
HIM 1990-2015

2012

The effects advertising plays on college students' moral intentions beyond purchase behavior

William Crockett
University of Central Florida



Part of the [Marketing Commons](#)

Find similar works at: <https://stars.library.ucf.edu/honorstheses1990-2015>

University of Central Florida Libraries <http://library.ucf.edu>

This Open Access is brought to you for free and open access by STARS. It has been accepted for inclusion in HIM 1990-2015 by an authorized administrator of STARS. For more information, please contact STARS@ucf.edu.

Recommended Citation

Crockett, William, "The effects advertising plays on college students' moral intentions beyond purchase behavior" (2012). *HIM 1990-2015*. 1326.

<https://stars.library.ucf.edu/honorstheses1990-2015/1326>



THE EFFECTS ADVERTISING PLAYS ON COLLEGE STUDENTS' MORAL
INTENTIONS BEYOND PURCHASE BEHAVIOR

by

WILLIAM CROCKETT

A Thesis submitted in partial fulfillment of the requirements
for the honors in the Major Program in Marketing
in the College of Business Administration
and in the Burnett Honors College
at the University of Central Florida
Orlando, Florida

Summer Term 2012

Thesis Chair: Dr. Carolyn Massiah

© 2012 William S. Crockett Jr.

ABSTRACT

Advertisements affect our daily lives and as technology and the practice of marketing has developed over the course of history, we have become exposed to greater amounts of product and service campaigns. The purpose of advertisements is to educate the consumer with the goal of ultimately selling the product, and many companies and organizations would not be able to survive without the use of advertisements. Ultimately, it is a necessity for a business to prosper in a competitive market, but there are possible side-effects for the consumer that are beyond the intentions to buy.

The purpose of this thesis is to explore the effects advertisements play on the college student in particular. Different static/multi media advertisements have been shown to various college students ranging in gender and background to discover the comprehensive ramifications of specific promotions to study the moral and ethical impact that advertisements play on students' moral intent. An analysis and conclusion will be given, along with ideas for possible future studies. Recommendations will also be stated for marketers to be morally responsible for the advertisements they portray so the audience is not effected in a way that can lead to unwanted consequences.

Ultimately, the results did not support the original hypotheses, leading to thought-provoking questions concerning our current marketing practices and the effectiveness of static and multimedia advertisements on college students. Future studies need to take place to reveal the accuracy of the study and to ultimately answer the question, "Are current marketing advertisements influencing the audience at hand?"

ACKNOWLEDGEMENTS

I give thanks to my Lord Jesus Christ who has saved me from sin and death. Through every instance, I know His unfailing love is present in my life, and my Father in heaven is there for me, for I am his adopted child and by faith, I am saved.

I also give thanks to my family who has supported me through all my efforts, my entire life, and even in times of hardship. To my loving mother and wise father and awesome brother, along with my grandparents on both sides, I give thanks for each one of you.

Dr. Carolyn Massiah also deserves such acknowledgement for her patience and guidance through this HIM program. There are few professors that are as dedicated as her, and such a living blessing in my life.

Finally, to all my professors at the University of Central Florida and each team I have been apart of, thank you all for such wonderful support. May God bless each one of you.

TABLE OF CONTENTS

CHAPTER ONE: INTRODUCTION..... 1

CHAPTER TWO: LITERATURE REVIEW..... 3

 Research Hypothesis..... 6

CHAPTER THREE: METHODOLOGY..... 7

 Participants..... 7

 Research Design..... 7

 Measures..... 8

CHAPTER FOUR: RESULTS..... 9

 Analyses of Variances..... 9

CHAPTER FIVE: DISCUSSION..... 11

 Conclusions..... 11

 Implications for Marketing Managers..... 12

 Recommendations for Further Research..... 13

APPENDIX A: INSTITUTIONAL REVIEW BOARD APPROVAL..... 14

APPENDIX B: RESEARCH RESULTS TABLES..... 16

 Table 1..... 17

 Table 2..... 17

APPENDIX C: PRINT SURVEY ADS..... 18

APPENDIX D: MULTIMEDIA SURVEY ADS..... 22

HTTP Hyperlinks to Multimedia Advertisements.....	23
APPENDIX E: ADMINISTERED SURVEYS.....	24
Survey 1.....	25
Survey 2.....	29
Survey 3.....	33
Survey 4.....	37
Survey 5.....	40
Survey 6.....	43
REFERENCES.....	46

