Vitalii Shcheglov

The structural characteristics

of women-endorsers in advertising messages

and their influence on consumers' responses

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Trabalho efetuarado sob orientação

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Declaração de autoria de trabalho

Declare ser autora deste trabalho, cue é original e inedito. Autores e trabalhos consultados estão devidamente citados no texto e constam da listagem de referéncias incluida.

Assintura

(Vitalii Shcheglov)

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Abbreviations

VM - Verbal modality

NVM - Non-verbal modality

PA - Physical appearance

FS - Female stereotype

BI - Brand image

A - Attention

I - Interest

PI - Purchase intention

AA - Attitude towards advertising

AB - Attitude towards brand

E - Expert

Br - Buyer

W - Wife

Fr - Friend

Mo - Mother

Gf - Girlfriend

Bl - Business-Lady

H - Housewife

LAS - Construct of Hierarchy of Effects represented by Lavidge and Steiner

DAGMAR - Construct of Hierarchy of Effects for measurable objectives studying stages of communication between brand and consumers

AIDA - Construct of Hierarchy of Effects studying stages of consumers' responses in the form of attention, interest, desire and action

S - Source

Se - Sender

R – Receiver

F - Female

M – Male

TA - Target audience

QMC - Quantity of main characters

QF - Quantity of women-endorsers in the spot

N - Number of advertising spot

D - Duration of spot (seconds)

BN - Brand name

Resumo

As imagens humanas são os elementos publicitários que mais influenciam a avaliação que os consumidores fazem sobre produtos e marcas, bem como as suas atitudes e intenções de compra (Adomaitis e Johnson, 2008; Baker, Gilbert e Churchill 1977; Bahram, Zahra e Zahra, 2010; Bagozzi, Gopinath e Nyer, 1999; Hume e Mort, 2010). As imagens humanas não só refletem características psicossociais (papéis psicossociais e interações) e padrões (de autorreflexão, autoestima, atitudes de género), como também estruturam estereótipos e atitudes positivas ou negativas (Carrabis e Peverill-Conti, 2011; Chaudhuri e Micu, 2012; Debono, Kenneth, Harnish e Richard 1988; Huang, 2009). Em especial, as imagens femininas são percebidas pelos consumidores como as mais fortes fontes de exposição à publicidade. E ainda assim, são o elemento publicitário menos estudado (Cramphorn, 2011; De Barnier e Valette-Florence, 2001; Park, e Thomson, 2008; Reingen e Kernan, 1993; Fedorikhin).

Embora diversas pesquisas tenham analisado personagens femininas que desempenhando papéis estereotipados em anúncios (Darden e Frances, 1971; Ford, LaTour e Clarke, 2004; Stafford, Leigh e Martin 1995), permanece por explorar a questão de como estas imagens estereotipadas e respetivas características estruturais afetam provocam impacto nas atitudes e avaliações dos consumidores (Gane, 2007; Gordon, 2005; Lazar, 2006; Mager e Helgeson, 2011; Pradeep, 2010; Reingen e Kerman, 1993). A investigação tem mostrado que as atitudes dos consumidores em relação às imagens humanas usadas na publicidade têm um forte impacto nas atitudes em relação à marca e nas intenções de compra (Adomaitis e Johnson, 2008; Bagozzi, Gopinath e Nyer, 1999; Chi, Yeh e Huang, 2009; Hume e Mort, 2010; Gobé, 2009; Maheswaran e Sternhall, 1990), o que vem sublinhar a representa relevância deste tipo de estudo.

O presente estudo procura investigar como as avaliações que fazemos sobre as características das figuras femininas usadas em publicitários afetam as nossas atitudes face aos produtos e marcas anunciadas, bem como à mensagem publicitária. Assim, procura-se averiguar como a avaliação destas características influencia a resposta ao anúncio, nomeadamente ao nível de variáveis como a atenção, o interesse, a atitude positiva face à mensagem publicitária, ao produto e à marca, bem como ao nível da intenção de compra. O objetivo específico deste estudo consiste em determinar as características mais significativas por meio das quais a fonte (imagens femininas) implementa no recetor (participantes) uma exposição mais significativa à publicidade.

A problemática da exposição publicitária e do papel relativo aos diferentes aspetos das figuras femininas publicitárias é revista a partir de um quadro conceptual psicológico. Assim, a discussão teórica centra-se nas dimensões psicologicamente relevantes representadas pelas imagens femininas publicitárias: comunicação verbal e não-verbal, estereótipos veiculados e aparência física. Assim, definimos as seguintes questões de investigação:

1. Em que medida as características verbais das figuras femininas usadas em spots publicitários influenciam as respostas dos participantes, nomeadamente ao nível da Atenção, Interesse, Intenção de compra e Atitudes face em relação à publicidade e à Marca?

2. Em que medida as características não-verbais das figuras femininas usadas em spots publicitários influenciam as respostas dos participantes, nomeadamente ao nível da Atenção, Interesse, Intenção de compra e Atitudes face em relação à publicidade e à Marca?

3. Em que medida a aparência física das figuras femininas usadas em spots publicitários influencia as respostas dos participantes, nomeadamente ao nível da Atenção, Interesse, Intenção de compra e Atitudes face em relação à publicidade e à Marca?

4. Em que medida os estereótipos publicitários de veiculados pelas figuras femininas de spots publicitários influenciam as respostas dos participantes, nomeadamente ao nível da Atenção, Interesse, Intenção de compra e Atitudes face em relação à publicidade e à Marca?

5. Em que medida o género do participante modula as suas respostas?

A abordagem metodológica foi escolhida com base nos objetivos definidos e na perspetiva teórica escolhida. Assim, neste estudo optou-se pela técnica de diferencial semântico, um tipo de escala de avaliação que permite chegar ao valor conotativo (expressão de significado) dos estímulos. Spots publicitários de cinco marcas internacionais (Nestlé, L'Oreal, Danon, Garnier e NOKIA) foram selecionados por recorrerem a figuras femininas como principais estímulos publicitários. As marcas foram escolhidas por serem bem conhecidas em todo o mundo, não havendo necessidade de descrever as marcas ou os seus produtos aos participantes. Após o visionamento de cada um destes spots publicitários, pedia-se aos participantes para se concentrarem em determinadas características da figura feminina principal do anúncio e de posicionarem num conjunto de escalas bipolares (limitadas por dois adjetivos semanticamente opostos, por exemplo: "Adequado-Inadequado", "Bom-Mau" ou "Valioso-Sem Valor"); procurou-se assim medir diferentes as opiniões, atitudes e valores dos participantes sobre aspetos específicos do anúncio e usando uma escala psicometricamente fiável.

Os resultados do estudo remetem para as variáveis psicológicas do processo percetivo responsáveis pela formação de atitudes sobre um produto e intenção de compra do mesmo. Neste sentido, o estudo centrou-se no grau em que a atenção, o interesse e a intenção de compra dos participantes masculinos e femininos depende da exposição a figuras publicitárias femininas associadas aos estereótipos sociais de género; do género dos participantes e da atitude face à marca.

Assim, os resultados obtidos indicam quais os determinantes (variáveis independentes) que influenciam as avaliações do recetor (consumidores) e respetivas respostas (variáveis dependentes). Por outro lado, mostram também como as fontes de publicidade (imagens do sexo feminino), catalisadoras da representação funcional de realidade social, formam condições para a estimulação de feedback apropriado nos recetores (consumidores), sendo capazes de representar ideias diretas sobre marcas e respetivos produtos no contexto de outras ideias que não estão diretamente relacionadas com eles, e, portanto, representam uma necessidade relevante para a investigação no âmbito da psicologia, semiologia e ciências associadas. Algumas imagens femininas publicitárias são capazes de contribuir para estes objetivos; outras, pelo contrário, contribuem para os resultados opostos que se refletem nas avaliações dos participantes e, assim, indicam problemas relevantes). No âmbito dos objetivos definidos, argumenta-se e enfatiza-se a necessidade de uma abordagem complexa para a criação de imagens femininas publicitárias como fontes multimodais de exposição à publicidade. A presente investigação, tanto ao nível da revisão teórica como dos resultados empíricos obtidos, mostrou que atitudes impróprias em relação a imagens femininas publicitária podem não só influenciar a autoestima, podendo afetar a saúde mental e física dos consumidores. Assim, este problema remete para dois aspetos: o problema de criar fontes de publicidade adequadas (imagens femininas) e o problema de perceção das suas características estruturais dentro das modalidades representadas como sinais psicológicos que na sua totalidade influenciam a atitude em relação à marca e respetivas mensagens, o que representa um problema psicológico relevante na cultura moderna.

Acreditamos que este estudo vai ajudar novos investigadores na obtenção de resultados empíricos importantes em estudos futuros no campo da Psicologia de Publicidade, Marketing, Comunicação, Mídia, Sociologia, Gestão, EWconomia, Psicologia Transcultural,

Ética e Estética, Psicologia do Género, Psicanálise, Psicologia Comportamental e Gestalt, Filosofia, bem como diferentes programas governamentais direcionados e focados na saúde física e mental da Sociedade e educação.

Abstract

Participation of women-endorsers in advertising is key element in solving some of the psychological problems of the advertising industry: to involve consumers into the message of the brand, to evoke desire to possess advertised product and to form positive attitude towards brand. Researchers claim that consumers build their attitude towards brand messages based on their first impression. Human images are the first sources which consumers pay attention to in advertising. Negative reaction to these images has strong impact on consumers' attention towards the advertising message, their interest towards the product and brand which may lead to disregarding of advertising. Study shows that image of endorsers may influence not only on attention or interest of consumers to brand but also may form their attitude towards the product and intention to purchase (Bjerke and Polegato, 2006; Chi, Yeh, Huang, 2009; Goldsmith, Laffery and Newell, 2000; Maheswaran, Durajraj and Sternhall, 1990; Solomon and Michael, 2004).

On the other hand, for the consumers, the endorsers used in adverting are the most powerful vehicles for the brands' messages because they are capable of forming the opinion of consumers through a large number of psychological effects (Bahram and Zahra, 2010; DeBono, Kenneth, Harnish and Richard, 1988; Goldsmith, Laffery and Newell, 2000). Basic modalities represented by endorsers, such as speech, emotional expression, behavior, etc., are dependent on several external and internal factors (social, cultural, political, religious, economic, and others), and therefore, they tend to vary in space and time. This complexity makes then elusive to scientific study.

The purpose of this study is to define how participants' attitudes towards different characteristics of women-endorsers influence on their assessments of brands and their messages. How participants' assessments of these characteristics influence on responses of participants in the form of subjective feedback (such as attention, interest, positive

attitude towards advertising message, brand and intention to purchase). This study shows to what extent participants' assessments of women-endorsers are subject to influence of brand attitude in consumers and how these assessments correlate.

1. **Introduction**

Researchers found that advertising sells a great deal more than products because they sell values, images, and concepts of success and worth, love and sexuality, popularity and normalcy. Advertisings tell people who they are and who they should be (Kilbourne, 2011). The practice of advertising industry proves that human images in advertising not only reflect psychosocial characteristics (regularities of psychosocial roles and relations) and patterns (self-reflection, self-esteem, gender attitudes) but also structure them, forming positive or negative stereotypes and attitudes (DeBono, Kenneth, Harnish, Richard, 1988; Lazar, 2006).

Due to the fact that being mediators of advertising messages of brands, women-endorsers are the most significant psychological, cultural, psychosocial sources which influence consumers' assessments, opinions, values and attitudes (Aagerup, 2011; Adomaitis and Johnson, 2008; Baker, Gilbert and Churchill, 1977), they can strongly impact subjective attitude towards brand and intentions to purchase (D'Alessandro and Chitty, 2011; Maheswaran, Sternhall, 1990). Although there has been some works conducted in research analyzing women-endorsers which played stereotypical roles in advertising (Darden and French, 1971; Stafford, Leigh and Martin, 1995; Dillavou, 2009; Haboush, Warren and Benuto, 2012), the question of how these stereotypical images and their structural characteristics impact consumers' assessments and attitudes has remained an area in need of more academic research (Reingen and Kerman, 1993; Robertson and Davidson, 2013; Tellis, 2004) which represents relevance of this study.

This study investigates how participants' assessments of different characteristics of women-endorsers influence on their assessments of brands and their messages. How participants' assessments of these characteristics (independent variables) influence on responses of participants in the form of subjective feedback such as attention, interest,

positive attitude to advertising messages and intention to purchase (dependent variables). The study shows to what extent participants' assessments of e x p r e s s i o n o f women-endorsers a r e subject to influence of brand attitude in consumers and how these assessments correlate. Hence, the specific goal of this study is to determine the most significant (valuable) characteristics by means of which the Source (S) (women-endorsers) implements advertising exposure on the Receiver (R) (participants). More specifically we are intended to identify which stimuli are more significant determiners of positive responses: assessments of women-endorsers or assessments of brands represented by women-endorsers; to determine significance of modalities for the Receiver (R) (participants) implemented by the Source (S) (women-endorsers) and to determine how correlation of assessments influences on the Receiver's (R) (participants) responses expressed in specific reactions of – attention (A), interest (I), attitude towards advertising (AA), brands (BA) and intention to purchase (PI).

We defined the following research questions for this study

1. Do participants consider verbal exposure (VM) more significant modality for their Attention (A), Interest (I), Intention to purchase (PI), positive attitude towards brand (BA) and positive attitude towards advertising (AA) comparing to other modalities?

2. Do participants consider non-verbal modality (NVM) more significant variable for their Attention (A), Interest (I), Intention to purchase (PI), positive attitude towards brand (BA) and positive attitude towards advertising (AA) comparing to other modalities?

3. Do participants consider exposure of physical appearance (PA) more significant modality for their Attention (A), Interest (I), Intention to purchase (PI), positive attitude towards brand (BA) and positive attitude towards advertising (AA) comparing to other modalities?

4. Do participants consider exposure of females' stereotypes (FS) more significant

modality for their Attention (A), Interest (I), Intention to purchase (PI), positive attitude towards brand (BA) and positive attitude towards advertising (AA) comparing to other modalities?

5. Do participants consider exposure of brand image modality (BI) more significant variable for their Attention (A), Interest (I), Intention to purchase (PI), positive attitude towards brand (BA) and positive attitude towards advertising (AA) comparing to other modalities?

Research problems of advertising exposure and perception of different aspects of women-endorsers by respondents are reviewed in theoretical framework of psychological approach. Therefore the theoretical framework focuses on psychological classifications of researched phenomena representing women-endorsers as psychological sources of different modalities of advertising exposure: verbal (VM) and nonverbal (NVM) communication, stereotypes (FS) which contain variety of social roles, physical appearance (PA), and exposure of brand image (BI), which effect is intended to create positive feedback of consumers towards advertising messages.

On the basis of theoretical approach the methodological approach was chosen. This study is performed by means of Semantic differential scale (Osgood's method) which is a type of a rating scale, designed to measure the connotative influence (expression of signifying) of suggested stimuli (attitude towards women-endorsers and brands). The connotations are used to derive the attitude towards given variable. The respondent is asked to choose where his or her position lies, on a scale between two bipolar adjectives (for example: "Pleasant-Unpleasant", "Adequate-Inadequate", "Valuable-Worthless"). Semantic differentials is given to measure different opinions, attitudes and values of participants on a psychometrically controlled scale developed in framework of scientific approach based on main objectives of this work.

We used a Chain Referral Sampling Technique which is a non-probability sampling method that is used to identify participants. This type of sampling technique works like chain referral. The process of Chain Referral Sampling is much like asking your subjects to nominate another person with the same trait as your next subject. The researcher then observes the nominated subjects and continues in the same way until sufficient number of subjects is obtained. Current sampling is a useful tool for building networks and increasing number of participants.

Five advertising spots of five brands (DANON, GARNIER, L'OREAL, NESTLE, NOKIA) were selected that contained women-endorsers as main advertising characters represented different products. These brands were chosen as they are well known across the world and participants did not have a need in description of brands, their products and advertisements. All advertising spots were taken from different media sources (Brands advertising agencies websites, You Tube, On-line Television channels) and were represented in European marketplaces as part of advertising campaigns.

As main technique by means of which collecting of empirical data was carried out we have chosen the best for psychological study methods applied in advertising industry, in particular, by means of demonstration of content of advertising spots, and appropriate questionnaires for each respondent which contained filling forms and instructions to each of them which will be discussed in separate chapter. In addition the study researches psychological effects of advertising communication mediated by brands messages which frames this work with psychological approach: participants' responses to advertising stimuli represented as psychological and psychosocial characteristics of advertising sources (women-endorsers) which intended to influence on the Receiver's (participants) assessments of suggested stimuli (advertising messages): intrinsic properties of advertising signs relatively their interpretation; relationship between advertising signs and their denotata;

relationship between advertising signs as sources of psychological and psychosocial characteristics and sign-using agents (addressee), significance of advertising signs for addressee, which are the main objectives of semiotic studies, and thus, largely, frame current study by this approach.

More specifically the study analyses such relevant psychological questions as to what extent participants' subjective assessments of one modalities influence on their feedback to other modalities and how this correlation is reflected in participants responses to advertising messages. In particular, the extent of attention (A), interest (I), positive or negative attitude towards the Source (S) (women-endorsers), advertising messages and brands. In framework of stated objectives it is argued and emphasized on necessity of complex approach to representation of women-endorsers as multimodal agents of advertising exposure. Literature review showed that human factor serves the most significant and efficient source of advertising exposure. This factor strongly influences on the structure of personality (cognitive, emotional and volitional responses) forming self- reflection, self-esteem, social and gender stereotypes and behaviors. Research proved that inappropriate perception of women-endorsers may not just influence on self- esteem but also do harm to consumers' mental and physical health (Amos, Holmes and Strutton, 2008; Bagozzi, 1999; Smolak and Striegel-Moore, 2004; D'Alessandro and Chitty, 2011; Gilbert and Hixon, 1991).

Obviously that this problem includes both, the problem of creating advertising Sources (S) (women-endorsers) and the problem of perception of their structural characteristics (modalities) as psychological signs perceived by the Receiver (consumers) which in its totality influence on attitude towards the Sender (S) (brand), and, thus, reflects social, psychological and semantic problem of modern culture – relationships of the person and environment.

Women-endorsers as catalysts of functional representation of social reality form conditions for stimulation of imagination being capable of representing direct ideas about brands and their products (social, cultural, educational, psychological, aesthetic, valuable, beneficial and others) in the context of other ideas that are not related with them directly, and thus represent increasing need for research in framework of not just psychology but also related sciences. Obviously that some advertising sources are able to contribute to these goals, others, on the contrary, contribute to opposite results. Therefore, this problem covers practically all socio-cultural and psychosocial levels which put in dependence the whole process of advertising communication and form conditions for their continuous investigation.

The results of the study have obtained necessary data on important psychological, semantic, and marketing research problems, such as the factor of influence of stereotypes; the factor of influence of needs caused by biological, psychological and social conditions; the factor of influence of gender identification on assessment of advertising messages; the factor of dependence of attention, interest and purchase intention of men and women on exposure of women-endorsers in advertising; the factor of influence of brand image on attitude towards advertising; the factor of influence of advertising signs in framework of different modalities of the Sources (S) (women-endorsers) on attitude towards the Sender (Se) of messages (brands); the factor of influence of different modalities of women-endorsers on formation of positive or negative attitudes towards advertising messages and brands depending on gender. Thus, obtained data indicate what determiners (modalities) positively or negatively influence on the Receiver's (participants) assessments of represented stimuli (spots) and how participants estimate different effects (advertising exposure) of researched phenomena (modalities) implemented by women-endorsers intended to actualize positive communication

with consumers.

It is proved that advertising men and women images are perceived by consumers as the strongest sources of advertising exposure. And yet they are still the least studied elements of advertising (Reingen and Kernan, 1993). Mainly scientific studies in this direction we may find in the US literature, which, in present, makes it necessary research area for big scale of study (psychology, sociology, philosophy, marketing, communications, and education). Besides, taking into account how changes of modern culture and society are being developed under the influence of global processes, this study provides favorable environmental conditions for further development and study of constantly changing needs of consumers in framework of brand campaigns and brand communication, in particular, how advertising Sources (S) (as external stimuli) impact on the Receiver's responses (as internal processes) and thus shedding light on constantly changing conditions of communication between the Sender (brand) and the Receiver (consumers).

In whole, we have formed new data base in framework of study of brand new scientific field: advertising communication, which will help new researchers to obtain new important results, for other studies in the field of Advertising Psychology, Marketing, Communications, Media, Sociology, Management, Economics, Cross-cultural Psychology, Ethics and Aesthetic, Gender Psychology, Analytical Psychology and Psychoanalysis, Behavioral and Gestalt Psychology, Philosophy, different governmental programs directed and focused at physical and mental health and education.

2. State of the art

2.1 Introduction

Researchers claim that there are a set of skills women should use when interpreting messages in the media (Stieber and Thoman, 2000). These skills include observing women-endorsers in advertising seeking out alternative depictions and supporting women to make their own messages, and sharing knowledge with society. Goffman's frame analysis concept focuses on key characteristics that display important messages about gender representations in advertising. The concept examines the study of images that represent relationships between men and women, and thus potentially representing scientific insights into the images of both genders (Klassen, Jasper and Schwartz, 1993). Goffman's approach allows the exploration of less obvious elements or what he called the "opaque goings on" of an advertisement. Specifically, the frame analysis concept involves a coding system that analyses different characteristics of advertising human images (for instance, facial expressions, gestures, postures, relative sizes, positions, etc.) inherent for men and women images in advertising. Goffman argued that these content categories indicate gender differences in "social weight" a measurement of social power, influence, and authority.

