors: (Constant), General Group Stereotypes

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8.730	1	8.730	8.718	.006[b]
	Residual	28.038	28	1.001		
	Total	36.769	29			

a. Dependent Variable: Attitude Brand

b. Predictors: (Constant), General Group Stereotypes

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.477	.800		3.096	.004
	General Group Stereotypes	.489	.166	.487	2.953	.006

a. Dependent Variable: Attitude Brand

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.082[a]	.007	-.029	.92061

a. Predictors: (Constant), General Group Stereotypes

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.160	1	.160	.189	.667[b]
	Residual	23.731	28	.848		
	Total	23.891	29			

a. Dependent Variable: Attitude Brand

b. Predictors: (Constant), General Group Stereotypes

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.

Model		B	Std. Error	Beta		
1	(Constant)	5.081	.921		5.519	.000
	General Group Stereotypes	.077	.176	.082	.435	.667

a. Dependent Variable: Attitude Brand

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.279[a]	.078	.045	1.12272

a. Predictors: (Constant), General Group Stereotypes

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.972	1	2.972	2.357	.136[b]
	Residual	35.294	28	1.261		
	Total	38.266	29			

a. Dependent Variable: Attitude Ad
b. Predictors: (Constant), General Group Stereotypes

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	2.003	1.523		1.315	.199
	General Group Stereotypes	.445	.290	.279	1.535	.136

a. Dependent Variable: Attitude Ad

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.249[a]	.062	.029	1.45073

a. Predictors: (Constant), General Group Stereotypes

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.909	1	3.909	1.857	.184[b]
	Residual	58.929	28	2.105		
	Total	62.838	29			

a. Dependent Variable: Assessment Ad

b. Predictors: (Constant), General Group Stereotypes

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.721	1.968		.875	.389
	General Group Stereotypes	.511	.375	.249	1.363	.184

a. Dependent Variable: Assessment Ad

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.291[a]	.084	.052	1.51643

a. Predictors: (Constant), General Group Stereotypes

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5.941	1	5.941	2.583	.119[b]
	Residual	64.388	28	2.300		
	Total	70.329	29			

a. Dependent Variable: Attitude Brand

b. Predictors: (Constant), General Group Stereotypes

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	1.343	2.057		.653	.519
	General Group Stereotypes	.630	.392	.291	1.607	.119

a. Dependent Variable: Attitude Brand

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.396[a]	.157	.127	.82641

a. Predictors: (Constant), General Group Stereotypes

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.563	1	3.563	5.217	.030[b]
	Residual	19.123	28	.683		
	Total	22.685	29			

a. Dependent Variable: Attitude Brand
b. Predictors: (Constant), General Group Stereotypes

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	3.137	1.022		3.071	.005
	General Group Stereotypes	.419	.184	.396	2.284	.030

a. Dependent Variable: Attitude Brand

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.548[a]	.300	.275	1.06088

a. Predictors: (Constant), General Group Stereotypes

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	13.514	1	13.514	12.007	.002[b]
	Residual	31.513	28	1.125		
	Total	45.027	29			

a. Dependent Variable: Attitude Ad

b. Predictors: (Constant), General Group Stereotypes

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	1.632	.793		2.058	.049
	General Group Stereotypes	.553	.160	.548	3.465	.002

a. Dependent Variable: Attitude Ad

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.699[a]	.489	.470	1.01741

a. Predictors: (Constant), General Group Stereotypes

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	27.687	1	27.687	26.747	.000[b]
	Residual	28.983	28	1.035		
	Total	56.670	29			

a. Dependent Variable: Assessment Ad

b. Predictors: (Constant), General Group Stereotypes

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	.511	.761		.671	.507
	General Group Stereotypes	.792	.153	.699	5.172	.000

a. Dependent Variable: Assessment Ad

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.493[a]	.243	.216	.80709

a. Predictors: (Constant), General Group Stereotypes

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5.869	1	5.869	9.010	.006[b]
	Residual	18.239	28	.651		
	Total	24.108	29			

a. Dependent Variable: Attitude Brand
b. Predictors: (Constant), General Group Stereotypes