LIST OF FIGURES

Figure 1: Survey Model.....	7
------------------------------------	----------

CHAPTER ONE: INTRODUCTION

Advertisements are part of our social environment in the 21st century, and can be seen throughout any industrialized country. The average American is exposed to as many as 5,000 advertisements a day, stated by Jay Walker-Smith, and nearly 10,000,000 in their lifetime (Anderson & Palma, 2010). Ranging from print advertisements to commercials, consumers are bombarded with companies compelling them to purchase a product or service, and if the process of marketing and advertisements is not used in an ethical manner, disastrous results can occur within a society (Pollay, 1986). An individual's environment has a direct influence on their attitude and behaviors; as such, the advertisements that are part of this environment can alter and potentially damage the audience to which they are being exposed (Gulas, 2000). For instance, certain advertisements can be seen as encouraging selfish, materialistic, and wicked desires (Pollay, 1986). Some have even argued that advertisements compete with prominent spiritual teachings of love, kindness, and goodness (Pollay, 1986).

Not all marketing advertisements are as damaging as others, but some can have long-term effects (Martin, 1993). It is important to note that negatively charged advertisements not only bring upon a change in the mental thinking of a subject, but also influence the actions of that subject (Capella, 2010). The objective of this research study is to examine the short-term effects of advertisements on a person's intentions beyond that of purchasing desire. The focus of this research is to find how advertisements affect the moral, ethical, and spiritual attitudes of its viewers. Hence, the current study attempts to answer the following research questions: 1) Do some advertisements increase the likelihood of a college student committing an illegal act? 2) Do

popular and familiar advertisements lead college students away from what the majority of society would consider to be morally and ethically esteemed lives? 3) Do the effects of many modern marketing messages damage the spiritual purity of the viewer? 4) Do some advertisements encourage a student to live a “sin free” lifestyle depicted in the Bible?

CHAPTER TWO: LITERATURE REVIEW

Research has identified that there are side effects of marketing and advertisements on viewers (Martin, 1993). The extant literature reviewed on this subject matter suggests that, in addition to the intended purchase behavior, there may exist some damaging side effects on a marketer's audience (Pollay, 1986). Consequently, in spite of a marketer's intended goal of selling a product or service, research is needed to examine the precise results of certain exposure of advertisements. For instance, the rise in more "edgy" advertisements is pushing the bar higher for other marketers to follow and can lead to an increase in the amount of unethical and immoral behavior of consumers (Capella, 2010).

The history of modern day marketing finds its roots in the country that has distinguished itself most in the media - namely, the United States - and it is safe to assume that many countries of the world have been influenced by its marketing practices (Chan, 2009). Existing research demonstrates a proven influence of American marketing practices in Europe as well as in rural parts of China (Chan, 2009). Findings show a positive correlation between television commercial exposure and materialistic values that modern day marketing methods have influenced. (Chan, 2009). Results of a study found that "heavy television viewers had a higher level of perceived affluence than light television advertising viewers" (Chan, 2009, pg 133). Existing research also contends that this form of increased exposure leads to a loss in the desire to love others, and focuses more on the self (Pollay, 1986). Even as children, consumers find themselves influenced by constant exposure to advertisements, to the point where their self-esteem and self-perception begin to change (Martin, 1993). The very essence of a person's moral foundation can be shaken

due to the effects of unethical advertising practices (Pollay, 1986). In fact, some acts leading to violence or illegal activity have been linked to advertising messages (Capella, 2010).

Advertising messages have been deeply threaded into both American culture and the American education process. Americans learn from seeing on a daily basis, and as this occurs, some may argue that they repeat what they see and learn. If this is true, a vast amount of what they see are things that could possibly lead to unlawful and immoral acts. What more could one do but act in such a manner if they truly repeat what they see? As technology develops, people have sensed a shift in the manner in which the overall culture perceives, acts, and thinks (Pollay, 1986). Humankind has become faster paced, and has learned to take in more information than previously used to. If the world were to take someone from the 15th century and bring him or her to the present day, it could be safe to assume they might be bombarded by information around them, and it would completely overwhelm them. Much of the population of the world has been “trained” one could say, to take in more and more advertisements and comprehend a larger amount than previously done in history.

The use of advertisements obviously influences the viewer. This can be seen since the beginning of advertisements, but the important note is to figure out how. As mentioned previously, humans are influenced by what they see, so the argument can be made that if one watches cable TV, an individual’s future actions are not only being influenced by the movie or TV show, but also by the commercials which are being aired in between the episode segments. Evidence can be shown concerning actions that could lead to something as extreme as violence, as stated, “In addition, Bushman (2005) looked at research across several hundred investigations spanning decades and states unequivocally that violent television programs beget generalized

violence in society” (Capella, 2010, pg 38). Even static advertising such as billboards and road signs provide consumers with images, which could possibly lead to immoral acts.