Goffman's research also analyses psychosocial basis of advertising, in particular, what social portrayals in advertising say about the positions of men and women within society operating with different stereotypes and different social roles. Research found that women stereotyping in advertisements mainly includes relative size, function ranking and feminine touch. Author addressed power and rank for classification in advertising images relates to relative size, thus, describing not only women-endorsers but relatively both genders. Results of investigation report that in the interaction of men and women in advertising, the man's superior status over the woman was often highlighted by the man appearing much taller or larger than the woman. Study has shown that advertisers portray women-endorsers

(more often than men) using their fingers and hands to outline, cradle, or caress objects. Women are portrayed just barely touching the objects like a relationship between two electrically charged bodies which also focuses attention at female nature (Klassen, Jasper and Schwartz, 1993).

Further analysis has found that women in advertising were overwhelmingly portrayed in stereotypical roles and subsequent researches supported these findings and confirmed that advertising women-endorsers were regularly depicted stereotypically (Belknap and Leonard, 1991; Kang 1997; Lindner, 2004; Gane, 2007; Sirakaya and Sonmez, 2000; Sohn and Youn, 2013). In his research Kang (1997) found that the women-endorsers did not change significantly from images found in Goffman's study in 20 years. Kang (1997) notes that only superficial changes of women's roles in advertising occurred over the years.

Other findings supported that stereotyping of women in advertising also influences on different forms of communication. A content analysis was done in order to examine potential gender stereotyping in advertisements. Milburn, Carney and Ramirez (2001) conducted a study where they examined women-endorsers in two popular clipart packages, Microsoft and Print Shop Ensemble for gender and racial equality. Researchers found significant representational biases in both packages. There was an under representation of women, and when depicted, both software packages portrayed them in a significantly different manner than males. Women were more likely to be depicted as submissive. Men were more likely to be depicted as authoritative and more knowledgeable and predominantly more active. Women were more likely to be shown younger then the middle aged or elderly and were dressed in more revealing wardrobes and more likely to be shown in activities like sitting while men were depicted in activities like running.

Researchers Mary Martin and James Gentry (1996) have found that teen

advertising negatively impacts teenagers' self-esteem by setting unrealistic expectations for them about their physical appearances through the use of idealized models. Consequent studies also showed that advertisements demonstrate a dominance of decorative images of women who are basically concerned with physical beauty (Zotos and Plakoyiannaki, 2009). Results of the study examined women-endorsers in tourism promotional materials (Sirakaya and Sonmez, 2000) also supported that women in advertising mostly played roles of subordinate, submissive, and dependent on men. Pritchard and Morgan found that women more likely played roles of passive observers who were "sexually available" in the context of advertising (Pritchard and Morgan, 2007). Other researchers, such as Heidi Posavac (2001) acknowledge this, but believe that this only applies to teenagers who already possess low self-esteem or poor self-images. Other researchers, in contrast, have concluded that young consumers to be generally unaffected by these advertisements due to the repeat exposure that can create an immunity to images and messages in advertisements which were supported by relative studies (Campbell and Keller, 2003). Besides, some researchers, such as Paul Humphreys, have concluded that exposure to such advertisements can lead to opposite results and create not low but higher self-esteem. Martin and Gentry also found that advertising exposure can impose a sense of inadequacy on young women's self-concepts.

2.2 Attitude towards Women-Endorsers

Effective advertising must arouse the Receiver's (consumers) desire to acquire the product advertised. For the consumer, such arousals as women-endorsers are the most powerful vehicles for the brands' messages (Kenneth, Harnish, 1988). These images are capable of forming the opinion of the subject through a large number of psychological effects (modalities). Therefore women-endorsers (S) may influence not just on attention or interest

of consumers towards brands but also may form their attitude towards the product and intention to purchase (Maheswaran 1990; Dorot, 2013; Sternhall, Dholakia, Leavitt, 1978).

Researchers state that such effects as appealing to hedonic needs are capable to execute the role of significant cues (de Witt, Evers and De Ridder, 2011; Holbrook and Hirschman, 1982). Consumers tend to pay attention to stimuli that make them feel good (Isen, 1982). In this regards, such advertising source as women-endorsers may appeal to this need through the set of efficient characteristics. Such cues may be found in multiple studies d e d i c a t e d t o advertising influence oriented on sexual stimuli of human images which is not objectives of this study. However, w e c a n r e f e r t o findings and mention that advertising using sexual vs. nonsexual sources create more attention to the advertising context, and create greater attractiveness and interest towards advertising messages (Bello, Pitts, and Etzel, 1983; Gibbs, Harper and Tiggemann, 2008; Severn, Belch, and Belch, 1990).

The purpose of advertising exposure is to arouse certain feeling. In other words, advertising demonstrates how the consumer is going to feel after acquiring product by appealing to appropriate associations and emotional memory. Arousal is a variable directly related to cognitive and affective processes, which represents the body activation level (Gould, Krane, 1992) as a human capacity to react to external stimuli (Benedek and Kaernbach, 2010). Arousal is thus a physiological and psychological state of alertness (Shapiro and MacInnis, 2002).

Arousal is difficult to analyze and it has been commonly measured by self-report techniques. As a fundamental dimension in the study of emotions, arousal has been related to simple processes such as awareness and attention and also to more complex tasks such as information retention and attitude formation (Holbrook and Hirschman, 1982) which affects advertising effectiveness and brand desirability (Aaker, Stayman and

Hagerty, 1986). Thus, objectives of this study largely are consistent with described phenomena of similar problems observed in previous study. More specifically, this study is intended to analyze how characteristics of women-endorsers (S) influence on participants' (R) responses: Attention (A), Interest (I), Intention to purchase (PI) to identify their effectiveness on attitude towards advertising (AA), and brand i m a g e (BI), combining it with traditional methods (semantic differential).

2.3 Attractiveness

Numerous study show that highly attractive person is perceived as possessing more positive characteristics whereas those low in physical appearance are perceived less positively (Gillen, 1981). Implicit personality theory suggests that people stereotype others on the basis of categorical assumptions related to physical characteristics, and as such physical appearance is subsequently linked to other positive characteristics. Meta-analyses support the strong effect of physical attractiveness on positive impressions and the "what is beautiful is good" phenomenon (Dion, Berscheid and Walster, 1972; Eagly, Ashmore, Makhijani and Longo, 1991; Feingold, 1992; Hosoda, Stone-Romero and Coats, 2003; Jackson, Hunter and Hodge, 1995; Langlois, 2000) with the strength of the effect apparently comparable for both men and women (Eagly, 1991; Langlois, 2000).

Due to the fact that studies in psychology confirm that physical attractiveness (Pa) influences on social perception (Eagly, 1991), and given that images of attractive persons appear to evoke responses similar to those obtained with real stimulus persons, it seems likely that physically attractive women-endorsers affect advertising effectiveness. On the other hand, despite the fact that study of exposure of attractiveness in advertising is low, responses in a number of dimensions have been documented (Belch, 1987; Julander and Söderlund, 2005). Existing studies appear to have failed to acknowledge a crucial aspect of

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the typical advertising with physically attractive women: the model and the advertised product are connected by means of visual juxtaposition, and explicit verbal statements about their connection are absent which testifies about efficiency of indirect persuasion (McQuarrie and Phillips, 2005).

However, despite the fact that nonverbal exposure has a much more implicit syntax compared to verbal messages (Kress and van Leeuwen, 2004; Lister and Wells, 2002; Messaris, 1997; Messaris, 1998), the consumers appear to be fully able to form connections between juxtaposed visual elements. Indeed, consumers have been shown to spontaneously form multiple inferences when they are faced with image-based indirect advertising claims (McQuarrie and Phillips, 2005). Research addressing this issue reveals that influence of attractiveness in advertising is considerably more complicated variable (Abraham and Dijkstra, 2011; Bower, 2001; Bower and Landreth 2001; Pringle and Binet 2005; McQuarrie and Phillips, 2005; Söderlund and Rosengren, 2004). Sometimes attractive women are found to increase positive attitudes toward advertising (Kahle and Homer, 1985). However, sometimes attractiveness of endorsers does not appear to influence consumers at all (Caballero, Lumpkin and Madden, 1989). Other studies showed that attractive women have been found to actually decrease advertising persuasion (Bower, 2001).

On the other hand, researchers found that purchase intention may be also decreased when an attractive women-endorsers was paired with the target product rather than when the product was paired with an unattractive women-endorsers (Caballero and Solomon, 1984). Thus we may come to conclusion that attractiveness of women-endorsers may have unpredictable advertising effect on the consumers. Therefore an effect of such strong element of advertising exposure requires extreme attention regarding correlation with other indicators which on all probability might be in certain extent determined by such variable as physical appearance.

2.4 Attention Engagement

Attention engagement is the process of sustaining attention to an already selected source, and has duration and intensity components. Attention selection and engagement are determined by the significance of exposure of the Source (S) for the Receiver (R) (consumers). If stimuli are significant the Receiver (R) may get into another level of engagement such as interest (I) which is equivalently such engagement model as AIDA or DAGMAR (hierarchy of effects models) which will be discussed in separate chapter. However, if the stimulus has not interested the subject then he or she may loss interest and switch attention to more significant stimuli.

Physiological explanation of attention describes this mental function as fixation of consciousness at certain stimulus expressed in eyes movement. Any stimulus may express both extrinsic (objective) significance for the subject (such as image, size, form, voice, color, movement, behavior) and intrinsic (subjective) significance (attitudes) for the subject (Itti 2005; Wolfe 2005). This approach is relevant to our study as we were interested to measure extent of participants' attention expressed in their assessments and find out to what extent different characteristics (modalities) of women-endorsers may influence on men's and women' attention which is indicated in Hypothesis 1.

Hypothesis 1 (H1). Participants' attention towards advertising is more subject to effect of physical appearance modality, while exposure of other modalities participants considered less significant for their attention.

2.5 Competition of Stimuli

Significant stimuli capture attention reflexively and immediately when they are salient. The salience of the stimuli depends on their local contrast with other characteristics of the advertising context on basic perceptual features, such as size, form,

color, luminance and others (Itti, 2005; Wolfe, 2005). In order to save effort of consciousness the brain tends not to react to stimulus that is irrelevant (not interesting, not valuable or inaccessible) to consciousness. Resulting, the brain concentrates attention only at those stimuli which are more significant while other stimuli become irrelevant for the subject's attention. Therefore the more significant or important advertising stimulus is for brain, the greater extent of attention this stimulus gets, and the more sensory isolation from other stimuli. The same rule acts vice versa: the less attractive advertising stimulus is for the subject, the less extent of attention this stimulus gets, resulting in consumer switch attention to more exciting stimulus (Figure 1).
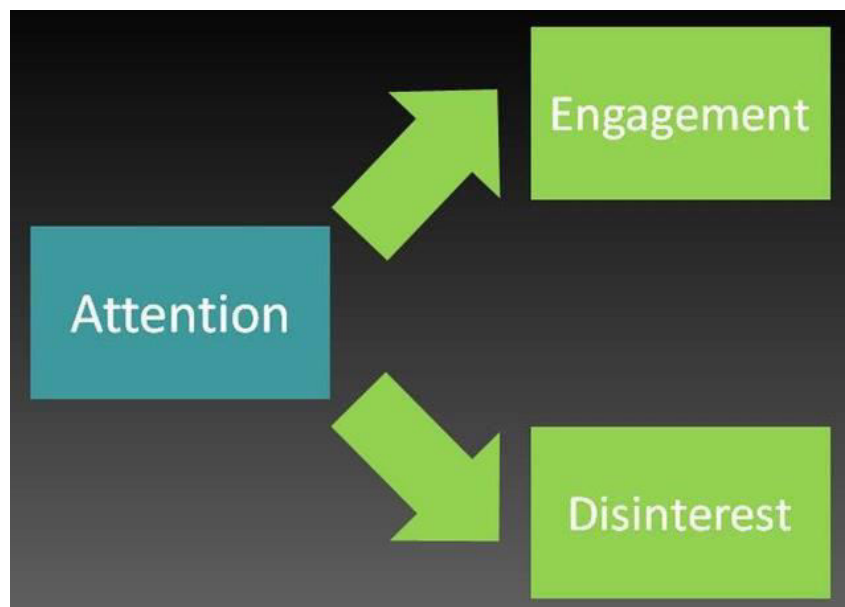
Figure 1. Attention Engagement.

Because of human attention's resources are limited, attention to one stimulus may be evoked at the expense of other stimulus. On the other hand, attention to a particular stimulus may also spill over to another stimulus. Researchers state that in order to be effective advertising source must contain vivid and memorable stimuli (Miller and Stocia, 2003). Vivid stimuli have been defined as the ones which draw and hold attention, evoke

concrete mental imagery, emotionally interesting and stimulate senses (Nisbett and Ross, 1980).

Consumers may freely view and explore advertising that they are exposed to without a particular task in mind (Janiszewski, 1998; Kahneman, 1973). But they may also pursue a specific goal, such as learning new information about the Source (women-endorsers) or the Sender (brand) or attractiveness of the stimuli (Lichtenstein and Srull, 1987). Observed problems directly related to main objectives of this study as we were interested to find out how much certain modality of women-endorsers was contributing to attention of the participants in demonstrated spot.

General research effort has been devoted to understanding reflexive control by stimulus factors (Itti, 2005; Treisman and Gelade, 1980), in advertising, mainly the size of advertising and the objects contained therein (Janiszewski, 1998; Lohse, 1997; Pieters and Wedel, 2004). As a result, the role of goals of attention to advertising stimuli is still largely unknown, which has been identified as an important gap in the knowledge (Henderson and Hollingworth, 1998; Kingstone, Smilek, Ristic, Friesen, and Eastwood, 2003; Pashler, Johnston, and Ruthruff, 2001) which represents novelty and relevance for this study as well.

2.6 Arousal of Interest

After catching their attention, maintaining interest of the Receiver (consumers) is the hardest part. The most appropriate method to evoke Interest (I) of the audience is to appeal to the stimuli that seem to be relevant to the Receiver's (consumers) needs which may be goal of acquiring of the product. Interests and goals have been identified as two important motivational constructs that influence engagement and achievement in learning process (Chen, 2001; Chen and Shen, 2004; Chen and Ennis, 2004; Hidi and Harackiewicz, 2000).The main indicator of the Receiver's (consumers) needs for advertiser is target

audience which relevance is widely represented within Maslows' hierarchy (Figure 2). Another way to evoke consumers' interest is to appeal to their problems (time poor, work issues, global conflicts); to their weaknesses (jealousy, vanity, selfishness); or their emotions: positive (happiness, joy, etc.) or negative (fear, anger, etc).

Self-actualisation
personal growth and fulfilment

Esteem needs
achievement, status, responsibility, reputation

Belongingness and Love needs
family, affection, relationships, work group, etc

Safety needs
protection, security, order, law, limits, stability, etc

Biological and Physiological needs
basic life needs - air, food, drink, shelter, warmth, sex, sleep, etc.
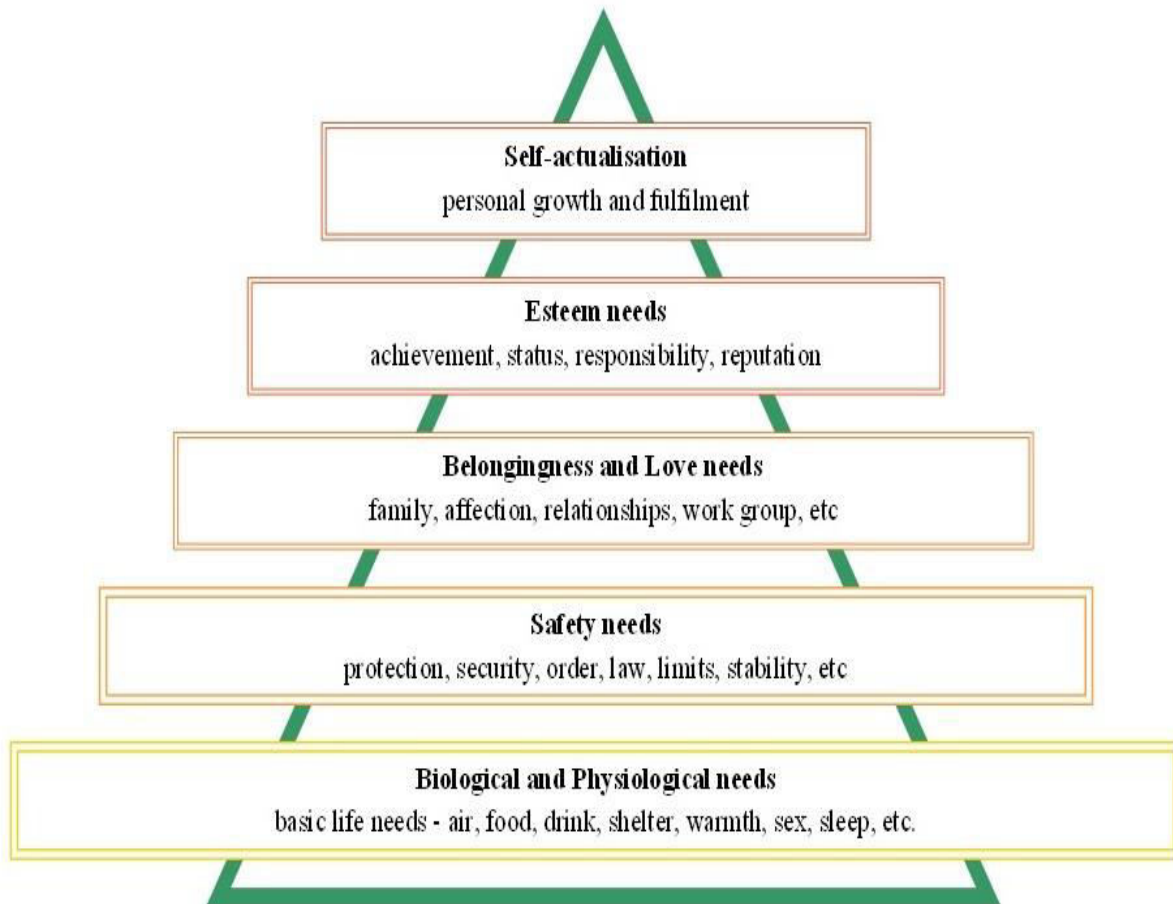
Figure 2. The Maslow's Hierarchy of Needs (Five-Stage Model).

Environmental psychology model provides better concept of emotional response of the Receiver (consumers) to advertising rather than traditional research (Hitchon, 1994). Such stimuli as sense and information assessments make the environmental psychology model relevant for this study, and therefore require discussion. The environmental psychology model proposes an environment (advertising) that produces an emotional feeling

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in the Receiver's (consumers) mind, which is divided into pleasure, arousal or dominance in different consumption situations. Sense modalities are images, sounds, sights; emotional expression, behaviors and touch that can affect the Receiver's (R) (consumers) experience are used in advertising so that they might correlate. Assessments (positive or negative) of these determiners can strongly affect audience for gaining information from advertising and therefore stimulate consumers' interest towards verbal, nonverbal and other signs expressed by the Source (women-endorsers).

On the other hand, interest has both, a cognitive and affective component as a motivational construct (Hidi and Harackiewicz, 2000). It emerges as a result of interaction between subject and environment and has been conceptualized as individual interest and situational interest (Krapp and Hidi, 1992).

Both individual and situational interests consist of two characteristics. For *individual interest*, these characteristics involve an emerging individual interest and a defined individual interest (Renninger, 2000). *Individual interest* refers to an individual's relatively enduring psychological predisposition (preference) to re-engage in particular classes of objects, events, or ideas over time and is content specific. In essence, individual interest develops slowly and tends to be long-lasting and is considered to be relatively stable. Individual interest may serve predictor of attitude towards person or brand and thus stimulate evaluation of advertising. Furthermore, individual interest develops in combination with an individual's knowledge and values. Given the above characteristics, individual interest plays a major role in a learner's preference to engage in processes over time and in predicting future motivation.

Situational interest refers to the affective response triggered in the moment by stimuli exposure which may influence an individual's knowledge and values. Typically, this type of interest is evoked by specific or appealing features (image, lifestyle, expression

and behaviors) of the Source (S) and has the potential to generate a true state of interest (Hidi, 1990; Hidi and Anderson, 1992; Hidi and Renninger, 1992).

Both situational and individual interest may serve predictor of attitude towards advertising increasing or decreasing positive attitude towards brand and its product. Although individual interest is triggered by an individual's psychological predisposition and situational interest by environmental stimuli, researchers point out that individual interest and situational interest are not dichotomous phenomena that occur in isolation (Hidi, 1990). On the contrary, both types of interest tend to interact and influence each others' development. This approach is directly related to this study because the role of modalities is to appeal to both types of interest making holistic effect on the Receiver (R) not contradicting psychological regularities. More specifically this task is formulated in hypothesis 2.

Hypotesis 2 (H2). Participants' interest towards advertising is more subject to effect of non-verbal modality while exposure of other modalities participants considered less significant for their interest.