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	3.028	.714		4.241	.000
	General Group Stereotypes	.428	.143	.493	3.002	.006

a. Dependent Variable: Attitude Brand

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.643[a]	.413	.392	1.10136

a. Predictors: (Constant), General Group Stereotypes

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	23.880	1	23.880	19.686	.000[b]
	Residual	33.964	28	1.213		
	Total	57.844	29			

a. Dependent Variable: Attitude Brand

b. Predictors: (Constant), General Group Stereotypes

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.918	.824		1.114	.275
	General Group Stereotypes	.735	.166	.643	4.437	.000

a. Dependent Variable: Attitude Brand

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.644[a]	.414	.393	.65742

a. Predictors: (Constant), General Group Stereotypes

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8.556	1	8.556	19.796	.000[b]
	Residual	12.102	28	.432		
	Total	20.658	29			

a. Dependent Variable: Attitude Ad

b. Predictors: (Constant), General Group Stereotypes

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	2.329	.758		3.073	.005
	General Group Stereotypes	.593	.133	.644	4.449	.000

a. Dependent Variable: Attitude Ad

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.568[a]	.323	.299	.70643

a. Predictors: (Constant), General Group Stereotypes

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6.669	1	6.669	13.363	.001[b]
	Residual	13.973	28	.499		
	Total	20.642	29			

a. Dependent Variable: Assessment Ad

b. Predictors: (Constant), General Group Stereotypes

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	2.970	.814		3.648	.001
	General Group Stereotypes	.523	.143	.568	3.656	.001

a. Dependent Variable: Assessment Ad

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.190[a]	.036	.002	.93610

a. Predictors: (Constant), General Group Stereotypes

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.915	1	.915	1.045	.316[b]
	Residual	24.536	28	.876		
	Total	25.451	29			

a. Dependent Variable: Attitude Brand

b. Predictors: (Constant), General Group Stereotypes

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.624	1.005		4.600	.000
	General Group Stereotypes	.197	.193	.190	1.022	.316

a. Dependent Variable: Attitude Brand

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.527[a]	.278	.252	.68666

a. Predictors: (Constant), General Group Stereotypes

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5.084	1	5.084	10.783	.003[b]
	Residual	13.202	28	.471		
	Total	18.286	29			

a. Dependent Variable: Attitude Brand

b. Predictors: (Constant), General Group Stereotypes

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	3.567	.791		4.507	.000
	General Group Stereotypes	.457	.139	.527	3.284	.003

a. Dependent Variable: Attitude Brand

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.503[a]	.253	.226	.88325

a. Predictors: (Constant), General Group Stereotypes

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7.397	1	7.397	9.482	.005[b]
	Residual	21.844	28	.780		
	Total	29.241	29			

a. Dependent Variable: Attitude Ad
b. Predictors: (Constant), General Group Stereotypes

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	2.325	.946		2.457	.020
	General Group Stereotypes	.561	.182	.503	3.079	.005

a. Dependent Variable: Attitude Ad

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.442[a]	.195	.167	.87868

a. Predictors: (Constant), General Group Stereotypes

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5.250	1	5.250	6.800	.014^b
	Residual	21.618	28	.772		
	Total	26.868	29			

a. Dependent Variable: Assessment Ad

b. Predictors: (Constant), General Group Stereotypes

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	2.950	.941		3.133	.004
	General Group Stereotypes	.473	.181	.442	2.608	.014

a. Dependent Variable: Assessment Ad

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.238^a	.057	.023	.92726

a. Predictors: (Constant), General Group Stereotypes

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.449	1	1.449	1.685	.205^b
	Residual	24.075	28	.860		
	Total	25.523	29			

a. Dependent Variable: Attitude Brand

b. Predictors: (Constant), General Group Stereotypes

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	4.312	.820		5.259	.000
	General Group Stereotypes	.213	.164	.238	1.298	.205

a. Dependent Variable: Attitude Brand

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.574[a]	.329	.305	.93588

a. Predictors: (Constant), General Group Stereotypes

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	12.040	1	12.040	13.746	.001[b]
	Residual	24.524	28	.876		
	Total	36.564	29			

a. Dependent Variable: Attitude Brand
b. Predictors: (Constant), General Group Stereotypes

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	1.803	1.003		1.798	.083
	General Group Stereotypes	.716	.193	.574	3.708	.001

a. Dependent Variable: Attitude Brand