Sexualized advertisements and violent advertisements can be seen on TV and in theatres throughout the United States. The article titled, “The Impact of Violence Against Women in Advertisements,” reports the findings of studies that demonstrate an increase in sexualized women appeals from one-third in 1964 to one-half in 2003 (Reichert, LaTour, and Kim 2007). Numerous persons suggest that increased violence related with advertisements will continue to grow due to an increased acceptance of more and more edgy advertisements (Capella, 2010). Data suggests that “images of female ‘pleasure’ coupled with male sexual aggression triggers thought patterns that encourage violence against women,” and with greater exposure can lead to, “greater acceptance” (Capella, 2010, pg 57). A majority of educated American adults would argue that advertising is not a realistic picture of true life, even as certain action movies are not a realistic picture of true life, but many other demographics might be ignorant to this fact. Some researchers argue that this is incredibly true for young girls, and as they observe the advertisements concerning beauty, they begin to believe that they should look the way the models look. As a result, they begin to lose respect for themselves because they do not look like the models, but like every day young ladies (Martin, 1997). One may also argue that individuals who live in other countries, but who have the opportunity to view American advertisements, may develop a distorted view of beauty as well.

Ultimately, advertisements provide potential buyers with information about a product or service that can eventually lead to the satisfaction of an important need for the consumer. The most basic function of the advertisement is to make an audience aware of and interested in a

particular product; however, some have argued that advertising professionals may have lost sight of this basic goal and that, “the possible distortion of the relative importance of various values may have far-reaching consequences.” (Pollay, 1986, pg 911). According to observations concerning modern day advertisements, many marketers are degrading the basic principles many families have learned in their spiritual teachings and are, in fact, dancing along the lines of sin (Pollay, 1986). The current research attempts to explore the moral and ethical roles of marketers and the adverse effects that marketing messages have on their audiences beyond purchase intentions.

Research Hypothesis

H1: The consumer’s intentions, aside from purchase intentions of a product or service, are significantly influenced by particular types of advertisements.

H2: The longer the duration a consumer is exposed to the advertisement, the greater the change his or her intentions will be.

H3: Consumers will have a stronger reaction to a multimedia ad than a static ad.

H3a: Those consumers who view the immoral multimedia (party/drinking ads) will have significantly different and more negative intentions than those consumers who view the immoral static (party/drinking ads).

H3b: Those consumers who view the moral multimedia (religious ads) will have a significant difference in intentions than those who view the moral static (religious ads.)

H4: There will be a significant difference in intentions once the advertisements are viewed across genders.

H4a: Women who view the moral ads (religious ads) will be more likely than their male counterparts to desire morally right intentions.

H4b: Males who view the immoral ad (party/drinking ads) will be more likely than their female counterparts to desire immorally wrong intentions.

CHAPTER THREE: METHODOLOGY

Participants

The research sample for the present study consists of undergraduate students enrolled in several marketing courses at a major southeastern university. Data were collected from 168 participants. The average age of participants was 23.02 years; 45.8 percent were women and 54.2 percent were men. Participants were provided extra credit in their respective courses for participation in the study.

Research Design

Respondents were asked to participate in a study about public service advertisements. They were then provided the survey instrument. The survey instrument then provided either a static advertisement or a link to a video of one of the six types of advertisements utilized in the study which assessed likelihood to behave in a positive manner after viewing specific advertisements.

The basic model of this research design is illustrated below.

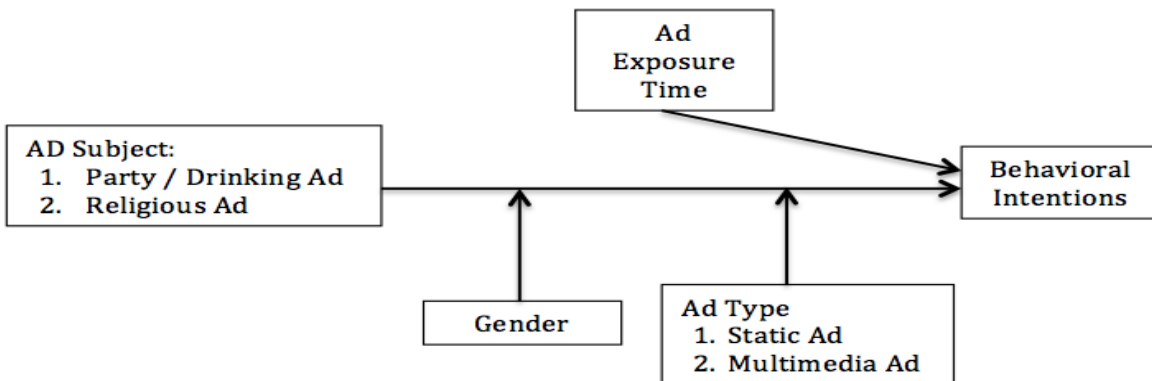


Figure 1: Survey Model

Measures

The likelihood to perform positive behaviors after viewing static or multimedia advertisement was assessed using a scale created for this study. Unfortunately, the Cronbach's alpha for the initial use of this scale was .55. The initial scale is included in the survey in the appendix of this study.