2.7 Attitude towards the Product

Literature testifies that advertising effectiveness may be enhanced if the product's characteristics "match up" with characteristics expressed by the Source (women-endorsers). These findings support suggestions that high relevance of advertising exposure is more effective when it is relevant to advertised product compared to when relevance is low. For example, Kamins (1990) exposed participants to an advertisement depicting either an attractiveness-relevant product (a luxury car) or a product less relevant for attractiveness (a home computer). The product was endorsed by either an attractive celebrity or a less attractive celebrity. Results indicated that exposure to the advertisement in which the

attractiveness-relevant product was paired with the attractive celebrity resulted in more positive attitudes toward the product than did the advertisement that paired the attractive celebrity with the product less relevant for attractiveness. However, although a number of studies, including the Kamins (1990) study, produced findings consistent with the match-up hypothesis, it remains unclear whether it is always important to match women-endorsers to products (Trampe, Diederik, Stapel, Frans, Siero and Henriëtte, Mulder, 2010).

Attitude toward product is expressed in consumer's positive or negative feelings about the product. More specifically, attitude refers to knowledge (experience) and positive or negative feelings about an object and can also be seen as an "overall evaluation that expresses how much consumer likes or dislikes the product" (Macinnis, 2001; Petty, Unnava and Strathman, 1991; Solomon, 2004). A number of studies testify in both psychology and marketing research that attractive endorsers (S) favorably affect attitudes of consumers toward advertising and products   (Caballero and Pride, 1984; Chaiken, 1979; Reingen and Kernan, 1993). Further studies supported these findings (Kamins and Gupta, 1994; Koernig and Page, 2002; Till and Busler, 2000).

However, consumers never have motive to possess a product without subjective evaluations which lead to product attitude. Attitude towards product may be elicited by various emotions, not only by the product's appearance, but also by other aspects, such as the product's function, brand attitude, consumers' behavior, and associated meanings. These various underlying appraisals are the key factors that have been used to classify human emotions in one of the following five classes of product emotions:

1. *Instrumental* (evoke satisfaction or disappointment related to expectations about the product);

2. *Aesthetic* (evoke appropriate emotions based on the subject's impression of look, feel, smell, taste, sound and other stimuli effecting senses);

3. *Social* (emotions related to beliefs, norms, regularities and other stereotypes);

4. *Surprise* (emotions evoked by nonstandard, sudden and unexpected stimuli);

5. *Interest* (emotions which make laugh, stimulate, motivate to some creative action or thought).

Attitudes are formed by three main components (Hawkins, Best and Coney, 2004): *Cognitive*: consumer's beliefs about product, which can be generally evaluated; *Affective*: feelings and emotional reactions to the product and *Behavioral*: tendency to respond in a certain manner toward the product expressed in intention to make a purchase. The concept of hierarchy of effects (such as AIDA or DAGMAR) was developed to explain the relative impact of these 3 components on a sequence of steps to form attitude (Solomon, 2004).

Those attributes go beyond the tangible characteristics of the product, involving also the augmented product. Thus, we may conclude that attributes of the advertised product may be endowed with not only attributes of the Source (S) reflecting attitude towards women-endorsers but also attributes of the Sender (Se) reflecting attitude towards brand, and, thus, influencing on general evaluation of the product attitude. Some studies support this dilemma indicating that the link between attitude toward the product and behavior is not always clear: sometimes consumers may have such strong attitudes toward an advertisement that they transfer these feelings from the advertising to the brand and product. Sometimes, attitude towards product has a direct effect on behaviors (PI) (Bagozziand, Warshaw, 1992; Bagozzi and Yi, 1988); and sometimes they do not. Such findings represent interest for this study represented in Hypothesis 3.

Hypothesis 3 (H3). Participants' purchase intention is more subject to effect of verbal modality, while exposure of other modalities participants considered less significant for their purchase intention.

2.8 Purchase Intention

One of the advertisers' objectives is to determine factors that influence consumers (R) of advertising messages to act in a particular way. Researchers describe terminology for purchase intention (PI) as real sense to purchase advertised product. However it's found that participants more likely intended to experience purchase intention when they cannot actually make decision about the product (Goldsmith and Lafferty, 2002) which indicates the influence of other variables in the context of advertising that affects decision making. When consumer watches an endorser in advertisement, he or she develops likeness for the brand and then eventually intention to purchase which forms general construct of purchase intention. (Figure 3).
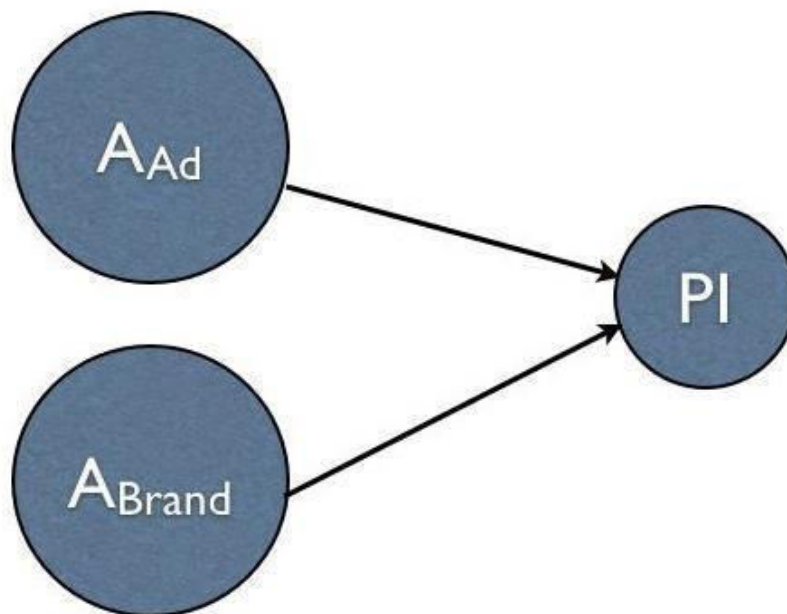
Figure 3. Optional Determiners of Purchase Intention: Influence of Attitudes towards Advertising and Attitude towards Brand.

Such determiners as advertising attitude and attitude towards brand not always lead to purchase intention and may vary by the extent of exposure depending on evaluations of

other variables. Such efficient tactics as associations that capture consumer attention takes extremely important place in advertising context. It's found that, explicit sexual images have great effect in advertising even when the sexual image has little relevance to the advertised product (Reichert and Lambiase, 2003, 2006). Other study found that women participants would not use a product if the brand depicts women-endorsers in sexist manner in advertising context. Women participants stated that they would not use a product if the product adopted a sexist advertising campaign of the brand even when they liked the product (Ford, LaTour and Lundstrom, 1991). Studies by Jaffe and Berger (1988) supported these conclusions and found that attitudes toward advertising were more positive and had a higher purchase intention when women-endorsers were representative and expressed image of herself.

Another important moment is positive emotional response of the consumer which consequently may generate attitude towards advertising, brand, and in result these feeling on purchase intentions. Research found that emotion elicited by products, services, and store atmosphere positively impact subsequent consumer responses such as satisfaction (Hume and Mort, 2010) and purchase intention (Kang, 2010). Study also revealed a positive correlation between verbal and nonverbal exposure of women-endorsers determining emotional responses in consumers and proved that positive emotional response on represented stimuli is the most effective way, because participants ultimately transfer emotions to the product. In addition, Shimp (1981) investigated the effect of attitude toward an advertising on purchase intentions and the results supported that the participant's attitudes towards advertising were a significant indicator of their purchase intentions. Mitchell and Olson (1981) conducted study on the role of attitude toward the advertising (AA) and also found that participants' responses to advertising determined attitude toward brand and purchase intentions. Thus, we may assume that purchase intention as the last stage

of consumers' behavior is quite unsteady and weak variable and may be mediated by evaluations of such predictor as attitude towards advertising resulting to impact product demand. This kind of determination represents interest for the study formulated in Hypothesis 2.

Hypothesis 2 (H2). Participants' interest towards advertising is more subject to effect of non-verbal modality while exposure of other modalities participants considered less significant for their interest.

2.9 Attitude towards Advertising

Attitude towards advertising is probably one of the most analyzed construct in the research. Attitude towards advertising is defined as ''a learned predisposition to respond in a consistently favorable or unfavorable manner to advertising in general (Lutz, 1985). In fact attitude towards advertising as well as attitude towards any stimuli from environment consists of three basic elements determining consumers' responses (Hawkins, Best and Coney, 2004) (Figure 4).

Attitude towards advertising is an important predictor of behavioral intentions, and for this reason, is a critical variable for researchers and advertising designers (Dianoux, Linhart and Ogjanov, 2012; Mitchell and Olson, 1981). One of the biggest challenges that advertisers have to face is to know what messages are relevant for consumers and how to stimulate consumers' mental process. It is found that positive attitude towards advertising has more ability to recall advertising message then those having negative attitude. This is why the most influencing theory in advertising psychology research is attitude towards advertising and represents one of objectives of this study.
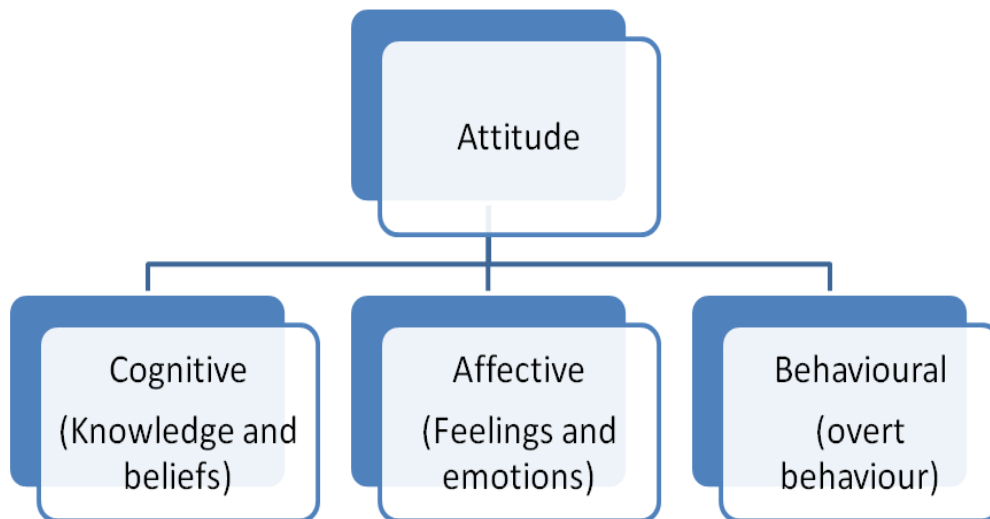
Figure 4. Structural Elements of Attitude towards Advertising.

Cognitive component of attitude (judgments about advertising, beliefs about brand) is based on a series of informative stimuli being evaluated, which is progressively stored by individual. Affective component of attitude (feelings from the advertising, attitude towards advertising) is oriented and reflects feelings, positive or negative, or evaluation regarding the stimuli in the context of advertising. Psycho-sociologists claim that attitude is persistent by nature, although it can be modified and structured, in the sense that it has internal (subjective) consistency and is based on evaluative criteria. However, intensity of attitude may vary widely or retain a state of neutrality.

Advertising encourages positive attitude in consumers due to exposure of hedonic benefits which serve a source of pleasure (Alwitt and Prabhaker, 1992; Chaudhuri and Micu, 2012; Pollay and Mittal, 1993). For this reason hedonic appeals of advertising source intended to provide benefits can be effective in given the positive function of product information on general attitudes toward advertising (Taylor, Bonner and Dolezal, 2002).

Previous research supported that consumers' exposure to advertising triggers affective (feelings and attitudes) and cognitive (judgments, beliefs, thoughts) responses

which influence the consumers' attitude towards advertising and the cognitions that relate to the brand which consequently affect attitude toward the brand (Clarkson, Tormala and Rucker, 2011; Mayer and Tormala, 2010). The reasoning is as follows: consumers with a favorable attitude towards advertising are more receptive to arguments in favor of the brand (Figure 5).
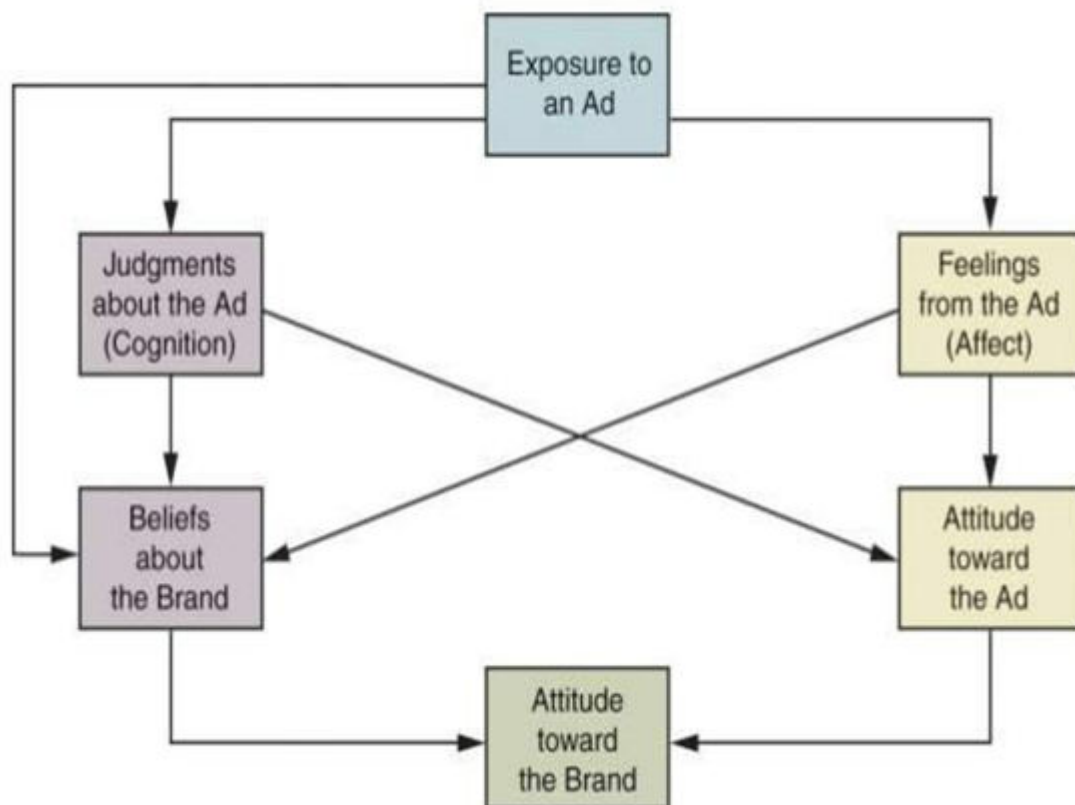
Figure 5. Scheme of Main Correlates Determining Attitude within Advertising Exposure.

Study of LeRoux suggests a construct in which attitude toward advertising is dependent on three predispositions: reactions triggered by the execution of advertising, emotional reactions and cognitive reactions triggered by arguments presented in advertising context. LeRoux developed a construct with specific characteristics identifying a type of reaction:

1.   Positive affective reactions (such as entertainment, humor, vitality, activity, liking, empathy, sensuousness);

2.   Negative affective reactions (such as irritation, sluggishness);

3.   Positive cognitive reactions (such as realism, creativity, imagination, relevance, credibility, familiarity);

4.   Negative cognitive reactions (such as confusion or hate).

Hence, implementing LaRoux construct in frame of certain modality women-endorsers (S) may form different types of cognitive and emotional feedback making the Receiver's responses more predictable. A concept that has been useful in understanding the affective basis of attitudes is the consumer's attitude toward advertising. In this regard, the Dual Mediation Hypothesis (DMH) claims that positive attitude toward advertising may be evoked by such favorable conditions as beliefs and liking. According to this hypothesis, consumers (R) can have a positive attitude towards advertising either because they find it believable or because they feel good about it. The dual mediation hypothesis (DMH) assumes that attitude towards the ad can efficiently influence on brand attitudes and intentions to purchase (PI) either through believability or liking of advertising and thus affect positive responses.

Conception of the attitude towards advertising developed by Mitchell, Olsen and Shimp consists of follow alternative causal relationships: advertising cognitions, brand cognitions, attitude toward the advertising, attitude toward the brand, and purchase intention. The five elements are defined as follows:

1. *Advertising cognitions* refer to the receiver's (consumer) perceptions of the advertising signs exposure;

2. *Brand cognitions* refer to receiver's perceptions of the brand being advertised (experience of communication with consumers);

3. *Attitude toward the advertising* is receiver's affective reactions to the advertising;

4. *Attitude toward the brand is* "recipients' affective reactions toward the advertised brand or desirable attitude toward purchasing the brand".

5. *Purchase intention* is receiver's assessments of the likelihood that they will purchase the brand in the future (Mitchell, Olsen, 1981).

According to McKenzie, Lutz, and Belch (1986) consumers learn to like or have favorable attitudes toward the Source they associate with "good things" and acquire adverse feelings toward the source they associate with "bad things" (Shimp, 1981). More specifically DMH allocated effects of novelty as variable determining responses of likeness in the consumer which may transmit attitude towards brand: when brands are new or not well known, consumers liking of the advertising can play a more significant role in their liking of the brand. Thus, attitudes towards advertising and attitude towards brand may affect each other. The Affect Transfer Hypothesis (ATH) supports a causal relationship of positive attitude towards advertising and positive attitude towards brand (Shimp, 1981; Mitchell and Olson, 1981).

3. Construct of Structural Modalities

3.1 Introduction

In present, women-endorsers (S) function as source of a significant number of characteristics intended to make advertising exposure on consumers more effective. They consist of such modalities as verbal and nonverbal exposure (suggestions, opinions, influential speech, timbre and tone of the voice, joy, anger, sexuality, too quiet or too loud voice); aphorisms, metaphors, syllogisms, emotional and behavioural expression; postures, facial expression, gestures, body movements, etc., appearance (masculinity, femininity, sex

appeal, colour of eyes, makeup, hairdo, etc.), and women stereotypes which include certain social roles of modern women, types of social and gender relations, professional competence, cultural and traditional attributes such as cloths, colors, as well as modern technologies and accessories.

Researchers investigate advertising signs expression and understanding by means of methods of semiotics, because implementation of advertising is subject to change in modern culture and advertising environment due to relationship of changes in social perception and advertising which are continuously structuring each other (Broderick and Pickton, 2005; Sternhall, Maheswaran, Ray, Batra, Pierce, Greimas, 1990). On the other hand, inadequate responses to these changes may lead to incorrect perception of advertising signs expressed by the (S) (women-endorsers) which will reflect on attitude toward brand and consumers' evaluations. In addition, we must note that significance of brand attitude overlooked by many authors should not be ignored in the study. Moreover, probably, the influence of significance of brand attitude may affect significance of other characteristics represented in advertising women endorsers and thus influence on positive feedback and attitude towards advertising in consumers, which we assume in hypothesis of the study. Analysing these factors, we may define a construct of five basic modalities of advertising exposure of woman endorser:

1. Exposure of verbal characteristics (VM)

2. Exposure of nonverbal characteristics (NM)

3. Exposure of physical appearance characteristics (PA)

4. Exposure of females stereotypes (FS)

5. Exposure of brand image (BI)

Obviously that exposure of each modality of women-endorsers differs from each other, and thus makes characteristic advertising exposure increasing or decreasing positive

attitude in the consumers toward advertisements. Moreover, feedback of the Receiver always depends on the significance (value) of characteristics of the Source (women-endorsers) for the Receiver (consumer). The more valuable characteristics are in the Source (women-endorsers) for the Receiver (consumer), the more efficient advertising exposure is. For these reasons, researchers claim that there are a set of skills women should use when interpreting messages in the media (Thoman and Stieber, 2010).

Each modality of the Source (women-endorsers) makes certain psychological effect on the Receiver (consumer). The Receiver (consumer) of advertising message may be interested by the influence of represented modality (or some of them) or switch attention to something more relevant. Thus we can represent each modality as separate part of advertising exposure.

3.2 Modality-I: Verbal Exposure (VM)

3.2.1 Literature review

Verbal modality is represented by information expressed by speech. This means that the way of manipulation is framed by words, certain timbre, tone of the voice (joy, anger, sexuality, too quiet or loud intonation, etc.), suggestions, assonance and metaphors. This is the way women-endorsers implement advertising exposure (proves, urges, argues, convinces).

Barthes points out that every text is frigid as any necessity, until there is no desire or neurosis. Barthes highlights such effect of verbal exposure as erotic context. He claims that a word can be erotic in presence of two alternative conditions: if it is repeated exaggeratedly, or, in contrast, if it is unexpected, juicy and rich in its newness (Barthes, 1991).

One salient aspect of advertising with human images is that the pictorial content is

becoming more dominant, while the text-based content is decreasing. However Sweeney and Swait (2008) founded some limitations of verbal exposure: asymmetry of information is an important reason of consumers' confusion. On the other hand, in order to influence consumers' behavior, information must be not only available but also processable (Bettman and Kakkar, 1977; Goodrich, 2014; Kisielius and Sternthal, 2005; Malaviya and Prashant, 1996; Smiler and Gemlan, 2008). Processability refers to the ease with which a person can interpret advertising stimuli. Researches claim that information processability depends on the congruence between processing and the organization of information. Therefore verbal exposure of advertising largely depends on skills of the Source (S) which may be found in such alternatives as stereotypes and creativity (Burton, McAlister and Hoyer, 2015; Janssens and Pelsmacker, 2005; Milner and Higgs, 2004; Plagemann and Sollwedel, 2014).

Researchers found that alternatives that required more cognitive effort to evaluate information led decision makers to choose that alternative less frequently, than an alternative that required less effort to evaluate (Menon and Raghubir, 2003; Sanna and Schwarz, 2004). These findings are supported by physiological regularity of brain work; in particular, our brain strives to economy of efforts by perceiving information. Attitude towards brand is largely based on emotional connection which is important part for development of a unique personality or brand image. In literature, a distinction has been made between emotions depicted in the advertisement and those actually felt by the consumers viewing the advertising. However, while depicted and felt emotions often coincide, there are sometimes conditions in which they are discrete, such as in the case of upbeat emotional responses. In contrast, depicted and felt emotions tend to be highly related in the case of warm emotional responses: depicted relaxed emotions are highly correlated with felt relaxed emotions (Burke and Edell, 1987).

However such picture does not seem to be complete. The effect of satisfaction may influence such consumers' attitudes as brand loyalty and brand credibility. But such favorable reaction cannot be caused by the only process of informing consumers (R) about the product and obviously based on emotional and taste exposure. Thus, verbal communication as information expression of the (S) (women-endorsers) is not able to express properties of taste or satisfaction experience. But stimulation of recognition process of these properties at the level of emotions, and in particular, emotional memory may contribute to appropriate emotional response and interpretation of suggested information by the consumers. For these reasons, alternative may be found in mental economizers such as emotional memory effects (voice manipulation, usage of associations and stereotypes of expression associated with appropriate positive emotions). Indeed, in present a large number of advertisements can be characterized by effects of their emotional context that is why emotional responses are central to consumers' perceptions of and reactions to advertisements (Aaker and Bruzzone, 1981; Bagozzi, Gopinath and Nyer, 1999; McDuff, Daniel, Kaliouby, David Demirdjian and Rosalind Picard, 2013).

3.2.2 Verbal Efficacy

The language of advertising belongs to so called loaded language refereeing to speech, which implies an accusation of demagoguery or of pandering to the audience. Leech says that loaded language has the aim to change the will, opinions, or attitudes of its audience which correlates with objectives and Hypothesis of this study. Leech claims that advertising differs from other types of loaded language (such as political journalism and religious oratory) in having a very precise material goal – changing the mental disposition to reach the desired kind of behavior – buying a product (Leech, 1972). Among great competition, brands strive to demonstrate the uniqueness of their product at every

stage of advertising exposure, including verbal efficiency.

3.2.3 Verbal Semantic: Associative Links

Each linguistic expression has its literal meaning. Literal meaning denotes what it means according to common or dictionary usage (or more exactly, what the reader is most likely to assign to a word or phrase if he or she knows nothing about the context in which it is to be used. The same linguistic expression, however, may have also its figurative meaning. It connotes additional layers of meaning and evokes associations (for example, the word 'expert' has connotations of skill and excellence). It is not possible to give an exhaustive account of the connotations of the expression, because connotative meanings, which have been evoked in an individual, depend on people's entire previous experiences and on conventions of community. Therefore, the connotations of the same expression will differ slightly from person to person. Furthermore, the same denotations can have different connotations in different context. Vestergaard and Schroder explain this phenomenon in follow example: they believe that in advertising language, the most frequent word for 'acquisition of product' is 'get', and not 'buy', because 'buy' has some unpleasant associations, like 'money' and the parting with it (Vestergaard and Schroder, 1985).

For people, associations are very powerful, so the advertisers pay attention to this aspect of language. They play with images, situations, expression and colors, which may have various positive or negative connotations (For example, innocence / snow / ice / race, and others for white; passion / blood / stop signal /fire for red; etc.). Therefore advertisers must be careful about the target audience, because each culture may have different connotations to the same stimuli: in Chinese and Indian tradition, white is the color of mourning, death, and ghosts. In India, white also stands for peace and purity.

Such phenomenon as trope is a very powerful technique of verbal exposure. Trope is a word or phrase that is used in a way that is different from its usual meaning in order to create a particular mental image or effect. It is a figurative expression which includes such patterns as personification, metaphor, metonymy, hyperbole, antithesis, simile, polysemy, and homonymy. These patterns may include such effects as sensations, emotions, desires, physical gestures and expressions, and powers of speech.

Thus the Source (women-endorsers) may use tropes to increase or reduce positive or negative attitudes of advertising effects. The audience (R) does not register or realize these patterns in the context of verbal exposure and perceive them as an interesting method which activates interest (I) and curiosity. The simplest advertising pattern is a brand image (BI) which creates a metaphorical parallelism in the mind of consumers between a product characteristics and quality to which it is compared in advertising forming attitude towards both, the advertising and brand. These claims are considered important for this study and were related to Hypothesis 3.

Hypothesis 3 (H3). Participants' purchase intention is more subject to effect of verbal modality, while exposure of other modalities participants considered less significant for their purchase intention.

3.2.4 Argumentation and Affect

Evolutionary we possess a cognitive structure with two mentalities – emotional and rational. While these two processors are interconnected, emotional cognition precedes rational cognition in evolutionary time and in real time, and feedback between the two is such that emotional traffic into the rational brain dominates that going in the reverse direction. This leads to additional effects during advertising exposure, in particular, emotional and rational congruence or contradiction. As long as advertising provides

reasons for buying it is may be called an argument (Slade, 2003; Ripley, 2008). However, these effects may execute function of both, argument and vice versa, counterargument. In result consumers may evaluate information ambivalently or incorrect. Most deceptive advertising succeeds not because the claims are untruthful, but because they prompt consumers to make invalid inferences. Aristotle postulated that argumentation consists of three influential aspects: *logical, ethical, and emotional.* Aristotle claimed that persuasion may be divided on three modes:

Logos: appeal to Receiver's sense of logic and provide evidence to support claim.

Pathos: appeal to the emotions and motivations with vivid emotional language and sensory details.

Ethos: ethical appeal to the authority or credibility of the Source, because we tend to believe people we respect.

Therefore strong argument of the (S) consists of a balance of all of three elements. An argument is not just a word or a text, or "a thing to be looked for, but rather a concept that consumers use, a perspective that they take. Argumentation consists of three main elements:

1. *Thesis:* a statement that is proved or disproved in the process of argumentation;

2. *Arguments:* evidences that are used to prove or disprove thesis;

3. *Demonstration:* a sequence of logical operations that let prove or disprove the thesis.

Gilbert uses the term logical to indicate not merely a respect for orderliness of presentation, but mainly a subscription to a certain set of beliefs about evidence and sources of information (Gilbert, 1994). He also stresses the need to realize that emotional arguments or utilization of emotion in arguments in part or in whole is perfectly rational"

(Gilbert, 2004).

Argumentation should possess effectiveness and credibility. *Credibility* means that information of the (S) (women-endorsers) logically sounds and well-supported with strong evidence and reasoning. *Effectiveness* means that the Receiver (consumers) is convinced and persuaded by information of the (S) (women-endorsers). Thus both characteristics mean certain extent of influence of logic information (which may be doubtful without personal experience of the consumer (R). On the other hand, argumentation "should include *debate* (method of interactive and representational argument) and *negotiation* (communication between two or more participants) with purpose to reach mutually acceptable conclusions" [1] Therefore, argumentation as informative part of the Source (S) must not be just an information transfer but primarily an art of communication and persuasion.

3.3 Modality-II: Non-verbal exposure (NVM)

3.3.1 Literature review

Nonverbal exposure is represented by information expressed by means of body language (psychological, metaphorical, behavioral, visual and semantic discourse: different types of emotional, behavioral expression, gestures, postures, endowing advertising context with visual sense). The use of non-verbal communication, also called paralanguage as part of advertising language. A large number of advertisements can be characterized by their emotional aspects, as emotional responses are central to consumers' perceptions of and reactions to advertisements (Aaker and Bruzzone, 1981). British sociologist Frank Webster puts that Baudrillard states that people like advertising not because of information they try to convey and not because the audience may be

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[1] Dawson, Roger. (1999). Secrets of Power Negotiating - Inside Secrets from a Master Negotiator. Career Press.

convinced to buy something after the watching, but because advertisements may suggest and give consumers real pleasure. The researcher highlights that advertising function as spectacle and fascinates the consumer (Webster, 2006).

However, French theoretician Guy Debord criticizes such approach for some flaws. In particular, he claims that plenty of advertising images and ways of their representation and communication indicate more global significance: namely cultural and social transformation. And further, he points out that alienated images (as well as easily to manipulation submitted representations) become new social structures, new form of social relationship. On the other hand study testifies that visual part of advertising representation still plays more essential and significant role for consumers learning then verbal and textual exposure (Figure 6).
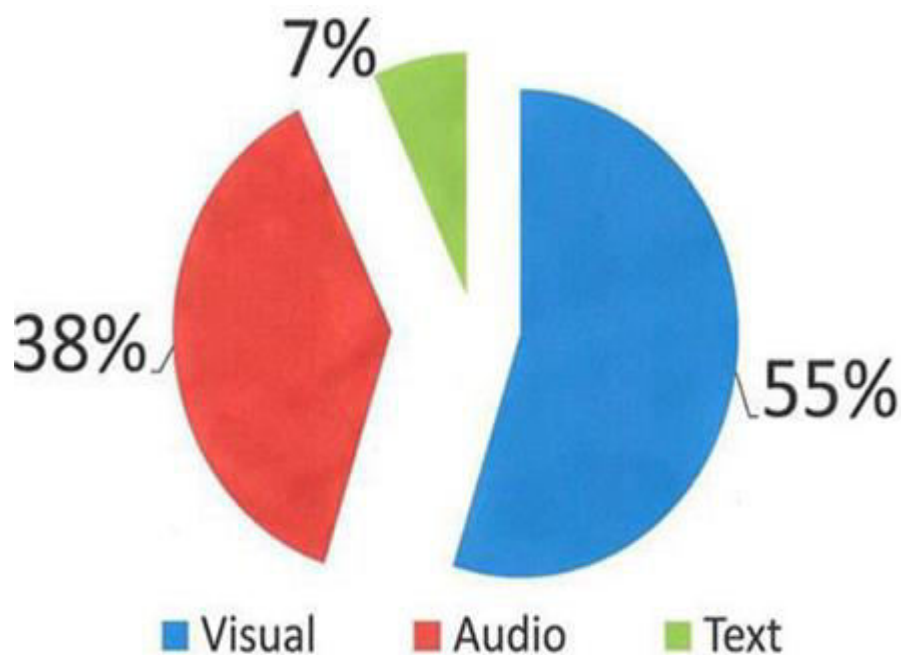
Source: UCLA study on how audience learns during a presentation

Figure 6. Dependence of Presentation on Verbal and Nonverbal Exposure in percentage correlation.

More specifically, Thürlemann highlights that such synthesis as visual- cognitive and corporal elements execute important sense effects within advertising exposure. More specifically researchers argue that the visual effects and emotional communication in advertising serve arguments, therefore advertising function as an argument (Birdsell and Groarke, 2004).

The aim of advertising is to introduce the product and to make it desirable. The desire is a totally private thing. The intrigue of the advertisements comes from the way how images manage to combine the maximum publicity with the maximum of secrets of private wishes. Research showed while depicted and felt emotions often coincide, there are also conditions in which they are discrete, such as in the case of upbeat emotional expression (Stout, Homer and Liu, 1990; Tellis, 2004; Yang and Smith, 2009.). In contrast, depicted and felt emotions tend to be highly related in the case of warm emotional responses: depicted relaxed emotions are highly correlated with felt relaxed emotions. Such statements organically intersect with this study as we are interested to find out the extent of exposure of (NVM) of the women-endorsers (S) on the consumers (R), and in particular attitudes towards advertising, products and brands. More specifically we intended to find out how nonverbal characteristics of women-endorsers influence on participants' responses: attention, interest, purchase intention and attitudes towards advertising.

French socio-semiotician Eric Landowski introduced two effects of nonverbal exposure intended to evoke desire in consumer which he distinguished by two strategies. According to the first strategy the Source (women-endorsers) must have skills to convince the Receiver (consumers) to believe that the product has magical power. Another strategy presupposes that the Source (women-endorsers) must have skills to convince the Receiver (consumers) to believe that satisfaction comes because of the product (Landowski, 1997,

2004). Thus, according to Landowski represented strategies may fully contribute to psychological effect of at least one level of the AIDA construct (desire) which will be analyzed in separate chapter.

At the same time, Landowski's approach does not seem to be complete. Author claims that the Source (women-endorsers) must possess certain characteristics (skills) to evoke desire in the Receiver (consumers). But we could not find any indicators about which exactly characteristics author mention, and where and when they might be expressed by women-endorsers (S) to optimize advertising exposure. On the other hand, author makes attempt to create central part of advertising exposure the product, not the consumer. In whole both strategies seem to be generalized: they operate with only necessity to reach the goal (evoke desire) in the Receiver (consumers), but at the same time they are deprived of functional tools (visual or semiotic signs) which put under the question efficiency of advertising exposure. In whole, such approach does not seem to be quite relevant for this study because we are interested to find out which exactly stimuli (characteristics) of the Source (women-endorsers) influence on the extent of desire (intention to purchase) in the Receiver (consumers). However, the main ideas of both strategies deserve attention and require thorough analysis as suggested methods partly refers objectives of this study from stand point of appraisals characteristics.

Stimuli appraisals evoke emotional responses in a valence-congruent way (Bagozzi, 1999; Roseman, 1991; Smith and Ellsworth, 1985). Researchers found that emotional experiences might often be more implicit or unconscious by nature. As a result of calls to give greater attention to emotional and experiential aspects of consumer behavior, the importance of affective responses to advertisements and their impact upon both attitudes and choice processes has become increasingly clear. Much of this approach has focused on psychological theories of affective experience to determine the types of

emotions that may be evoked in persuasion appeals In this regard researchers claim women-endorsers are capable of evoking emotions and that emotions affect evaluations (Forgas 1995, Giggs, 2010, Cramphorn, 2011). Importantly, these emotional responses accounted for significant levels of variance in advertising attitudes, and such emotional responses can directly impact brand attitudes and purchase intentions (Burke and Edell, 1989, De Barnier and Valette-Florence, 2001; Laros, Fleur, Steenkamp and Jan-Benedict, 2005).

3.3.2 Semantic Discourse: Emotion, Attitude and Evaluation

Discourses are socially produced. Fiske determines the discourse as a language or system of representation that has developed socially in order to make and circulate a coherent set of meanings about an important topic area (Fiske, 1987). Structuralism treats the speech would it be verbal (VM), visual or body language (NVM) as a subject. Fiske claims that discourse makes not only sense of its topic area, it also constructs a sense, or social identity of us as we speak it (Fiske, 1995).This conclusion allows to assume about the relationships between the anatomical frame of corps and the discourse that makes the social body visible. Such approach is supported by the Swiss visual art semiotic Felix Thürlemann indicating visual-cognitive and corporal elements as important sense effects (Thürlemann, 1994).

Emotions may have a direct and valence-congruent impact on an overall evaluation, in terms of an "affect-as-information mechanism". There are evidences that stimuli appraisals evoke emotional responses in consumers (R) a valence-congruent way (Bagozzi, 1999; Laros and Steenkamp, 2005; Roseman, 1991; Smith and Ellsworth, 1985). Herewith, nonverbal impact of communication is dominant variable during learning process in the subject while verbal context takes less capacity (Ziegler, 2014). The net output is

documented in copious studies: participants attitude were more positive towards favorable characteristics of physically attractive women-endorsers (S) than to less attractive ones. This effect is sometimes referred to as "what is beautiful is good" (Dion, 1972; Eagly, 1991; Feingold, 1992). That is to say, individuals ask themselves how they feel about an image in emotional terms and use the answer for inferences regarding the evaluation. In other word, consumer (R) presupposes: "if this object creates positive emotions, then I must like it". There are three major functions of visual images: "they can elicit emotions by stimulating the appearance of a real person or object; they can serve as visual proof that something is real; and they can establish an implicit link between the thing that is being sold and some other image" (Messaris, 1997). We respond on nonverbal expression (NVM) basing our judgments mainly on emotional evaluations. For example, such visual part of body language as face is perceived not so much by its physical characteristics but rather by our emotional responses towards faces (Hirschberg, 1978).

Efficiency of women-endorsers (S) is to display directly 'human context' which derives indirect meanings from the product, and it is for such a reason that the majority, if not all advertisements, contain images of persons. On the other hand, it is important to distinguish between verbal (words) and nonverbal (visual) exposure. Illustrations are "one kind of symbol and words are distinctly another"; words are completely "arbitrary creations", while images are "naturalistic representations". Therefore, the structure of any advertising consists of not just the image or the word, but it is "visual imagery embodied with symbolic properties that the advertiser hopes the consumer will find significant" since the combination of verbal and nonverbal exposure has become important for successful response. Thus, we may come to important research question of this study: how nonverbal characteristics of women-endorsers influence on participants' responses and assume that nonverbal exposure of women-endorsers are fully capable of producing positive responses

in participants (Kelly-Holmes, 2005; Messaris, 1997). More specifically, the task is formulated in hypothesis 2.

Hypothesis 2 (H2). Participants' interest towards advertising is more subject to effect of non-verbal modality while exposure of other modalities participants considered less significant for their interest.

3.3.3 Limitations of Study

Researchers focus attention at visual discourse of advertising exposure and highlight essential characteristics of this type of communication – deliberate and paid encoding of the message for active appealing to the audiences realized by persuasion in 'meaning generating' process. While visual language (NVM) has a much more implicit syntax compared to verbal (VM) messages (Messaris, 1997), the consumer appears to be fully able of forming connections between juxtaposed visual elements. Body images in nonverbal discourse of advertising are implemented as the instrument of psychological persuasion: endorsers simultaneously generate the meaning of the message and inscribe certain values. Because of this constant figurative overshadow and overlap of discursive levels of utterance and annunciation the offering of prescribed benefits and pleasures is so simple and so effective.

However, other sources find such statements overrated indicating some gaps in practical part which may also lead to negative responses in audience. For example, analysis of chocolate brand advertising targeted at young adults featured a teacher behaving in an erotic, flirtatious manner in front of her young adult class showed that responses to such kind of advertisings differed substantially by gender of participants. Indeed male participants enjoyed the woman's behavior, however, female participants increasingly had opposite responses: they lost interest as the advertising progressed and almost a quarter of

the women's assessments were rated as dislike advertising for being sexist or erotic. Thus underestimated effects of nonverbal exposure represent a major problem of attitude of consumers, which basically reflect gender features.

American historian Raymond F. Betts suggests multidimensional approach to study of visual exposure in advertising. He claims that the visual is the principle channel through which popular culture is rendered. In present media researchers already investigate advertising from perspective of methodologies of various disciplines related to psychology. The main two area of advertising research are only cultural anthropology and semiotics. Cultural anthropology focuses on emerging entertainment industries, commercialization of public space, decline of social norms and values in democracy, and transformations in reality comprehension. Semiotics concentrates on effects of the advertising messages and 'meaning' issues, modern mythology analyses, media performance and decoding studies of ideology (Fiske, 1995; McQuail, 1994). Thus we can see that first approach may provide favorable conditions for analysis of influence of advertising sources (women-endorsers) on modern culture, media and social environment which is not objective of this study.

The second approach does really fit to the goal of the study. In particular, we are interested to define how assessments of advertising attitude are subject to influence of assessments of characteristics of advertising sources (women-endorsers) which represents for us methodological value.

3.4 Modality-III: Physical Appearance (PA)

3.4.1   Literature review

Physical appearance refers to those perceived values of the endorser which are based on such characteristics as image, personality, body shape, attractiveness, beauty, weight, height, tan skin tones, sexual attraction, femininity, masculinity, or the similarity

resemblance of the endorser with the target-audience. According to study, the endorsers with an attractive physical appearance may influence purchase intention and the way in which consumers assess the product determining a change in the attitude of consumers (Aagerup, 2011; Adomaitis and Johnson, 2008; Baker and Churchill, 1977; Barry, 2014).

Although many studies in psychology confirm that physical appearance (PA) of endorsers has an impact on social perception of consumers (Buunk and Dijkstra, 2011), the number of studies regarding this topic is still extremely low, however, responses in a number of dimensions have been documented (Belch, 1987; Carrabis and Peverill-Conti, 2011; Julander and Söderlund, 2005). Existing studies appear to have failed to acknowledge a crucial aspect of physical appearance in advertising. Usually women-endorsers and the advertised product were mainly connected by means of visual juxtaposition (NVM) which makes gaps in research: in particular, explicit verbal statements (VM) about connection of physical appearance and brand attitude or statements about attitude towards other variables and evaluations are absent which represents some limitation of this study. Therefore researchers state that such kind of advertising may be seen only from standpoint of indirect persuasion (McQuarrie and Phillips, 2005).

On the other hand, advertisers attempt to express a certain image or look by creating what is essentially an attractive situation in which the product advertised is essential. Englis, Solomon and Ashmore found that physical appearance extremely important in advertising, and argue that "attractive people are better liked and are assumed to be more sociable, independent and exciting", moreover, women-endorsers (S) tend to be perceived as warmer and more expressive than men (Broverman, 1972). Deaux and Lewis claim that importance of physical appearance should not be underestimated as this modality helps to understand another dimension of social reality - gender stereotypes which makes illusive in the research and leads to logic conclusion that: "the importance of physical appearance

cues to an understanding of gender stereotypes cannot be minimized" (Deaux and Lewis, 1984).