CHAPTER FOUR: RESULTS

Analyses of Variances

A two-way between-groups analyses of variance was conducted to explore the impact of gender and subject of advertising on the probability of consumers acting in the desired manner in reaction to a specific advertisement. Subjects were divided into three groups according to the advertisement they viewed (a party advertisement, a religious advertisement, and a consumer product advertisement). The interaction between gender and advertisement subject was not statistically significant, $F(2,161) = 1.72, p=.18$. There was also not a statistically significant main effect for gender ($F(1,161) = 2.15, p=.14$) or advertising subject ($F(2,161) = .30, p=.74$). As such, H1 was not supported and advertising subject matter does not appear to influence consumers' moral intentions. Also, H4 (H4a and H4b) did not find support. There were no significant differences between males and females.

A two-way between-groups analyses of variance was conducted to explore the impact of subject of advertisement and type of advertising on probability of consumers acting in the desired manner in reaction to a specific advertisement. Subjects were divided into two groups according to the type of advertisement they viewed (a static print advertisement or a multimedia advertisement). Subjects that viewed advertisements were separated into three groups according to the advertisement subject they were assigned (either a party advertisement, a religious advertisement, or a consumer product advertisement). The interaction between advertisement subject and advertisement type was not statistically significant, $F(2,161) = 1.84, p=.16$. There was also not a statistically significant main effect for advertisement subject ($F(2,161) = .57, p=.57$) or advertising type ($F(1,161) = 3.74, p=.06$). As such H3 (H3a and H3b) was not

supported and advertising subject matter does not appear to influence consumers' moral intentions. Also, H2 does not find support. Consumers experienced a longer duration with the multimedia advertisements; however, there were no significant differences in intentions across the two types of advertisements. Tables 1 and 2 in the appendix present the results from the ANOVAs.

CHAPTER FIVE: DISCUSSION

Conclusions

The results of the study were unanticipated after reviewing past studies by other researchers in this area. Each of the four hypotheses were ultimately not supported with the scale being used, even with the radical difference in advertisement matter and type. According to the study, consumers' intentions were not influenced by the advertisements given in the environment they were presented, and the particular ad (either party or religious) had no effect on what they planned to do in the immediate future. This included the likelihood of studying, attending a church/religious facility, or drinking alcohol. It was assumed that an advertisement that promoted the consummation of alcohol would have an immediate influence on the viewer overall, but according to the study, it had no effect. Even the reminder of a Christian Ministry ad, played little effect on their intentions on attending a church in the coming week. It seemed the participants were ultimately transfixed in their future intentions and the substance of these advertisements did not have the perceived influence previously hypothesized. The duration of the advertisement (static or multimedia) seemed to have no effect on the participant. One would assume that a longer commercial would have more influence on a viewer, but according to this study, the assumption was not supported. Even the difference in male and female seemed to have little weight in the matter of influence. According to the study, H4 was not supported and therefore, men and women do not differ in the impact these types of advertisements play on their future intent.

Implications for Marketing Managers

The results of the study should motivate a marketer in the direction of novel ventures with the goal of reaching the college audience and away from traditional means of advertisements. Previously, one would assume that advertisements, either a billboard or a 30-second commercial, would suffice in influencing the viewer, but according to the research conducted, these methods seem to have little or no effect on the educated adult. In a day filled with thousands of advertisements, the viewer seems to be unreceptive and uninfluenced to the approach traditional marketing plays on their psyche. The overall environment could very well be so saturated with advertisements that they truly have a diminutive effect on the viewer. This is good news concerning the negative moral implications a traditional advertisement could play on a college student, but is vexing for the marketer and the business or organization administering the advertisement. If the results of the study are true, marketers need to take proper actions and innovate their approach, away from traditional means. Personalized strategies of promotion could lead to greater influence and allow the viewer to be more attracted and, ultimately, more likely influenced to purchase a certain product. Even moving away from static and multimedia ads, and directly target the audience in person on the college campus, could be innovative enough to draw in the attention desired.