In whole literature revealed that physical appearance plays extremely important role for advertising efficiency. Study on how beauty types are "encoded" by consumers in television and magazines advertisements found that consumers actively search for products that will help them attain a beauty they can't define (Englis, Solomon and Ashmore, 1994).

3.4.2 Physical Appearance and Effect of Attractiveness

Several general dimensions of appraisal are discussed in the literature on emotions (Cavanaugh, Bettman, Luce, 2015; Edward and Mick, 2003; McQuarrie, Roseman, 2001; Roseman, 1991; Smith and Ellsworth, 1985): the Receiver (consumers) initially and automatically makes an appraisal of the stimulus; there is a nearly automatic tendency to categorize a person as attractive or unattractive; when stimulus is a person, and particularly when the person's face is visible, one important appraisal dimension is the physical attractiveness (Hirschberg, Jones and Haggerty, 1978). Another aspect of existing research on the effects of physical appearance is that it has been vague with regards to why women-endorsers type is able to produce this or that effect.

Several authors have suggested explanations in terms of credibility, liking and reinforcement (Caballero and Pride, 1984). Some authors claim that such significant part of physical appearance as attractiveness serves mating-selection purpose based on evolutionary theories. In addition, some authors who apply a perspective from evolutionary psychology on advertising argue that physically attractive women are likely to be particularly effective for attitude towards advertising when consumers are males where women-endorsers presupposed a signal that they a viable mating-partner. On the other hand, this perspective also seems to have a flaw, because attractive characteristics of women-endorsers

may be also seen in advertising targeted at women as well (Colarelli and Dettmann, 2003; Saad and Gill, 2000). Besides, an attractive physical appearance can be seen as dimension endowed with many characteristics intended to form positive reactions in consumers. Therefore attractiveness may be called as one of the dominant variable contributing to explanation of how physical appearance influences on positive responses of consumers (Söderlund and Lange, 2006). More specifically this task is formulated in hypothesis 2.

Hypothesis 2 (H2). Participants' interest towards advertising is more subject to effect of non-verbal modality while exposure of other modalities participants considered less significant for their interest.

3.4.3 Limitations of Study

It can be also noted there are not many studies dedicated to e x p l a n a t i o n o f attitude towards e x p r e s s i o n o f women-endorsers i n a d v e r t i s i n g and effects of physical appearance. Such works mainly contain data on ethnic advertising women-endorsers (Williams and Qualls, 1989) and celebrity endorses (Amos, Holmes and Strutton, 2008). However, there are some exceptions which indicate when physical appearance is used as an independent variable: it has been positively and significantly associated with more frequently used participants' responses such as the attitude towards advertising (Cronley, 1999; Martin, 2004) and the attitude towards brand (Cronley, 1999; Kang, Soon, and Herr, 2006; Mukherjee, 2009). Such circumstance makes this study more relevant in framework of stated research questions, in particular if participants consider exposure of physical appearance more significant modality for their attention, interest, Intention to purchase, positive attitude towards brand and positive attitude towards advertising comparing to other modalities.

Some studies indicate that the consumers response becomes more favorable when

the product is co-exposed with a physical attractive appearance of the women-endorsers (S) as opposed to when the product is shown without a physically attractive model (or with a relatively less attractive model). Such results have been obtained for variables at various levels in a hierarchy-of-effects model such as AIDA. The set of variables consisted of: Attention, Attitude towards advertising, Product quality, Recognition, Product benefit beliefs, and Purchase intention (Baker and Churchill, 1977; Petroshius and Crocker, 1989; Till and Busler, 2000).

Such research, however, has also some flaws because it rarely addressed global evaluations of the product which is co-exposed with women-endorsers whose physical appearance were evaluated by participants as highly attractive. One exception (Brumbaugh, 1993) revealed that physical appearance estimated as attractive had a positive impact on the attitude towards the product. Other study found that participants who estimated women-endorsers as highly attractive also produced high assessments of the attitude towards brands than participants who evaluated women-endorsers as a less attractive (Till and Busler, 2000).

Another flow of the study is that it has hardly considered any other characteristics of the women than their physical appearance modality. We may assume that the level of physical appearance is unlikely to have a direct effect on outcomes such as the attitude toward the brand and the product. Several studies outside advertising research also showed that beliefs about such variable as physical appearance mediate the effects on other variables (Eagly, 1991; Dion, 1972; Feingold, 1992) which also relevant for this study.

3.4.4 Males and Females: Differences of Effects

One of the most discussed problems in advertising industry is how the consumption increases by gender representation and how gender factor affects

consumers' attitudes towards advertising (Kang, 1997; Lindner, 2004; Sirakaya and Sonmez, 2000). Differences in men and women psychology are causing different approaches to perceptions of genders in advertising, both the act and its outcome. It is easy to get a male consumers attention and positive feedback by applying image of beautiful woman in advertising and associate possessing the woman if he possesses the product. As for female consumers it is a more complicated situation because most women are not attracted by women-endorsers by the same reasons as men (Colarelli and Dettmann, 2003). For women the Source (S) may perform only effective and influential stimuli which can help to become more perfect which may lead to certain problems regarding attitude towards personal physical appearance, self- reflection and self-esteem.

The problem of physical appearance, self-reflection and self-esteem is often refers to stimuli that focus consumers on sexual context. Research showed that women consumers stated that they would not use a product even if they like it, when the product focuses at sexist approach towards advertising campaign (Ford, LaTour and Lundstrom, 1991). Such statements may lead to more complicated problems, in particular, how to evoke attention and involve female consumers into advertising context to get desirable feedback.

Research reviled that women may reject traditional and stereotypical advertising stimuli (Jaffe and Berger, 1988). The reason for the ideal body presentations effectiveness specifically is, probably, merely the most powerful transmitter of psychological and socio-cultural ideas for attitudes towards advertising in female consumers. In whole study has shown consistently that information perceived as self- relevant (vs. nonrelevant) elicits voluntary attention in female participants (Petty and Cacioppo, 1986; Petty, Cacioppo, and Goldman, 1981; Petty, Cacioppo, and Schumann, 1983) and is processed more extensively. This effect is thought to occur because the richness of the conceptual structures fit to the self facilitates cognitive and emotional elaboration.

However the phenomenon of associations works for female participants the same as for males. Study showed that advertising sources (S) such as women-endorsers who remind or look similar to the Receiver's (consumers) capture attention, encourage deeper levels of processing, and promote vicarious emotional responses in female participants because consumers often perceive substantial goal congruity between a similar source and the self. On the other hand, dramas in which brand benefits are illustrated in the form of a story may stimulate brand processing by drawing the viewer into the advertising and evoking empathic identification with effective sources (S) such as actors and actresses in the advertising (Deighton, Romer, and McQueen, 1989). This was proved in study by Jaffe and Berger (1994) who examined tendency regarding female consumers' (F), attitudes towards brand, product and advertising messages. In particular, attitudes toward advertising were more positive and had even a higher extent of purchase intention (PI) when women-endorsers (S) were portrayed representative and reflected the image of herself. On the other hand, researchers face the same problem of representation of stereotypical depictions of ideal, thin and attractive women-endorsers which sometimes lead to increase negative responses in females' consumers.

3.5 Modality-IV: Exposure of Females' Stereotypes (FS)

3.5.1 Literature review

Stereotypes, whether they are positive or negative are viewed as cognitive economizers. Stereotype begins to act before the thinking starts working and the act of a decision making occurs many times faster. Stereotypes allow us to make available limited cognitive resources for other necessary or pleasing activities. In other words, stereotypes allow a consumer to use less cognitive ability or to use that ability to complete another task (Gilbert and Hixon, 1991).

Fiske (1982) describes a process known as schema triggered affect (STA) in which there are typical characteristics that can cause category-typical conclusions to happen automatically. When STA occurs, consumers perceive typical attributes or cues for a category and retrieve from memory a habitual reaction to those attributes. By Walter Lippmann, stereotypes make an order, more or less consistent picture of reality, in which it is comfortably accommodate our habits, tastes, abilities, hopes and pleasure (Gerbner, Gross, Morgan and Signorieli, 1981).

Portraying of women stereotypically in advertising is slow to change. The effect of exposure to the same advertising stimuli produces cultivation, or learning of a common worldview, common roles and common values. On the other hand, the cultivation theory suggests that persuasion and learning can occur without comprehension or deliberation and advertising which stereotypes women can form unconscious and unthinking attitudes towards women in real situations. By using content analysis, researchers found the most frequently used stereotypes inherent for women in advertising. There are stereotypes that suggest that women's most often role is a housewife (H) (homemaker). Secondly, study found that advertisements assumed that women do not make important decisions in advertisements. Third, very often advertisements make women dependent on men. Fourth, women are portrayed primarily as "sex objects," which researchers defined as the "decorative-only role" (Courtney and Lockeretz, 1971).

Literature showed that women-endorsers (S) mainly represent such patterns as relative size, function ranking, feminine touch. Due to the fact that during long period the most frequent depiction of woman in advertising represent such stereotype as housewife (H) we have chosen this pattern for this study among others variables. In addition we can note that women were also over-represented in advertisements for cosmetics and were less likely to appear in advertisements for brands producing such products as cars, trucks and related

commodities. On the other hand, researchers found that women were most likely to be identified in advertising not by occupational roles but in roles that defined them in terms of their relationships with others (for example, wife (W), business-lady (Bl) , friend (F) or girlfriend (Gf).

Another most frequent stereotype of woman in advertising was depicted as product buyer (Br): 86% of advertisings depicted women in the role of buyer and only 14% of advertisements depicted women in the role of expert (E). However, other studies showed that women were more likely than men to appear in expert roles in medicine advertisements than in advertisements for other products. Women were also shown as experts on home medical care, often as mothers caring for ill children or a sick husband, which supports the fact that medicine advertising takes advantage of stereotypical images of women as home medical caregivers. This circumstance made us chose the role of expert (E) into the measure scale of the study to test recognition, efficiency and appropriateness of this stereotype in assessments.

3.5.2   Principles of Psychological Stereotyping in Advertising

Classic psychology distinguishes a few principles of stereotyping of humans which differ on characteristic specificity and may be represented as inherent element of advertising context:

Gender stereotypes - gender specifics (inherent characteristics regarding different forms of physiological processes, cognitive, emotional and behavioral expression, gender and social roles).

Self-stereotypes - opinions, judgments, estimates about ideas of ethnic community about themselves.

Heterostereotypes - a set of positive or negative judgments depending on the

experience of interaction**.**

Ethnic stereotypes - stable ideas about moral, intellectual, physical qualities common to the members of ethnic communities.

Social stereotypes - social positions and relations in framework of social environment.

On the basis of observed literature we may notice that researchers distinguish at least one of the following stereotypical categories where women-endorsers participate in advertising:

Women portrayed at home and with family

Women and occupation

Women and their age

Women and their physical appearance and cloths

Women as users of product or as product representatives

A review of three decades of advertising showed that stereotyping of women-endorsers is being changed and has in fact decreased to a certain extent. However, some researchers state that over the past three decades many stereotypes of women-endorsers and their social roles still hold true (Ford, LaTour, and Clarke, 2004). In whole we may say that in present women-endorsers (S) appear in advertising in an extremely narrow range of stereotypes which are reflected in relations and attitudes of participants of social environment in settled stereotypical patterns, such as social roles and gender relations, cultural and traditional attributes (standard and originalality of behavioral and emotional expression, social position of women relatively man, professional competence). These stereotypes are embodied in everyday life and social relations among all people which testifies about stereotypical tendency of depictions of women in advertising (for example, a mother (M), a friend (F), a housewife (H). On the basis of literature analysis (Ferrante, Haynes, and Kingsley, 1988) we can distinguish the most relevant women stereotypes in

advertising:

Business-Lady (Bl) - is a woman who is involved in business (founder, owner, manager or majority shareholder of a business or an executive who does the everyday running of the business).

Buyer (Br) - is a client, a customer who is intended to make a purchase, she is the recipient of a good, service, product, or idea, obtained from a seller for a monetary or other valuable consideration.

Housewife (H) - is a woman whose main occupation is running or managing her family's home, caring for and educating her children, cooking and storing food, buying goods the family needs.

Mother (Mo) – is a women who has and takes care of her children.

Wife (W) - is a spouse or (a partner) in a continuing marital relationship.

Friend (Fr) - is one of the members of such social activity as friendship including formal pastime caused by different reasons (intersets, mutual sympathy, games, leisure, etc.).

Girlfriend (Gf) - is a woman friend or a partner who has romantic or sexual relations with male friend or her partner.

Expert (E) - is a woman widely recognized as a reliable source of technique or skill whose faculty for judging or deciding rightly, justly, or wisely is accorded authority and status by peers or the public in a specific or well-distinguished domain (business-lady, physician, pharmacist, chef, artist, seller, etc.).

3.5.3   Limitations

Some studies found that stereotypes usage may face some problems negatively influencing on consumers attitude and may have harmful effects on women's self concepts

(Ford, LaTour, and Clark, 2004). Such phenomenon as embodiment of products in idealized models is a widespread practice in advertising. Taking into account that the majority of consumers don't fit the ideal body stereotypes, this inhibits the process of identification. Moreover, it can negatively effect on the self-concept and self-reflection of females' audience changing their attitude towards women-endorsers in advertising from positive to negative which affect attitude towards women in a harmful way in real life (Kilbourne, 1990; Lindner, 2004). In whole analysis of a set of studies confirmed that advertising industry collectively stereotypes women-endorsers which have significant effect on males and females participants' attitudes (Belknap and Leonard, 1991; Goffman, 1979; Kang, 1997; Lindner, 2004; Navarro-Beltrá and Llaguno, 2012; Plackoyiannaki and Zotos, 2009; Santaella, Summers and Kuttruff, 2014; Sirakaya and Sonmez, 2000).

Research showed that females' participants had less positive attitudes towards advertising featuring women-endorsers in roles superior to males than towards advertising with male models in superior roles to females. These findings suggest that the use of stereotypes in advertising is consistent with general preferences. Researchers argue that stereotyping of women in advertising places undue stress on a woman's attitudes and physical appearance because advertisers create images they think portray their products as necessities for their audiences. On the other hand, advertising sometimes promote unrealistic women-endorsers in order to convince women that their products will help them achieve this ideal image, which in result negatively influences assessments of women consumers (Rajagopal and Gales, 2002). Such conclusions determined selection of stereotypes of women-endorsers for this study. Most of selected women-endorsers did not contain stereotype of ideal body to be appropriate for main objectives of the study. Only two women-endorsers may be referred to this type (Nokia and L'Oreal) and prove validity of indicated assertions which is not objective of this study.

On the other hand, researchers found that women participants are more responsive to advertising stimuli than men in terms of behavioral measures and suggest that advertising content should be free from stereotypical expressions and behaviors. Study showed that exposure to women-endorsers had an influence on women's mood by decreasing positive assessments. Results suggest that there may be a relationship between exposure to stereotypical women-endorsers and ideas of women about how women should behave, and the roles they should occupy within society (Kilbourne, 1999). These findings are supported by research: many young women afflicted with Anorexia or Bulimia Nervosa are constantly exposed by exposure of stereotypical images of ideal portrayals of women in advertising (Smolak and Striegel-Moore, 2004). Such negative influence of stereotypical exposure of women-endorsers testifies that men and women perceive differently stereotypical depictions of women in advertisements which represent interest for this study formulated in Hypothesis 5.

Hypothesis 5 (H5). Participants' positive attitude towards advertising is more subject to effect of females' stereotypes modality while exposure of other modalities participants considered less significant for their positive attitude towards advertising.

3.6 Modality-V: Exposure of Image of Brand (BI)

3.6.1 Literature review

Concept of the brand is described in literature as the image, symbol, sign, term, name, design, or combination of them, intended to identify brand (Kotler and Keller, 2012). Brand as a sign means the image set in the mind of the consumer (the mixture of psychological attitudes set in consumers' mind). Therefore, customers' assessments of the brand are always affected by the brand attitude (Chaudhuri and Holbrook, 2001). Kotler (2001) defined brand image as the set of beliefs, ideas, and impressions that a person

holds regarding a brand. Biel (1992) defined brand image as a cluster of attributes and associations that consumers connect to the brand name. Aaker (1991) proposed similar to Keller's definition whereby brand image is referred to a set of associations, usually organized in some meaningful way.

The perception of consumers towards a certain brand can cover a variety of measures, including attitude towards brand; attitude towards advertising of brand; attitude towards a brand; and brand choice. However, there is still a lack of agreement about the construct of brand image as many authors indicate different characteristics from emotional exposure to memorable basis, perception, fillings and associations.

A more simple definition we can distinguish was given by Mitchel which describes perception of brand as all that a consumer can possibly associate with a particular brand. Mitchell (1982) considers memory an associative network model. Within this construct, the nodes of the network represent concepts while the arcs are linkages (that also define relationships) between concepts. As Keller notes, these associations can vary in strength which makes informative option more accessible, favorability, and uniqueness, the degree to which this association is not shared with other competing brands.

Brand image consists of three components: *content, favorability* and *strength*. *Favorability* and *strength* mean extent of impression (evaluation) of the subject about particular brand and can be combined into a term of authority or reputation. The *content* of a brand image includes all the associations which brand name may generate in the subject. Associations refer to knowledge, feeling, emotions, imagination, smells, sounds, etc. (Riezebos, 2003). While, favorability of a brand image means the feeling and impression (evaluation) that consumers may have about the associations in the form of subjective assessments (negative and positive), the strength of a brand image means the extent to which the association is experienced as negative or positive (Riezebos, 2003).

Hence, Brand image is the result of explanations and thus contains certain knowledge which frames brand construct as base of brand image and brand awareness (recall and recognition of brand) which depend on duration of brand communication with consumers (Ap. 8). Thus brand image is a synthesis of impressions made by the Receiver (consumers) about brand messages. These messages can be not only advertisements but also visual symbols, products, brand name, and other characteristics associated with brand (Kotler, 2008).

The central question of brand image is that how associations can be tied to the brand. Inductive inference and deductive inference are two processes in the image forming (Riezebos, 2003). The process of deductive inference is important when to carry the brand associations from one brand over to another brand. It can be called image transfer. Inductive inference means that the Receiver (consumers) create a brand image through the contact with the brand characteristics such as advertising (brand messages), explanations (expositions) and product (article) which give consumers the first impression about the brand. Several empirical studies have confirmed that a favorable brand image leads consumers to loyalty, and purchase behavior (Damilola and Oluchukwu, 2012; Fianto, 2014; Hsieh, Pan and Setiono, 2004; Lafa, Michel and Huihuang, 2007; Lamba, 2011; Rizwan, 2014; Schiffman and Kanuk, 2010).

3.6.2 Brand Image Content

The content of brand image consists of all the associations the brand's name (Se) may generate in the Receiver (R) (consumers). Keller's (1993) conceptualization of brand image, considered a perception about a brand as reflected by the brand associations held in consumers' memory. He suggests that brand associations cover all brand attributes, benefits and attitudes.

The strength of brand image means the extent to which associations are experienced by the Receiver (consumers) as negative or positive (Riezebos, 2003). Brand associations are divided into eleven types. They are product attributes, intangibles, customer benefits, relative price, use (application), consumer (buyer), person (celebrity), personality (life style), product class, competitors, and country (geographic area) (Aaker, 1991). Obviously women-endorsers as the source of represented characteristics may provide general objectives of the brand through a unique way enhancing or reducing brand associations. There are two kinds of associations that brand (Se) can produce in the consumers' (R) mind:

1. Material associations - associations about the nature of certain personal characteristics of the brand (Se) (associations about product, reliability, durability, function, quality and aesthetics).

2. Immaterial associations - associations about psychological characteristics of the brand embodied with human qualities such as ideas, images, emotions, world view, attitude, lifestyle, experience, behavior, etc. (Riezebos, 2003).