The study is stirring because it seems that the field of marketing is entering into a new era of challenges. Traditional means are becoming unsuccessful and the audience is changing, but it is important to note, this study should not outweigh past studies on the effects advertisements play on a person's moral and ethical being without being first replicated with different segments of the market and other demographics.

Recommendations for Further Research

An inspection of the scale used in this study should be conducted and modifications should be implemented if found necessary. The model of the study has room for change and revision, but the base foundation should remain the same. The simplicity of having six separate groups of static and multimedia advertisements, with two opposite extreme types of advertisements and a neutral ad, is straightforward and uncomplicated. A researcher could study the effects of organic food advertisements (such as Wholefoods) compared to fast food advertisements (such as Checkers) and measure the effects these advertisements play on a certain demographics' moral intentions outside purchasing behavior.

Recreating the same scenario with a religious ad and a party ad could be conducted to test the results that were found in this study. If the results are similar for the college demographic, then future research could be done to find ads that could actually influence the college student. Other demographics should be analyzed as well, possibly even in conducting the same model in a foreign country or a rural area in the United States, to test the amount of influence these advertisements play on different groups of people.

Further research should evolve with the times to continuously check the implications of current marketing advertisements, making sure that they align with ethical and moral principles. When an advertisement is tested and proves to lead to immoral acts, such as an increased likelihood in underage drinking, proper steps (even legal steps) should take place to protect the audience from such consequences.

APPENDIX A: INSTITUTIONAL REVIEW BOARD APPROVAL



University of Central Florida Institutional Review Board
Office of Research & Commercialization
12201 Research Parkway, Suite 501
Orlando, Florida 32826-3246
Telephone: 407-823-2901 or 407-882-2276
www.research.ucf.edu/compliance/irb.html

Approval of Exempt Human Research

From: UCF Institutional Review Board #1
FWA00000351, IRB00001138

To: William S. Crockett and Co-PI: Carolyn Anne Massiah

Date: July 06, 2012

Dear Researcher:

On 7/6/2012, the IRB approved the following activity as human participant research that is exempt from regulation:

Type of Review: Exempt Determination
Project Title: The effect of advertising plays on consumer behavioral intentions
Investigator: William S Crockett
IRB Number: SBE-12-08483
Funding Agency:
Grant Title:
Research ID: N/A

This determination applies only to the activities described in the IRB submission and does not apply should any changes be made. If changes are made and there are questions about whether these changes affect the exempt status of the human research, please contact the IRB. When you have completed your research, please submit a Study Closure request in iRIS so that IRB records will be accurate.

In the conduct of this research, you are responsible to follow the requirements of the Investigator Manual.

On behalf of Sophia Dziegielewski, Ph.D., L.C.S.W., UCF IRB Chair, this letter is signed by:

Signature applied by Joanne Muratori on 07/06/2012 12:10:35 PM EDT

A handwritten signature in black ink that reads 'Joanne Muratori'.

IRB Coordinator

APPENDIX B: RESEARCH RESULTS TABLES

Table 1

Two-Way Analysis of Variance (DV = Likelihood the consumer will engage in a positive manner)

Source	S.S.	df	F-value
Advertisement Subject (AS)	.18	2	.30
Gender (G)	.65	1	2.15
AS x G	1.03	2	1.72
Error	48.39	161	

Corrected Model: $R^2 = .04$; $F = 1.35$; $p = .25$

Table 2

Two-Way Analysis of Variance (DV = Likelihood the consumer will engage in a positive manner)

Source	S.S.	df	F-value
Advertisement Type (AT)	1.10	1	3.74
Advertisement Subject (AS)	.34	2	.57
AT x AS	1.09	2	1.84
Error	47.84	161	

Corrected Model: $R^2 = .05$; $F = 1.73$; $p = .13$

APPENDIX C: PRINT SURVEY ADS

THE NEW Bar Chameleon

Exceptional Nightlife
Renown DJ's

Party Atmosphere

Wide range of drinks and cocktails
Come this weekend

YOUNG ADULT'S

COLLISION

*... a multimedia worship
experience for a generation
desiring God*

Come Join this weekend's





Introducing the iPad.

Get the iPad 32GB on an MTC Connect iPad package, and experience the best internet browser, the best e-mail and the best entertainment platform. It all comes to life on a single multi-touch screen.