On the other hand, brand image must form in attitude of the consumers *favorability of brand associations* (relevant attributes and benefits that satisfy consumers needs and lead to likeness or unlikeness of brand), *strength of brand associations* (impressions) and uniqueness of brand associations (essential attributes that distinguish one brand from another) (Figure 7). Reynolds (1965) noted that an image is the mental construct developed by the consumer on the basis of a few selected impressions among the flood of total impressions. Concluding, Keller (1993) referred to Wilkie's (1986) definition of brand attitude which was defined as consumers' overall evaluations of the brand.
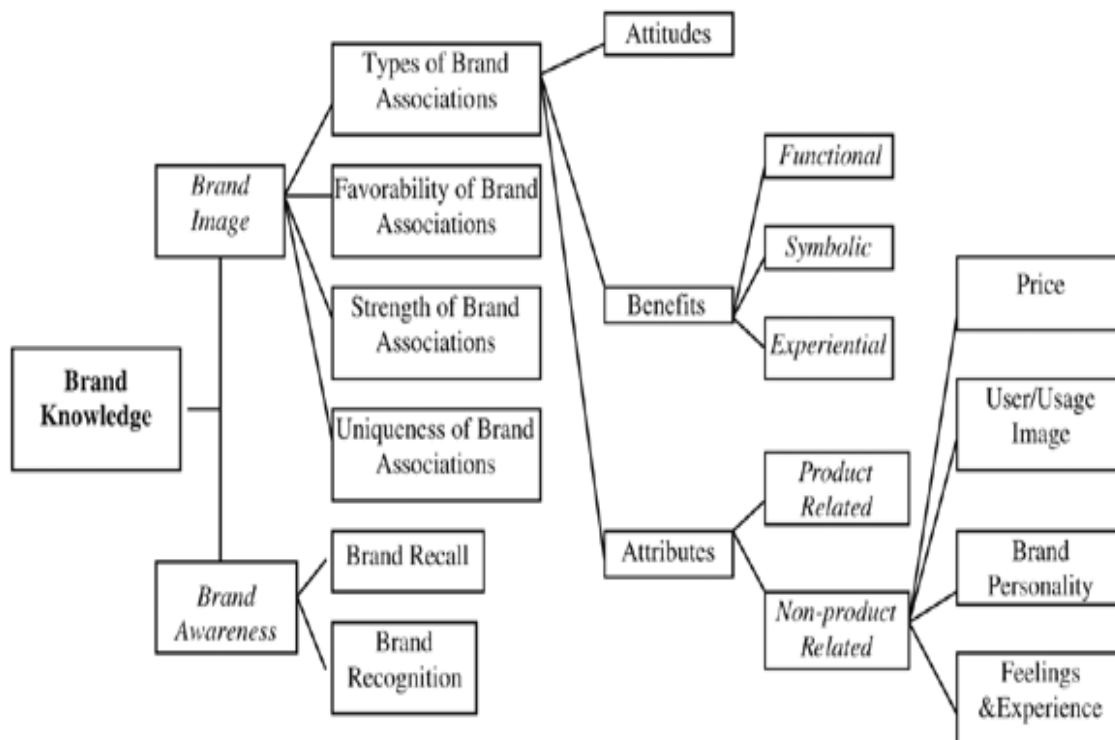
Figure 7. Construct of Associations in the Structure of Content of Brand Image.

3.6.3 Limitations of Constructs

Most researchers agree about the importance of stressing brand image focusing at psychological effects (emotions) and cognitive aspects (explanation) of brand in advertising context (Faircloth, 2001; Fedorikhin, Park and Thomson, 2008; Gobé, 2009; Keller, 1993; Lin, 2006; Pradeep, 2010; Reynolds and Gutman, 1984; Till, Baack and Waterman, 2011) which reveal some limitation in perception of brand image. Aaker (1991) states that brand image may also create values in a variety of ways, helping consumers to process information, differentiating the brand (brand attitude), generating reasons to purchase (purchase intention), giving positive feelings, and providing a basis for further communication.

Several ways to classify knowledge (experience) about brand have been proposed, including the distinction between declarative versus procedural knowledge. Declarative

knowledge involves awareness about brand (informative option): the facts that are known about brand, whereas procedural knowledge refers to the knowledge of rules to take action (behavioral option). However, to study perception of brands, the researcher, as well as the practitioner, needs a more relevant constructs. Keller (1993) considers brand associations as base of brand image in consumers' mind owing to what his construct consists of three characteristics that fall along a continuum from concrete to abstract:

Brand attributes: *non-product-related attributes* (user imagery, usage imagery, price, packaging; the first two can produce brand personality attributes) and *product- related attributes* (color, size, functionality).

Benefits: *functional* (linked to physiological needs), *experiential* (what it feels like to use the product), and *symbolic*: a need for social approval or self-esteem.

Brand attitudes: defined as consumers' overall evaluations about brand.

Aaker (1991) makes another important contribution describing brand image framed by 11 characteristics: product attributes, intangibles, consumer benefits (interests), price, application, user, celebrity, life style, product class, competitors, and country of origin. Additional options of brand image attitude suggest more comprehensive and easier to code construct proposed by Aaker (1991) and Keller (1993). Knowing how they are perceived, brands can adjust their communication with consumers to change their beliefs and improve preferences.

However, there are also some limitations in Keller's and Aaker's constructs which need to be tested conceptually and empirically and subsequently be improved (Corchia, 2011). It appears that Keller's and Aaker's constructs are not exhaustive: Keller's construct doesn't include any characteristics about awareness of consumers about brand (informative option), and associations; they don't classify any statements about the subject's own experience (such as "I rarely see or I often use this brand") and statements about the

subject's communication with brand (for example, frequency of brand usage); Aaker's construct doesn't include such options as attitudes towards brands and brand's influence on subject. Some associations are considered secondary instead of direct and are not clearly defined, for instance, celebrity spokespersons considered by Aaker secondary associations while typical consumers are viewed as direct associations (Lutz and Corchia, 2011) which also indicates gaps.

In addition, Keller doesn't emphasize that attitude towards brand must be viewed as separate variable. French researcher Corcha proposed additional characteristics which complement both, the Keller's and Aaker's constructs of brand image. This typology seems to be more comprehensive as includes observations of similar researchers' which include follow additional options:

1. Brand Personality - presupposes human characteristics associated with the brand (Fournier, 1994);

2. Celebrities - presupposes that advertising creates an association between a brand and endorser. In result celebrity's associations may then become related with the brand;

3. Consumer imagery - brand associations about the typical buyer which include such distinctions as age, physical appearance, social and professional position.

4. Usage imagery - associations about the typical usage environment (situation: the location, personal experience);

5. Communication - all associations linked to advertising attitude;

6. Product-related attributes - characteristics necessary for performing the product function sought by the consumer (Keller, 1993);

7. Functional benefits - benefits the consumers think the product can do for them (Keller 1986);

8. Experiential benefits - refer to emotions and feelings linked to the product

usage. They are related with sensory pleasure, variety and cognitive stimulation;

        9. Symbolic benefits - relate to personal expression, underlying needs, social approval and self-esteem;

        10. Attitude - the extent to which a person likes or dislikes brand, where 'object' is used in the generic sense to refer to any aspect of the individual's world" (Engel, Blackwell and Miniard, 1995).

Different authors distinguish in brand attitude specific characteristics based not just on psychological effects of advertising but also on conceptual importance, semiotic study and personification. However, these characteristics are mainly consist of one or two specific psychological effects and thus seem to be unilateral. For example: Consumers' general perception and impression of a brand; Consumers' perception of a product's total attributes; Consumers' general impression of the product; The symbolic meaning embedded in the product; Consumers' perception and recognition of a product's symbolic attributes); The symbolic meaning of purchasing the product; Brand image reflects consumers' characteristics, and they purchase the brand to express themselves; The personification of a product; Consumers may pursue a specific goal, such as learning new information about the advertised brand or determining the attractiveness of the advertising; Image of the brand resembles human personality; Brand image is consisted of consumers' opinion, attitude and emotion toward a brand, which reflects psychological elements of the brand; Processing goals focus consumers' attention on the stimuli that they are exposed to and on the information contained in them; Consumers' overall impression about a brand or product, which includes recognition, feeling and attitude toward brand; Consumers' general perception and opinion about a brand's total attributes; Consumers' general perception about the brand associations.

Strong attitudes towards brand can range from positive to negative, such that

attitude strength is conceptualized on a bipolar valence dimension. Thus, attitudes range from strong–positive to weak–positive to weak–negative to strong–negative. Due to the fact that strong positive attitudes towards brand predict positive response and behavior, strong negative attitudes also predict negative response and behaviors such as ignoring and avoidance (Park, MacInnis, Priester, Eisingerich and Lacobucci, 2010).

Thus, on the basis of analyzed constructs we divided basic modality intended to investigate brand attitude and other aspects of the study on follow characteristics:

1. Option of Informativeness: answers the question how informative brand for the subject within advertising (Anderson, 1983);

2. Option of Attractiveness: answers the question, how much brand is attractive for the subject (Lichtenstein and Srull, 1987);

3. Option of Influence: extent of influence of the brand on the attitude of the subject (Gardner and Levy, 1955);

4. Option of Attention: extent of attention towards brand (Vancouver and Austin, 1996);

5. Option of Interest: extent of interest towards brand (Aaker, 1991);

6. Option of Intention to Purchase Product (Corchia, 2011);

7. Option of Positive Attitude towards Advertising women Image: (Aaker and Keller, 1991);

8. Option of Positive Attitude towards Advertising Message: (Aaker and Keller, 1991);

9. Option of Positive Attitude towards Advertising Product: (Keller, 1986);

10. Option of Positive Attitude towards Brand: (Priester, Eisingerich, Lacobucci, 2010).

3.6.4 Attitude towards Brand

A brand as social phenomenon is one of the most efficient methods of psychological exposure on consumers' attitudes. A successful brand is an identifiable pattern which is perceived by consumers as valuable, relevant and unique image. Researchers state that the goal of branding is to create an emotional connection between brand and consumers through the development of a unique personality of the brand or image (Baker and Cameron, 2008).

Consumers build psychological links with brands, through the associations about brand (ideas, emotions, thoughts, feelings, perceptions, beliefs, and attitudes) which form experience of brand as identifiable image. Therefore, experiential aspect of brand attitude consists of the sum of all points of contact with the brand and is known as the brand experience. Hence, brand experience is a brand's action perceived by a consumer (R).[2]

Sobel (1985) claims that brand must be prior to any signal, response or action. Brand meaning is often used as a metonym, referring to the company that is strongly identified with a brand through the process of associations (image, logo, symbols, words, sounds, etc.). Brands are "clusters of functional and emotional values that promise a unique and welcome experience between a consumer and a seller" (Dinnie, 2008). Consumers make their purchase decisions largely depending on the brand image rather than the brand product itself.

According to the traditional attitude theory consumers' behavior is predicted from consumer attitude towards brand, which they like the most. This theory is congruent to this research hypothesis that intention to purchase may be determined by assessments of brand attitude. Thus we may conclude that brand attitude is based on three main predispositions: *consumers brand knowledge* (awareness and experience) about brand, *semiotic link*

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[2] Klein, Benjamin. (2008). Brand Names. Concise Encyclopedia of Economics (2nd ed.). Indianapolis: Library

(associations), and *emotional link* (positive or negative emotions and satisfaction).

Researchers found that the attitude that is formed towards the advertising helps in influencing consumer's attitudes toward the brand until their purchase intention. According to the self-concept theory, one's self-concept is a collection of perception about himself that includes elements such as capabilities, characteristics, shortcomings, appearance and personality. Examining the consistency between the brand image and consumers' self-concept is very important, because consumers' assessments can display various self-concepts within different social context. But whatever the context is, consumers would think better of the brand as long as the brand image is in the line with their self-concept. Thus major psychological aim of women-endorsers in advertising is to implement modalities in order in a way to create positive attitude towards the brand before purchase products and through this positive attitude create emotional links in the mind of consumer (Faircloth, Capella, Alford and Bruce, 2001, Goldsmith and Lafferty, 2002; Thomson, MacInnis and Park, 2005).

Semantic aspect of brand contains all the associations, thoughts, ideas, stereotypes and attitudes framed by brand image (BI). Research showed that attitude strength predicts purchase behavior, with the direction of the behavior (being inclined or disinclined towards purchase) varying as a function of whether attitude valence is strongly positive or strongly negative. On the other hand, researchers claim that psychological effect of brands depends not just on associations but also on emotional links. Indeed, most brands in the ranking of "BrandZ Top 100" are based on a strong emotional connection with consumers[3]. (Keller, 2012). Hence, the question of influence of brand attitude is extremely relevant for investigations. Relationships of attitude toward brand and purchase intentions are two pivotal and popular constructs that have been routinely

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[3] Keller, L. (2012). Strategic Brand Management: Building, Measuring and Managing Brand Equity. Boston: Pearson Prentice Hall.

used by advertising scholars and practitioners. Despite their popularity, standard scales, with known psychometric properties, for measuring brand attitude and purchase intention are still not available as well (Spears and Singh, 2014) which motivates this study and represents novelty of this work and frames hypothesis 4.

Hypothesis 4 (H4). Participants' positive attitude towards brand is more subject to effect of brand image modality while effect of other modalities is less significant for participants' positive attitude towards brand.

4. Hierarchy of Effects and Consumers' Behavior

4.1 Literature review

Since the models of consumers' behavior have become popular in advertising the existing literature explains methods that can be used for measuring of advertising effects on the consumer. Generally such models describe consumers' reactions framed with such determiners as awareness, such as in "DAGMAR" model; brand choice and brand perceptions represented in "Lavidge and Steiners model"; memory-based tests and viewing time focused at past experience of purchase, learning, and irrational motives as in the "Model of Resonance"; engagement into advertising with purpose of evoking in consumer purchase intentions as in "AIDA" model and it's derivations. For advertising to be successful, it is not enough to send a message. It is important to be aware of how the message may be perceived and met by consumers.

There are theories within advertising that has been highly influential in social sciences relatively advertising practice. Due to the development within the field of psychology, these approaches came to base of new theoretical models. The models were created to show what sequence of reactions consumers (R) pass through when exposed to advertising. There are characteristics which unite models based on hierarchy of effects

construct. They are: *cognitive* (which presupposes certain extent of knowledge and awareness of the consumer about the brand or product), *effective* (which presupposes emotional evaluations of the consumer on the basis of conviction, subjective assessments, liking and preferences) and *behavioral* (which presupposes intention to purchase). Thus each hierarchy of effects is grounded on the base to get desired response through several stages to be passed by consumers (R). These stages are placed so that a consumer has to climb them and one step cannot be reached until the previous is completed (Mackay, 2005) (Fugure 8).
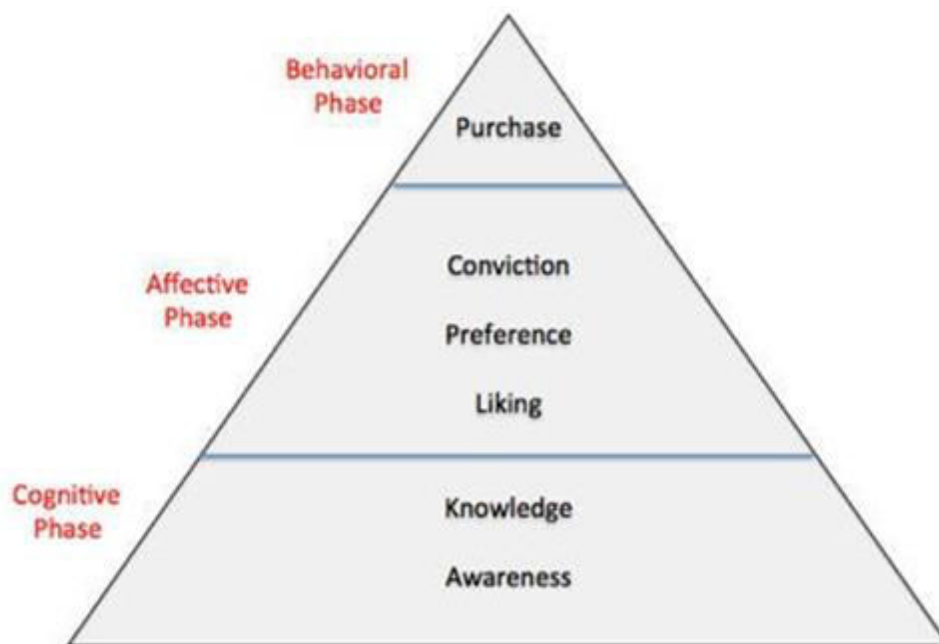
Figure 8. Construct of Hierarchy of Effects

In framework of this study there will be analyzed three the most influential models in practice that we will be discussed further.

4.2 Lavidge and Steiner Model (LAS)

According to the model of Lavidge and Steiners the Receiver (consumers) do not switch from being completely uninterested to become convinced to buy the product in one step. The model was created to explain the process that an advertiser assumes that consumers pass through in the actual purchase process. The model is based on seven steps, which as with the other models must be completed in a linear way. The big difference between this model and the others is not only the steps, but also the view on how to pass them. Lavidge and Steiner claim that the steps have to be completed, but a consumer sometimes may move up several steps simultaneously. Lavidge and Steiner identify these seven steps in the following order:

1. Awareness (close to purchasing, but still a long way from the cash register, are those who are merely aware of its existence).

2. Knowledge (up a step are prospects who know what the product has to offer).

3. Liking (still closer to purchasing are those who have favorable attitudes toward the product those who like the product).

4. Preference (those whose favorable attitudes have developed to the point of preference over all other possibilities are up still another step).

5. Conviction (even closer to purchasing are customers who couple preference with a desire to buy and the conviction that the purchase would be wise).

6. Action (a step which translates attitude into actual purchase) (Figure 9).
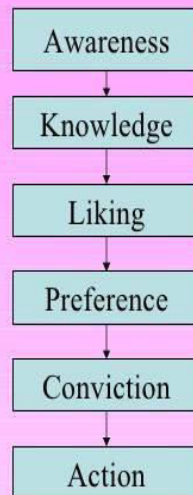
Figure 9. The Lavidge and Steiner Model

4.3 DAGMAR model

The DAGMAR model was also created to encourage measurable objectives for each stage of communication between brand and consumers. The abbreviation means Defining Advertising Goals for Measured Advertising Results. Therefore this model presupposes that communicative process between brand (Se) and consumers (R) has to be specific and measurable to be based on a hierarchical sequence containing the order of stages (Mackay, 2005). Mackay explains the main goal of the DAGMAR theory expressed in the following quotation: The Receiver (consumers) must first be aware of the existence of a particular brand. Then the Receiver (consumers) must have a comprehension of what the product is, and what it will do for him or her. The Receiver (consumers) must arrive at a mental suspicion or conviction to buy the product. Last stage presupposes that the Receiver (consumers) must stir himself to action (Figure 10).

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Figure 10. The DAGMAR Model

4.4 AIDA Model

The main purpose of AIDA construct is to make sure that an advertising raises attention, stimulates interest, and leads the Receiver (consumers) to desire and eventually action (Hackley, 2005). The model is seen as a highly persuasive among others and is said to often unconsciously affect our thinking. The model implies that advertising should inject memorable and believable messages that will make the Receiver (consumers) triggered to act in a certain way.

The general idea of AIDA Model is that consumers start with a form of attention (A) and conclude with a decision (PI). There are three general stages of consumers' reaction on advertising stimuli: *perceptive stage:* what the Receiver (consumers) perceives or already knows *affective stage*: what the Receiver (consumers) feels and which emotions

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experiences, and *behavioral stage*: consumer's reactions. Another primary role of AIDA model is the enhancement of brand awareness and beliefs: it is useful for understanding and communication processes between (Se) and (R). During the sequence of AIDA process consumers generally respond to advertising exposure in predictable way and therefore the intended response of consumers is the main advertiser's objective. More specifically AIDA model describes what happens when a consumer engages with an advertisement (E. St. Elmo Lewis).

AIDA Model has follow meaning: in order to reach feedback in consumer, advertising content must activate Attention, contribute Interest and evoke Desire to certain Action. Obviously that AIDA model operates scientific concepts, and in particular, psychological categories. Attention is the mental function which indirectly connected with conscious and unconscious spheres of the person. Interest is one of the fundamental emotions which manifest cognitive needs. Desire is emotionally colored intention which reflects aspiration to meet need. Action is the process which is subject to idea or imagination about the result (Figure 11). If positive feedback to the Source at every given stage of AIDA structure is doubtful, the Receiver (consumer) may switch attention to more intensive stimulus. But if this process is successful, consumer should be more likely to purchase the brand (Deighton, Henderson and Neslin, 1994).
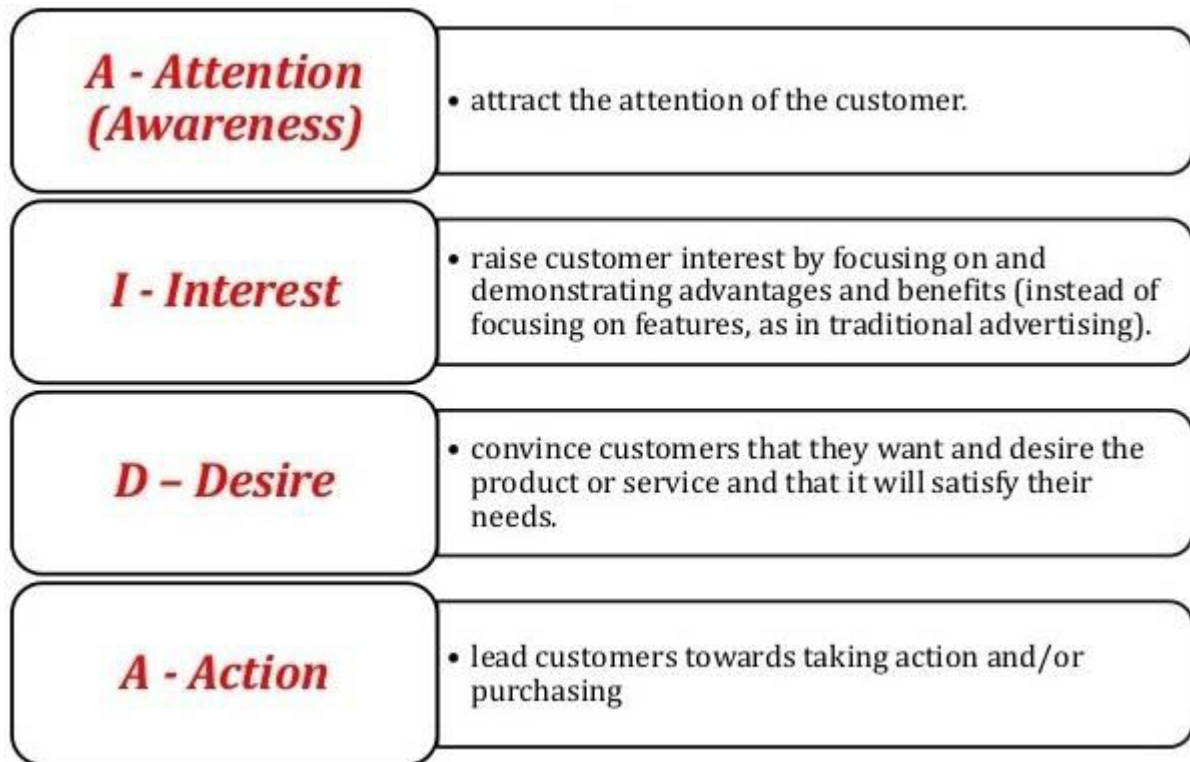
Figure 11. The AIDA Model

4.5 Limitations of Constructs

The models that are based on the hierarchy of effects theory can be very helpful but are not conclusive. There are several factors that these models do not take in consideration.