Once off payment N\$1,999

-  Safari
-  iPod
-  E-mail
-  You Tube
-  iBooks
-  Pictures
-  iTunes
-  Videos

iPad
ONLY
N\$399
per month

Connect iPad	
FREE personalised e-mail	100 MB (Mailbox)
FREE monthly data	600 MB

Excl. VAT Terms and conditions apply

www.mtc.com.na

Make the connection
mic
connect | contract

APPENDIX D: MULTIMEDIA SURVEY ADS

HTTP Hyperlinks to Multimedia Advertisements

<http://www.youtube.com/watch?v=nNsr7Eugrjk>

-Bar Chameleon Promo Video [Official 2012]
(Date Accessed July 17, 2012)

<http://www.youtube.com/watch?v=Nkr5st7hWU0>

-Collision Ministries Promo Video
(Date Accessed July 17, 2012)

<http://www.youtube.com/watch?v=btfbIVGES1I>

-Apple iPad TV ad – “iPad is Delicious”
(Date Accessed July 17, 2012)

APPENDIX E: ADMINISTERED SURVEYS

Survey 1

INTRODUCTION: Thank you choosing to participate in this study. In this study, you have the opportunity to share your opinion about specific advertisements. You do not have to answer every question or complete every task. You will not lose any benefits if you skip questions or tasks. Thank you again for sharing your thoughts.

Pre-Ad Questions

1. What is your Gender? (please circle) Male Female
2. What is your Age? _____years
3. What is your religion /faith? _____
4. What is your country of origin (where were you born)? _____
5. What is your primary language? _____

Please view the following ad:

The advertisement features a large, colorful logo for 'THE NEW Bar Chameleon' at the top. The logo includes a stylized chameleon on the left and the text 'THE NEW Bar Chameleon' in a vibrant, multi-colored font. Below the logo, there are several text overlays: 'Exceptional Nightlife' and 'Renown DJ's' in yellow, followed by the slogan '„.enjoy life to the fullest.“' in yellow. A smaller inset image shows a group of people dancing in a club. Below this, the text 'Party Atmosphere' is written in yellow. At the bottom, the text 'Wide range of drinks and cocktails' is displayed in a light green font. The background of the ad is a dark, blurred image of a bar or club interior with green and blue lighting.

Describe the ad and thoughts that come to your mind when viewing it. You do not have to use complete sentences. Phrases and words are fine:

Post-Ad Questions

1. What are some of your favorite hobbies (list two hobbies/activities):

2. Which of the following describes you: ___Extravert ___Introvert

3. What is your favorite food? _____

4. How many hours of sleep did you get last night? _____

5. I intend to drink alcohol this Friday night

Strongly Disagree					Strongly Agree
1	2	3	4	5	

6. This weekend I intend to study

Strongly Disagree					Strongly Agree
1	2	3	4	5	

7. This weekend I intend to visit/call my family

Strongly Disagree					Strongly Agree
1	2	3	4	5	

8. I will attend a bar/club this weekend

Strongly Disagree					Strongly Agree
1	2	3	4	5	

9. I intend to go to a church/religious facility this weekend

Strongly Disagree					Strongly Agree
1	2	3	4	5	

10. I intend to pray later today

Strongly
Disagree

1 2 3 4

Strongly
Agree

5

11. I am confident in the way I look

Strongly
Disagree

1 2 3 4

Strongly
Agree

5

12. I feel I am a good person

Strongly
Disagree

1 2 3 4

Strongly
Agree

5

13. My life has meaning

Strongly
Disagree

1 2 3 4

Strongly
Agree

5

Survey 2

INTRODUCTION: Thank you choosing to participate in this study. In this study, you have the opportunity to share your opinion about specific advertisements. You do not have to answer every question or complete every task. You will not lose any benefits if you skip questions or tasks. Thank you again for sharing your thoughts.

Pre-Ad Questions

1. What is your Gender? (please circle) Male Female
2. What is your Age? _____years
3. What is your religion /faith? _____
4. What is your country of origin (where were you born)? _____
5. What is your primary language? _____

Please view the following ad:



YOUNG ADULT'S

COLLISION

... a multimedia worship experience for a generation desiring God

Come Join this weekend's

COME JOIN OUR
BIBLE
Study



Describe the ad and thoughts that come to your mind when viewing it. You do not have to use complete sentences. Phrases and words are fine:

Post-Ad Questions

1. What are some of your favorite hobbies (list two hobbies/activities):

2. Which of the following describes you: ___Extravert ___Introvert

3. What is your favorite food? _____

4. How many hours of sleep did you get last night? _____

5. I intend to drink alcohol this Friday night

Strongly Disagree					Strongly Agree
1	2	3	4	5	

6. This weekend I intend to study

Strongly Disagree					Strongly Agree
1	2	3	4	5	

7. This weekend I intend to visit/call my family

Strongly Disagree					Strongly Agree
1	2	3	4	5	

8. I will attend a bar/club this weekend

Strongly Disagree					Strongly Agree
1	2	3	4	5	

9. I intend to go to a church/religious facility this weekend

Strongly Disagree					Strongly Agree
1	2	3	4	5	

10. I intend to pray later today
Strongly Disagree 1 2 3 4 Strongly Agree 5

11. I am confident in the way I look
Strongly Disagree 1 2 3 4 Strongly Agree 5

12. I feel I am a good person
Strongly Disagree 1 2 3 4 Strongly Agree 5

13. My life has meaning
Strongly Disagree 1 2 3 4 Strongly Agree 5

Please view the following ad:

Introducing the iPad.

Get the iPad 32GB on an MTC Connect iPad package, and experience the best internet browser, the best e-mail and the best entertainment platform. It all comes to life on a single multi-touch screen.

Once off payment N\$1,999

Safari iPod
E-mail YouTube
iBooks Pictures
iTunes Videos

Connect iPad

FREE personalised e-mail	100 MB (Mailbox)
FREE monthly data	600 MB

Excl. VAT. Terms and conditions apply

iPad ONLY N\$399
per month

Make the connection
mic
connect | contract

www.mtc.com.na

Describe the ad and thoughts that come to your mind when viewing it. You do not have to use complete sentences. Phrases and words are fine:

Post-Ad Questions

1. What are some of your favorite hobbies (list two hobbies/activities):

2. Which of the following describes you: ___Extravert ___Introvert

3. What is your favorite food? _____

4. How many hours of sleep did you get last night? _____

5. I intend to drink alcohol this Friday night

Strongly Disagree					Strongly Agree
1	2	3	4	5	

6. This weekend I intend to study

Strongly Disagree					Strongly Agree
1	2	3	4	5	

7. This weekend I intend to visit/call my family

Strongly Disagree					Strongly Agree
1	2	3	4	5	

8. I will attend a bar/club this weekend

Strongly Disagree					Strongly Agree
1	2	3	4	5	

9. I intend to go to a church/religious facility this weekend

Strongly Disagree					Strongly Agree
1	2	3	4	5	

10. I intend to pray later today
Strongly Disagree 1 2 3 4 Strongly Agree 5

11. I am confident in the way I look
Strongly Disagree 1 2 3 4 Strongly Agree 5

12. I feel I am a good person
Strongly Disagree 1 2 3 4 Strongly Agree 5

13. My life has meaning
Strongly Disagree 1 2 3 4 Strongly Agree 5

Survey 4

INTRODUCTION: Thank you choosing to participate in this study. In this study, you have the opportunity to share your opinion about specific advertisements. You do not have to answer every question or complete every task. You will not lose any benefits if you skip questions or tasks. Thank you again for sharing your thoughts.

Pre-Ad Questions

1. What is your Gender? (please circle) Male Female
2. What is your Age? _____years
3. What is your religion /faith? _____
4. What is your country of origin (where were you born)? _____
5. What is your primary language? _____

Please view the following ad: <http://www.youtube.com/watch?v=nNsr7Eugrjk>

Describe the ad and thoughts that come to your mind when viewing it. You do not have to use complete sentences. Phrases and words are fine:

Post-Ad Questions

1. What are some of your favorite hobbies (list two hobbies/activities):

2. Which of the following describes you: ___Extravert ___Introvert

3. What is your favorite food? _____

4. How many hours of sleep did you get last night? _____

5. I intend to drink alcohol this Friday night

Strongly Disagree					Strongly Agree
1	2	3	4	5	

6. This weekend I intend to study

Strongly Disagree					Strongly Agree
1	2	3	4	5	

7. This weekend I intend to visit/call my family

Strongly Disagree					Strongly Agree
1	2	3	4	5	

8. I will attend a bar/club this weekend

Strongly Disagree					Strongly Agree
1	2	3	4	5	

9. I intend to go to a church/religious facility this weekend

Strongly Disagree					Strongly Agree
1	2	3	4	5	

10. I intend to pray later today

Strongly
Disagree

1 2 3 4

Strongly
Agree

5

11. I am confident in the way I look

Strongly
Disagree

1 2 3 4

Strongly
Agree

5

12. I feel I am a good person

Strongly
Disagree

1 2 3 4

Strongly
Agree

5

13. My life has meaning

Strongly
Disagree

1 2 3 4

Strongly
Agree

5

Post-Ad Questions

1. What are some of your favorite hobbies (list two hobbies/activities):

2. Which of the following describes you: ___Extravert ___Introvert

3. What is your favorite food? _____

4. How many hours of sleep did you get last night? _____

5. I intend to drink alcohol this Friday night

Strongly Disagree					Strongly Agree
1	2	3	4	5	

6. This weekend I intend to study

Strongly Disagree					Strongly Agree
1	2	3	4	5	

7. This weekend I intend to visit/call my family

Strongly Disagree					Strongly Agree
1	2	3	4	5	

8. I will attend a bar/club this weekend

Strongly Disagree					Strongly Agree
1	2	3	4	5	

9. I intend to go to a church/religious facility this weekend

Strongly Disagree					Strongly Agree
1	2	3	4	5	

10. I intend to pray later today

Strongly
Disagree

1 2 3 4

Strongly
Agree

5

11. I am confident in the way I look

Strongly
Disagree

1 2 3 4

Strongly
Agree

5

12. I feel I am a good person

Strongly
Disagree

1 2 3 4

Strongly
Agree

5

13. My life has meaning

Strongly
Disagree

1 2 3 4

Strongly
Agree

5

Post-Ad Questions

1. What are some of your favorite hobbies (list two hobbies/activities):

2. Which of the following describes you: ___Extravert ___Introvert

3. What is your favorite food? _____

4. How many hours of sleep did you get last night? _____

5. I intend to drink alcohol this Friday night

Strongly Disagree					Strongly Agree
1	2	3	4	5	

6. This weekend I intend to study

Strongly Disagree					Strongly Agree
1	2	3	4	5	

7. This weekend I intend to visit/call my family

Strongly Disagree					Strongly Agree
1	2	3	4	5	

8. I will attend a bar/club this weekend

Strongly Disagree					Strongly Agree
1	2	3	4	5	

9. I intend to go to a church/religious facility this weekend

Strongly Disagree					Strongly Agree
1	2	3	4	5	

10. I intend to pray later today

Strongly
Disagree

1 2 3 4

Strongly
Agree

5

11. I am confident in the way I look

Strongly
Disagree

1 2 3 4

Strongly
Agree

5

12. I feel I am a good person

Strongly
Disagree

1 2 3 4

Strongly
Agree

5

13. My life has meaning

Strongly
Disagree

1 2 3 4

Strongly
Agree

5

REFERENCES

- Anderson, S., & Palma, A. (2010). Shouting to be heard in advertising.
- Bushman, Brad J. (2005), "Violence and Sex in Television Pro- grams: Do Not Sell Products in Advertisements," *Psychological Science*, 16 (9), 702–708.
- Capella, M. L., Hill, R. P., Rapp, J. M., & Kees, J. (2010). "The impact of violence against women in advertisements." *Journal of Advertising*, 39(4), 37-51.
- Chan, K., & Cai, X. (2009). Influence of television advertising on adolescents in china: An urban-rural comparison. *Young Consumers*, 10(2), 133-145.
- Dill, Karen E., Brian P. Brown, and Michael A. Collins (2008), "Effects of Exposure to Sex- Stereotyped Video Game Characters on Tolerance of Sexual Harassment," *Journal of Experimental Social Psychology*, 44 (5), 1402–1408.
- Gulas, C. S., & McKeage, K. (2000). Extending social comparison: An examination of the unintended consequences of idealized advertising imagery. *Journal of Advertising*, 29(2), 17-28.
- Martin, M. C., & Gentry, J. W. (1997). Stuck in the model trap: The effects of beautiful models in ads on female pre-adolescents and adolescents. *Journal of Advertising*, 26(2), 19-33.
- Martin, M. C., & Kennedy, P. F. (1993). Advertising and social comparison: Consequences for female preadolescents and adolescents. *Psychology & Marketing (1986-1998)*, 10(6), 513-513.
- Pollay, R. W. (1986). The distorted mirror: Reflections on the unintended consequences of advertising. *Journal of Marketing*, 50(2), 18-36.
- Reichert, Tom, Susan E. Heckler, and Sally Jackson (2001), "The Effects of Sexual Social

Marketing Appeals on Cognitive Processing and Persuasion,” *Journal of Advertising*, 30 (1), 13–27.

_____, Michael S. LaTour, and JooYoung Kim (2007), “Assess- ing the Influence of Gender and Sexual Self-Schema on Af- fective Responses to Sexual Content in Advertising,” *Journal of Current Issues and Research in Advertising*, 29 (2), 63–77.

Sher, S. (2011). A framework for assessing immorally manipulative marketing tactics. *Journal of Business Ethics*, 102(1), 97-118.