1.   Not all consumers go through all stages;

2.   The stages do not necessarily occur in hierarchical sequence;

3.   Impulse purchases contract (shrink) the process.

Despite the fact that Lavidge and Steiner model indicates strict sequence of the consumers' behavior, they do not exclude possibility and even claim that they are fully aware of the impulsive purchases that consumer can make, but they mean that for higher economical goods these steps are essential for the advertising. The model also has as a premise that advertising occurs over a period of time, and may not lead to immediate response or evoking purchase intention. It is rather a series of effects that has to occur

within advertising, with each step fulfilled on the way towards the next stage which was also supported by other researchers.

On the other hand, there is still no evidence on the fact that awareness of a products leads to purchase intention in DAGMAR construct, and the steps are still unclear. Other researchers consider that this model does not explain how the Receiver (consumers) will go from one step to another and to point out the steps without explaining them further is not seen as enough. One of the major criticisms towards DAGMAR is on its reliance on the hierarchy-of-effects theory. Consumer does not always pass through the stages in a linear way. Another criticism made towards the DAGMAR approach is that it focuses too much on strategies. Many creative people within advertising are looking for the great unique idea that can result in a successful campaign and feels that the DAGMAR approach is too concerned with quantitative than qualitative measurements (Belch and Belch, 1995).

The basic problem of sequential models such as AIDA is that it has a start and an ending. Despite the fact that AIDA model may be seen by many researchers as the strongest advertising theory, it still has along with the others been criticized. Researchers suggest that within AIDA model consumers may pass through the stages as rational process, however, many says that purchases more often are spontaneous (Hackley, 2005) which basically focus at unconscious and emotional determiners of exposure. The stages do not necessarily occur in hierarchical sequence. Thus, consumer attitudes, buying behavior, and usage experience can have just as much influence on the effect of advertising and are not considered by the strict structure. Concluding, we can say that the hierarchy of effects models help advertisers to identify the stages that consumer generally passes through, but cannot be used as obvious guidelines. Sometimes purchase is not always the end step, rather the beginning of an ongoing relationship with the consumer (Smith and Taylor, 2002). Advertising is a campaign that sets high demands on the creativity and to

put all of this within a frame of models would kill the creativity (Jobber, 2004). Due to the fact that we have included AIDA construct into the scheme of semantic differential scale we will analyze its relevance within the study.

5. Research Problem

5.1 Introduction

Functional specific of women-endorsers as unique sources of advertising exposure is to implement a significant number of psychological characteristics intended to make efficient methods of persuasion such as verbal and nonverbal exposure; physical appearance, stereotypes and brand image which researchers investigate by means of semiology. Due to relationship of changes in social perception in modern culture and advertising environment which are continuously structuring each other, implementation of advertising sources such as women-endorsers (S) is also subject to changes in mass media, and in particular, in advertising which represents relevant problem of the study (Cayla and Arnould, 2008; Fueroghne and Dean, 2007; Gordon, 2005; Lerman, Dawn, Callow and Michael, 2004; Lee and Jung-Wan, 2006; Sheehan and Kim, 2014; Sternhall, Maheswaran, Ray, Batra, Pierce, Greimas, 1990; Wei, Ran and Jing, 2005).

Such dependence on advertising sources causes feedback of consumers to brands messages in advertising environment in the form of appropriate or inappropriate responses leading to correct or incorrect perception of advertising messages, resulting, evaluation of brands, attitude towards brand image and hence consumers' behavior (PI).

In addition, we must note that significance of brand image (BI) overlooked by many researchers should not be ignored in this study. Probably, the influence of significance of brand image may affect significance of other modalities expressed by women-endorsers in advertising and thus influence on positive feedback and attitude

towards advertising messages which we assume in this study. Analysing these factors, we may distinguish five basic modalities of advertising exposure of women-endorsers:

1. Exposure of verbal characteristics (VM)

2. Exposure of non-verbal characteristics (NVM)

3. Exposure of characteristics of physical appearance (PA)

4. Exposure of women stereotypes (FS)

5. Exposure of brand image (BI)

Obviously that exposure of each modality differs from each other, and thus makes characteristic advertising impact increasing or decreasing positive attitude toward advertisements in participants. Moreover, feedback of the Receiver always depends on the significance (value) of characteristics of the Source (women-endorsers) for the Receiver (consumer). The more valuable characteristics are in the (S) (women-endorsers) for the (R) (consumer), the more efficient advertising exposure is. Hence advertising has become for researchers not just unilateral psychological question of the Source expression, but also the question of understanding: understanding the brand, the product or the service being offered in advertising and understanding of the people (their hopes, fears and needs), who are going to interact with. Therefore the relevance of this problem has become a basis for defining of our research questions.

5.2 Research Questions

Specific goal of this study is to determine the most significant (valuable) characteristics by means of which the Source (S) (women-endorsers) implements advertising exposure on the Receiver (R) (participants). Specifically, to determine correlation of assessments of characteristics of the (S) (women-endorsers) and assessments of brands, and determine how correlation of these assessments influences

on the (R) (participants) subjective responses: Attention (A), Interest (I), Attitude towards advertising (AA), Brands (AB) and Intention to purchase (PI).

NOTE. Significance (Value) is subjective assessment of the stimulus for the subject (participant).

Thus, we defined research questions of the study as follows:

1.   Do participants consider verbal modality (VM) more significant modality for their Attention (A), Interest (I), Intention to purchase (PI), positive attitude towards brand (AB) and positive attitude towards advertising (AA) comparing to other modalities?

2.   Do participants consider non-verbal modality (NVM) more significant variable for their Attention (A), Interest (I), Intention to purchase (PI), positive attitude towards brand (AB) and positive attitude towards advertising (AA) comparing to other modalities?

3.   Do participants consider exposure of physical appearance (PA) more significant modality for their Attention (A), Interest (I), Intention to purchase (PI), positive attitude towards brand (IB) and positive attitude towards advertising (AA) comparing to other modalities?

4.   Do participants consider exposure of females' stereotypes (FS) more significant modality for their Attention (A), Interest (I), Intention to purchase (PI), positive attitude towards brand (AB) and positive attitude towards advertising (AA) comparing to other modalities?

5.   Do participants consider exposure of brand image (BI) modality more significant variable for their Attention (A), Interest (I), Intention to purchase (PI), positive attitude towards brand (IB) and positive attitude towards advertising (AA) comparing to other modalities?

5.3 Hypothesis

H: 1. Participants' attention towards advertising is more subject to effect of physical appearance modality, while exposure of other modalities participants considered less significant for their attention.

H: 2. Participants' interest towards advertising is more subject to effect of non-verbal modality while exposure of other modalities participants considered less significant for their interest.

H: 3. Participants' purchase intention is more subject to effect of verbal modality, while exposure of other modalities participants considered less significant for their purchase intention.

H: 4. Participants' positive attitude towards brand is more subject to effect of brand image modality while effect of other modalities is less significant for participants' positive attitude towards brand.

H: 5. Participants' positive attitude towards advertising is more subject to effect of females' stereotypes modality while exposure of other modalities participants considered less significant for their positive attitude towards advertising.

5.4 Variables

Independent variables

1. Verbal characteristics (VM): Signs of any Information sounded by means of speech, the way of words manipulating, certain timbre and tone of voice (joy, anger, sexuality, intonation, etc.); suggestions, metaphors, opinions, etc.

2. Non-verbal characteristics (NVM): Signs by means of language of the body: behavioral expression, emotional expression, facial expression, gestures, etc.

3. Physical appearance (PA): Signs as femininity, masculinity, body shape, body

weight, sex appeal, physical attractiveness, skin tone, hair, cosmetics, color of eyes and hair; tattoos, implants, tooth braces, contact lenses, glasses, etc.

4. Females' stereotypes (FS): Signs of women social roles, social and gender relations, professional competence and occupation, etc.

5. Brand image (BI): extent of participant's impressions about brand image, including brand experience: previously buying product, all the associations about brand and brand authority, which brand name may generate in the subject (Riezebos, 2003).

Dependent variables

1. Attention

2. Interest

3. Attitude towards advertising

4. Attitude towards brand

5. Intention to purchase

6. Method

6.1 Introduction

Generally, research methods can be categorized into quantitative research and qualitative research. Quantitative research focuses on analyzing numerical date based on representative samples. Qualitative research focuses on researching participants' in depth meanings, attitudes, feeling and motivations. The aim of the primary research of this study is to examine the participants' responses on represented stimuli (famous brands' advertising) to define how participants' attitudes towards different characteristics of advertising women-endorsers (S) influence on their assessments of brands (Se) and their messages. How participants' assessments of these characteristics influence on responses

of participants in the form of subjective feedback (such as attention (A), interest (I), positive attitude towards advertising (AA), brand (AB) and intention to purchase (PI). The study shows to what extent participants' responses to particular modality represented in women-endorsers influences on evaluation of advertising spot of particular brand in the form of attention, interest, intention to purchase product, positive attitude towards brand and positive attitude towards advertising. Therefore in this study, qualitative research method is more suitable.

6.2 Primary Research

Five advertising spots of five brands were selected that contained women-endorsers as advertising sources to promote selected brands' products worldwide. Selected brands are represented in follow sequence: DANON, GARNIER, L'OREAL, NESTLE, NOKIA. All advertising spots were taken from popular media sources (Advertising agencies websites, You Tube, On-line Television channels) and were represented in Portugal marketplace as part of advertising campaigns. There are women-endorsers in advertising spots implement different modalities of advertising exposure through different qualities of their structural characteristics: verbal (VM), nonverbal communication (NVM), physical appearance (PA), different stereotypes (FS) in purpose to capture attention (A), evoke interest (I), to influence on consumers intention to purchase (PI) and to create positive attitude toward advertising (AA) and brand (AB).

Table below indicates follow parameters in abbreviations:

N	BN	QE	QMC	TA	D	Link
1.	DANON	1	1	F./M.	25 sec.	https://www.youtube.com/watch?v=
2.	GARNIER	1	1	F.	32 sec.	https://www.youtube.com/watch?v=
3.	L'OREAL	1	1	F.	30 sec.	https://www.youtube.com/watch?v=
4.	NESTLE	1	1	F./M.	30 sec.	https://www.youtube.com/watch?v=
5.	NOKIA	1	1	F./M.	44 sec.	https://www.youtube.com/watch?v=

N   Number of advertising spot;

BN   Brand name;

QE   Quantity of women-endorsers in the spot;

QMC   Quantity of main characters;

TA   Target audience

F   Female

M   Male

D   Duration of spot (seconds)

In the interview, participants have to evaluate five spots. For each spot, seven tasks were sued to access participants' responses to the represented stimuli (women-endorsers, selected brands and their products).

Task one contains questions intended to study participant's awareness about brand and its products with purpose to establish subjective attitude of the subject towards brand (AB). In particular, the questions are:

1)   How much you are aware about the advertised brand?

2)   How often you see advertised brand or its products?

3)   What is your attitude towards advertised brand?

4)   How often you use products of this brand?

Answers were given in a four-point rating scale.

Task two asks to identify the presence of five women stereotypes (FS) in t h e advertising (expert, wife, business-lady, friend, housewife, girlfriend, mother, buyer), with purpose to find out subsequently their attitude towards these stimuli.

Task three uses semantic differential scales to study the effect of the verbal modality (VM) of the female character in the spot on participant's responses. The measured variables are:

1. Attention

2. Interest

3. Intention to Purchase

4. Positive Attitude towards Brand

5. Positive Attitude towards Advertising

Task four uses semantic differential scales to study the effect of the non-verbal modality (NVM) (independent variable) of the female character in the spot on participant's responses. The measured variables were the same as in the previous task.

Task five semantic differential scales to study the effect of the physical Appearance (PA) (independent variable) of the female character in the spot on participant's responses. The measured variables were the same as in task 3.

Task six semantic differential scales to study the effect of the female stereotypes

(FS) (independent variable) of the female character in the spot on participant's responses. The measured variables were the same as in task 3.

Task seven semantic differential scales to study the effect of the brand Image (BI) (independent variable) in the spot on participant's responses. The measured variables were the same as in task 3.

In practice the scale of semantic differential looks as follow table.

№		Extremamente / Very / +3	Notavelmente / Noticeably / +2	Ligeiramente / Slightly / +1	Nada / Nothing / 0	Ligeiramente / Slightly / -1	Notavelmente / Noticeably / -2	Extremamente / Very / -3	
1.	Promove a atenção / Contributes Attention (A)								Não promove a Atenção / Does not contribute attention
2.	Interessante / Interesting (I)								Desinteressante / Not interesting
3.	Faz-me querer comprar o produto / Evokes Intention to purchase Product (Pi)								Não me faz querer comprar o produto / Discourages Intention to purchase

4	Promove uma atitude positiva em relação a mensagem publicitária Makes positive attitude towards advertising Message (Aa)								Promove uma atitude negativa em relação à mensagem publicitária Makes negative attitude towards advertising message
5.	Promove uma atitude positiva em relação à marca Makes positive attitude towards Brand (Ab)								Promove uma atitude negativa em relação à marca Makes negative attitude towards brand

6.3 Semantic Differential Approach

The main purpose of the semantic differential is to manipulate independent variables on the scale of opposite assessments offered for participants responses. Semantic spaces and analysis of objects location is important tool in many practical applications (analysis of perception of advertising and its design; comparative analysis of different groups such as certain groups of consumers, professional groups, gender stereotypes, etc.).

Semantic differential method solves follow tasks:

1. Difference in assessments of the sign, concept or object by different participants;

2. Difference in assessments of two (or more) signs, concepts or objects by the same participant (or the same group);

3. Difference in assessments of the same sign, concept, or object by the same participant (or the same group) under influence of another variable (for example, measuring of changes of concepts occurring due to influence of time, mass media, social or cultural changes, etc.).

6.4 Instruments and Stimuli

This study is performed by means of Semantic differential method which is a type of a rating scale designed to measure the connotative meaning of signs, objects, or events. The connotations are used to derive the attitude towards the given variables. Osgood's semantic differential is an application of his more general attempt to measure the semantics or meanings of words, particularly adjectives, and their referent concepts. The participant is asked to choose where his or her position lies, on a scale between two bipolar adjectives (for example: "Pleasant-Unpleasant", "Adequate-Inadequate", "Valuable-Worthless"). Semantic differentials can be used to measure opinions, attitudes and values on a psychometrically controlled scale. Basic scale for each modality is represented in the table.

6.5 Participants

This study is based on a survey of 80 randomly selected students (39 men and 41 women) from two campi of University of Algarve situated in Gambelas and Faro. The age of the participants ranged between 18 to 40 years (mean ± standard deviation: 21.14 ± 4,27 years) and they were enrolled in Science and Technology courses (42,5%), Enconomics and Mangement courses (17,5%), Social and Humanities courses (17,5%), Educational

Courses (15,0.%) and Health courses (7,5%).

Ahead of the interviews, the author made appointments with each interviewee. The confirmations about the interview, date, time and place with each of the interviewees were made beforehand. The interviews were conducted in the form of test through face-to-face communication in quiet auditory of the corpuses of UALg or test was sent through emails with instructions. These 79 interviews were conducted during one year. Each of the interviews lasted for approximately 20 to 30 minutes and was documented in file mode. The interviews were then transcribed for analysis purpose.

6.6 Procedure

As main technique by means of which collecting of empirical data was carried out we have chosen the best for psychological study methods applied in advertising industry by means of demonstration of content of advertising spots to participants, and appropriate questionnaires for each respondent which contained filling forms and instructions inside for each of them. The procedure of data collection included follow steps:

1. Participant (university student) is asked to take part in university study.

2. If participant is agreed to participate, he or she is offered to take the time necessary for study and to take place in any comfortable room of the university to proceed to experiment.

3. After this the participant is explained the rules on which basis the study is conducted.

4. The experiment begins only if participant is agreed with explained rules.

5. Instructor introduces the participant instruction.

6. After participant has read all the documents, the research begins.

7. The participant is offered to choose the number of advertising spot in random

sequence and to watch it the time allotted for advertising spot.

8. After advertising spot was watched the participant proceeds to complete the tasks.

9. Participant is allowed to watch the same advertising spot once again if woman-endorser was not distinctly clear for understanding in order to perform the task.

10. It is not allowed to watch advertising spot third time in order to avoid preconceived judgments about characteristics of women-endorsers which thus may influence on participant's assessments.

11. After all the tasks were completed, the participant is expressed gratitude for participation in the study and asked to offer to take part in this research his or her colleagues from his or her faculty in order to increase number of participants.

For collecting data we used "Chain Referral Sampling" Technique which is a non-probability sampling method that is used by researchers to identify participants. This type of sampling technique works like chain referral. The process of "Chain Referral Sampling" is much like asking the subjects to nominate another person with the same trait as your next subject. The researcher then observes the nominated subjects and continues in the same way until sufficient number of subjects is obtained. "Chain Referral Sampling" is a method used to obtain research and knowledge, from extended associations, through previous acquaintances. The method uses recommendations to find participants with the specific range of skills. Individual or a group receives information from different places through a mutual intermediary and thus increases results. In particular, in this study, participants were informed that they were participating in university experimental research in framework of experimental psychology of advertising exposure on consumers among students. In addition, major percentage of participants indicated they were familiar with represented brands and their advertisements and thus further qualifying the sample as a relevant sample group.

7. Results

This study investigated how the exposure to different modalities of advertising implementing women-endorsers can influence participants' responses such as their attention and interest towards advertising, the purchase intention as well as their attitude towards the brand and the advertising. The main goal of the study was to attempt to find out exactly which modalities could be more or less significant for participants' responses comparing to other modalities. The data analysis revealed several patterns and interesting findings which are highlighted in this section.

In present analysis, we tried to find out the effect that different advertising components (modalities) had on participants' responses regarding their attention, interest, purchase intention, positive attitude towards brand and positive attitude towards advertising. We considered in this analysis the following modalities: the verbal behaviour of the female character (VM – verbal modality), the nonverbal behaviour of the female character (NVM – non-verbal modality), the physical appearance of the female character (PA) and the presence of female stereotypes (FS). In addition, we also considered the effect of the brand image (BI) in participants' responses towards advertising. Responses were also evaluated considering gender differences. Thus, a mixed ANOVA model was used in order to test the significance of the effect of modality (within-subject effect), the effect of gender (between-subjects effect: male versus female participants) and the interaction between gender and modality, which allow us finding out if men and women responses differ for the same modality. The dependent variables in these ANOVAs were participants' evaluation for each parameter considered in their responses to the advertising (attention, interest, purchase intention, attitude towards the brand and general attitude towards the advertising).

Whenever necessary, we used the Greenhouse-Geisser against violations of sphericity in repeated measures design. The analysis was performed separately for each advertising spot

and graphs illustrated participants' average responses (separated by gender) for each represented modality. Post-hoc pairwise comparisons between modalities were done using Bonferroni correction; post-hoc gender comparisons were done through independent samples t test (correcting for variance heterogeneity whenever necessary).

7.1. Attention

Table 1 presents the mean scores for the effect each modality had on participants' attention towards the five spots. The responses were given using semantic differential scales that ranged from -3 (the modality did not contribute at all to capture participant's attention) to +3 (the modality contributed clearly to capture participant's attention); the score 0 corresponds to the point of indifference.

Table 1. Effect of each modality on participants' attention towards the five spots (mean ± standard deviation; n = 80).

Modalities	Danone Mean ± SD	Garnier Mean ± SD	L'Oreal Mean ± SD	Nestlé Mean ± SD	Nokia Mean ± SD
VM	1,18 ± 1,30	1,61 ± 1,23	1,84 ± 1,24	1,40 ± 1,45	1,13 ± 1,53
NVM	1,48 ± 1,12	1,80 ± 1,17	2,23 ± 0,89	1,38 ± 1,36	1,41 ± 1,49
PA	1,51 ± 0,99	2,01 ± 1,07	2,24 ± 0,85	1,50 ± 1,17	1,44 ± 1,42
FS	1,19 ± 1,28	1,45 ± 1,43	1,71 ± 1,21	1,11 ± 1,46	1,21 ± 1,24
BI	1,73 ± 1,01	1,24 ± 1,67	1,33 ± 1,56	1,78 ± 1,17	1,43 ± 1,16

Note: All means are significantly above the point of indifference (score = 0); $p < .01$

The DANON spot

We found a significant medium modality effect [F (3.63, 283.31) = 5.38, p = .001; η^2 = .065] and a small gender-modality interaction effect [F (3.63, 283.31) = 2.45, p = .046; η^2 = .030] but we did not found a significant gender effect [F(1.78) < 1, p = .583; η^2 = .004]. Overall, these results suggest that modality has a moderate influence on participants' at the

level of attention towards the DANONE spot and that this effect seems to depend somehow on participants' gender.

Brand image (mean = 1.73), physical appearance (mean = 1.51) and nonverbal communication (mean = 1.48) seem to be the more effective modalities contributing to capture participant's attention (Table 1); these scores do not reach the +2 vale, indicating that their contribution to attention is somehow between slight and noticeable. The lower mean scores were observed for verbal modality (mean = 1.18) and female stereotypes (mean = 1.19); however, the influence of these modalities is still significantly above the point of indifference (0), suggesting their positive although small effect on attention.

A more detailed analysis depicted in Chart 1 shows that women scored higher for brand image modality than for other modalities. Hence, the highest scores were found for brand image modality (mean: 1.73) and for exposure to non-verbal modality (mean: 1.49). The lowest scores were found for women's responses to physical appearance and verbal modalities (mean: 1.34). Noticeably, male participants showed the highest scores for brand image modality (mean: 1.72), but also for the physical appearance modality (mean: 1.69). The lowest scores were found for verbal modality (men: 1.00) and females' stereotypes (mean: 0.95).

Thus, the DANON spot exerted its strongest effect both, on males and females participants, through brand image exposure; the weakest effect for both groups was found for the exposure to females' stereotypes modality.

The interaction effect detect in the ANOVA seems to result mainly from the fact that women scored higher than men for verbal modality (women: 1.34-men: 1.00) and female stereotypes modality (women: 1.41-men: 0.95), while men scored higher for physical appearance modality (women: 1.34-men: 1.69). However, none of these differences were statistically significant   ($p > .1$).

In summary, we found that the DANON spot exerted its highest effect on participants' attention mainly through brand image modality (both for men and women), non-verbal modality (both for men and women) and physical appearance modality (for men). The lowest effects on attention were found for female stereotypes modality and verbal modality (men) and physical appearance modality (women).

Considering the evaluation of the factors affecting the attention towards the GARNIER spot, we found a significant moderate modality effect [$F(3.02, 235.50) = 7.46$, $p <$ .001; $\eta^2 = .09$], a strong gender effect [$F(1, 78) = 13.71$, $p < .001$; $\eta^2 = .15$] and a moderate interaction between gender and modality [$F(3.02, 235.50) = 7.46$, $p < .001$; $\eta^2 = .05$]. The strongest main effects on attention resulted from physical appearance modality (mean = 2.01) and nonverbal communication (mean = 1.80), while the least effective modality was brand image (mean = 1.24). All modalities showed an influence significantly above the point of indifference (0), suggesting their positive effect on attention.

Women scored always higher than men in all the modalities (Chart 1). Although female scores were higher for physical appearance modality (mean = 2.15), all modalities seemed to capture women' attention towards this spot with equivalent intensity (mean values range from 1.85 to 2.15). On the contrary, modalities seem to have exerted differential effect on men's attention. Likewise for women, men's attention was mainly captured by physical appearance modality (mean = 1.87) and non-verbal modality (mean = 1.59). However, the effects of verbal modality (mean = 1.23), female stereotypes modality (mean = 1.03) and brand image exposure (mean = 0.9) were clearly weaker than in women ($p < .01$).

Hence, the analysis showed that female participants scores higher than males' participants across all the modalities, revealing a strong gender effect; while for women all the modalities seem to capture attention equally, brand image and the presence of female stereotypes did not exert relevant influence in men's attention towards the spot (mean < 1.0).

The L'OREAL spot

Concerning the L'OREAL spot, we found again a significant modality effect [$F(2.98, 229.68) = 14.35$, $p < .001$; $\eta^2 = .16$] and a moderate gender-modality interaction effect [$F(2.98, 229.68) = 8.36$, $p < .001$; $\eta^2 = .09$]; the gender effect was not significant [$F(1, 78) = 0.70$, $p = .41$; $\eta^2 = .01$].

Attention to this spot seems to be influenced strongly by physical appearance modality (mean = 2.23) and nonverbal communication (mean = 2.23). The least effective modality was brand image (mean = 1.33). All modalities showed an influence significantly above the point of indifference (0).

Attention seems to be influenced in both sexes by the nonverbal modality (mean = 2.05 vs. 2.41, for women and men, respectively) as well as the physical appearance modality (mean = 2.13 vs. 2.36), although being somehow more effective for men. However, while verbal modality was particularly effective capturing women's attention, the effect was significantly lower for men (mean: 2.25 vs. 1.41; $p = .002$). Similarly, brand image influenced more the women' attention towards the spot than men's attention (mean = 1.70 vs. 0.95; $p = .024$). Female stereotype modality has a similar effect on both gender (mean = 1.60 vs. 1.82; p = .495).

Thus, physical appearance and nonverbal modality are more effective for both genders in capturing attention towards the spot. Gender differences were evident in verbal modality (exerting a stronger effect on women's attention) and in brand image (exerting a moderate effect on women's attention but a significantly smaller effect on men's).

The NESTLE spot

The analysis of the NESTLE SPOT showed a moderate modality effect [$F(4, 312) =$ 6.03, $p < .001$; $\eta^2 = .07$), a moderate gender-modality interaction [$F(4, 312) = 3.84$, $p = 0.005$; $\eta^2 = .05$], but no gender effect [$F(1, 78) = 3.14$,$p = .081$; $\eta^2 = .04$].

In this spot, the most effective modality was brand image (mean = 1.78) and the least effective was the presence of female stereotypes (mean = 1.11). Again, all modalities had a positive influence on attention.

Participants of both genders were moderately influenced by brand image (BI) (mean = 1.83 vs. 1.73, for women and men, respectively; $p = .673$), physical appearance (PA) (mean = 1.51 vs. 1.49; $p = .925$), and nonverbal modality (NVM) (mean = 1.51 vs. 1.23; $p = .359$). Significant differences between gender were observed for verbal modality (revealing a stronger effect on women's attention than men's: mean = 1.80 vs. 0.97; $p = .010$) and for female stereotypes modality (revealing again a stronger effect on women's attention than men's: mean = 1.51 vs. 0.69; $p = .011$).

Thus, all modalities seem to exert a similar effect on women's attention (but a little stronger for verbal modality and brand image), while men's attention was less influenced by all modalities, especially female stereotype and verbal modality.

The NOKIA spot

Results of the NOKIA spot did not show modality effect [$F(4, 312) = 1.68$, $p = 0.154$; $\eta^2 = .02$], a small significant gender-modality interaction [$F(4, 312) = 2.59$, $p = .037$; $\eta^2 = .03$] but a highly strong gender effect [$F(1, 78) = 24.98$, $p < .001$; $\eta^2 = .24$].

The modalities per se did not exhibit a differential effect on attention towards the Nokia spot; brand image had the strongest effect in women but did not differentiate itself

from the effect induced by the least relevant modality (verbal communication mean = 0.66). All modalities had a positive influence on attention.

Concerning gender, male participants gave scores higher than women for all the modalities ($p < .015$). Men's scores were particularly high for non-verbal modality (mean = 0.68 vs. 2.18, respectively for women and men; $p < .001$) and for physical appearance (mean = 0.83 vs. 2.08; $p < .001$).The lowest effect on men's attention was found for female stereotypes modality (mean = 0.83 vs. 1.59; $p = .007$) and for verbal modality (mean = 0.66 vs. 1.62; $p = .001$).

Thus, all modalities seem to exert a high effect on men's attention toward NOKIA spot, but specially nonverbal and physical appearance. On the contrary, modalities exerted a clearly smaller effect on women's attention; exposure to brand image has the highest effect on women, but again significantly lower than on men's attention ($p = .015$).

Summarising, we may say that the all modalities had a positive moderate effect on participants' attention towards all the spots; mean score values ranged mostly between 1.0 and 2.0, being above 2.0 especially for L'OREAL spot. Although we can highlight brand image and physical appearance modalities as being more effective on participants' attention towards advertising, this effect seems to depend on the spot and on participant's gender. Verbal modality and the presence of female stereotypes appeared to be less effective in capturing participants' attention. Gender effects were observed specially for verbal modality, female stereotypes and brand image, depending on the spot. Gender differences were particularly evident on the NOKIA spot.
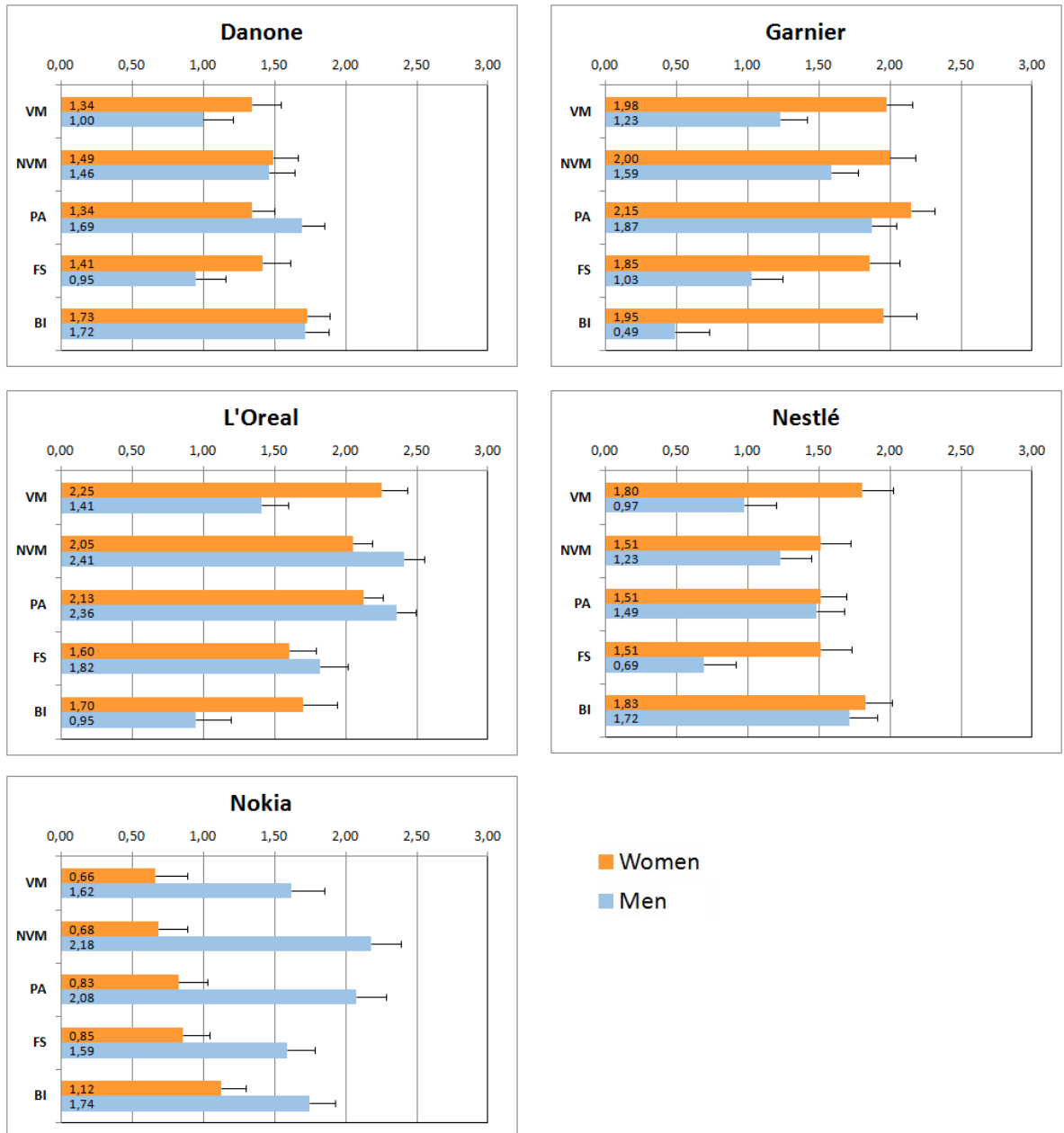
Chart 1. Modality and gender effects on participants' attention towards the five spots (mean ± standard error of the mean). Response scale: -3 (Does not contribute to attention) to +3 (Contributes to attention). VM – verbal modality, NVM – non-verbal modality; PA – physical appearance; FS – female stereotypes; BI – brand image.

7.2 Interest

Table 2 presents the mean scores for the effect each modality had on participants' interest towards the five spots. The responses were given usinfg diferential semantis scales that ranged from -3 (the modality did not make the spot interesting at all) to +3 (the modality made the spot very interesting); the score 0 corresponds to the point of indifference.

Table 2. Effect of each modality on participants' interest towards the five spots (mean ± standard deviation; n = 80).

Modalities	Danone	Garnier	L'Oreal	Nestlé	Nokia
	Mean ± SD	Mean ± SD	Mean ± SD	Mean ± SD	Mean ± SD
VM	0,85 ± 1,20	1,20 ± 1,22	1,51 ± 1,27	1,24 ± 1,49	0,85 ± 1,49
NVM	1,25 ± 1,14	1,44 ± 1,24	1,86 ± 1,21	1,24 ± 1,46	1,08 ± 1,38
PA	1,29 ± 1,12	1,55 ± 1,10	1,78 ± 1,10	1,38 ± 1,27	1,05 ± 1,50
FS	1,05 ± 1,23	1,10 ± 1,48	1,46v1,27	1,04 ± 1,44	0,75 ± 1,32
BI	1,29 ± 1,30	1,01 ± 1,62	1,14 ± 1,52	1,65 ± 1,30	1,28 ± 1,27

Note: All means are significantly above the point of indifference (score = 0); $p < .01$

The DANON spot

Analysis of DANON spot revealed significant modality effect [$F(3.56,277.84)=3.41$, $p=0.01$; $\eta^2=0.04$], but again we did not find gender-modality effect [$F(3.56,277.84)=0.57,p=0.66;\eta^2=0.001$] and no gender effect was revealed [$F(1,78)=0.07,p=0.79;\eta^2=0.00$] which means that each modality had significant effect on participants not depending on gender.

Physical Appearance (mean=1.29), brand image (mean=1.29), nonverbal communication (1.25) seem to be the more effective modalities contributing to evoke participant's interest (Table 2); these scores do not reach the +2 vale, indicating that their contribution to attention is somehow between slight and noticeable.

The lower mean scores were observed for verbal modality (mean = 0.85) and female stereotypes (mean = 1.05); however, the influence of these modalities is still significantly above the point of indifference (0), suggesting their positive although small effect on interest.

A more detailed analysis depicted in the Chart 2 showed that women scored higher for brand image modality than for other modalities. Thus, the highest scores were found for brand image modality (mean: 1.34) and for exposure to non-verbal modality (mean: 1.27). The lowest scores were found for women's responses to verbal modalities (mean: 0.88).

Male participants showed the highest scores for physical appearance modality (mean: 1.38), nonverbal communication and brand image modality (mean: 1.23). The lowest scores in males responses were found for verbal communication (men: 0.88) and females' stereotypes (men: 0.92).

Thus, the DANON spot exerted its strongest effect, both on male and female participants, through brand image exposure; the weakest effect for both groups was found again for the exposure to females' stereotypes modality.

The interaction effect detect in the ANOVA seems to result mainly from the fact that women scored higher than men for verbal modality (women: 0.88-men: 0.82), nonverbal communication (women: 1.27- men: 1.23), female stereotypes (women: 1.17- men: 0.92) and brand image modality (women: 1.34- men: 1.23), while men scored higher only for physical appearance modality (women:1.20-men:1,38). However none of these differences were statistically significant ($p > .1$).

In summary, we found that the DANON spot exerted its highest effect on participants' interest mainly through brand image modality (for women), and physical appearance modality (for men). The lowest effects on interest were found for verbal modality (for both men and women).

The GARNIER spot

Analysis of the Garnier spot found significant modality effect [$F(3.00,234.06)=4.45,p=0.01;\eta^2=0.05$], a gender-modality interaction effect [$F(3.00,234.06)=6.67,p=0.00;\eta^2=0.08$] and a gender effect [$F(1,78)=8.04,p=0.01;\eta^2=0.09$] which suggests that responses of participants were influenced by both, modality and gender.

The strongest main effects on attention resulted from physical appearance modality (mean = 1.55) and nonverbal communication (mean = 1.44), while the least effective modality was brand image (mean = 1.01). Most of modalities showed an influence significantly above the point of indifference (0), suggesting their positive effect on interest of both genders. Exception made brand image modality which influence was not as significant as influence of other modalities.

Thus we can notice that most of modalities had stronger influence on women than on men (Table 2). Although females scores were higher for brand image modality (mean = 1.68), all modalities seemed to capture women' interest towards this spot with equivalent intensity (mean values range from 1.18 to 1.68). On the contrary, modalities seem to have exerted differential effect on men's interest. Men's attention was mainly captured by physical appearance modality (mean = 1.59). However, the effects of female stereotypes (mean = 0.62), and brand image exposure (mean = 0.31) were clearly weaker than in women ($p < .01$).

The L'OREAL spot

Analysis of the L'OREAL spot showed a significant modality effect [$Participants(3.15,246.04)=7.55,participants=0.00;\eta^2=0.09$] and a gender-modality interaction effect [$Participants(3.15,246.04)=6.09,participants=0.00;\eta^2=0.07$], but no gender effect [$Participants(1,78)=0.00,participants=0.97;\eta^2=0.00$] which suggest that modality had

influence on participants' responses but scores were also subject to influence of gender determination.

Interest to this spot seems to be influenced strongly by nonverbal communication (mean = 1.86) and physical appearance modality (mean = 1.78). The least effective modality was brand image (mean = 1.14). And again all modalities showed an influence significantly above the point of indifference (0).

Interest seems to be influenced in both sexes by the nonverbal modality (mean = 2.08 vs. 1.66, for men and women, respectively) as well as the physical appearance modality (mean = 1.97 vs. 1.59), although being somehow more effective for men. However, while verbal modality was particularly effective capturing women's interest, the effect was significantly lower for men (mean: 1.73 vs. 1.28). Similarly, brand image influenced more the women' interest towards the spot than men's interest (mean = 1.46 vs. 0.79).

Thus, nonverbal communication and physical appearance modality are more effective for both genders in capturing interest towards the spot. Gender differences were evident in brand image (exerting a moderate effect on women's interest but a significantly smaller effect on men's).

The NESTLE spot

Resulting analysis of the NESTLE spot revealed only significant modality effect [$F(3.57,278.78)=5.41, p=0.00; \eta2=0.07$], but no gender-modality interaction effect [$F(3.57,278.78)=2.01, p=0.10; \eta2=0.03$] and no gender effect [$F(1,78)=3.44, p=0.07; \eta2=0.04$]. In this spot, the most effective modality was brand image (mean = 1.65) and the least effective was the presence of female stereotypes (mean = 1.04). Thus, each modality potentially had a positive influence on interest of participants.

All modalities showed an influence significantly above the point of indifference (0), suggesting their positive effect on interest. Women scored once again higher than men in all the modalities (Table 4). Both groups were moderately influenced by brand image (BI) (mean = 1.71 vs. 1.59, for women and men, respectively) and physical appearance modality (PA) (mean = 1.49 vs. 1.26). Significant differences between gender were observed for verbal modality (revealing a stronger effect on women's interest than men's: mean = 1.61 vs. 0.85) and for female stereotypes modality (revealing again a stronger effect on women's interest than men's: mean = 1.35 vs. 0.72).

Thus, all modalities seem to exert a similar effect on women's interest (but a little stronger for brand image and verbal modality), while men's interest was less influenced by all modalities, especially female stereotype and verbal modality.

The NOKIA spot

Analysis of the NOKIA spot showed significant modality effect $[F(3.47,270.78)=3.67,p=0.01;\eta2=0.05]$ and significant gender effect $[F(1,78)=24.53,p=0.00;\eta2=0.24]$, but no modality-gender interaction effect $[F(3.47,270.78)=1.75,p=0.15;\eta2=0.02]$ which suggests that modality had significant influence on participants and gender was significant determiner for interest.

Brand image had the strongest effect (mean = 1.28) and in whole modalities had a positive influence on interest. Concerning gender, male participants gave scores higher than women for all the modalities. Men's scores were particularly higher for non-verbal modality (mean = 1.79 vs. 0.39, respectively for women and men) and for physical appearance (mean = 1.69 vs. 0.44).The lowest effect on men's attention was found for female stereotypes modality (mean = 1.26 vs. 0.27) and for verbal modality (mean = 1.38 vs. 0.34).

Thus, all modalities seem to exert a high effect on men's interest toward NOKIA spot, but especially physical appearance and nonverbal communication. On the contrary, modalities exerted a clearly smaller effect on women's interest; exposure to brand image has the highest effect on women, but again significantly lower than on men's interest.

Summarising, we may say that all modalities had a positive moderate effect on participants' interest towards all the spots; mean score values ranged higher of zero indication by reaching index of 2.0 especially for L'OREAL spot. As exception we can highlight three modalities (nonverbal communication, brand image and physical appearance) which appeared to be more effective variables for participants' interest towards advertising, but this effect seems to depend not just on participant's gender but on the spot as well.

Verbal modality and the presence of female stereotypes seem to be less effective for participants' interest. Gender effects were observed specially for female stereotypes and brand image, depending on the spot. Most off all gender differences were particularly evident on the GARNIER and the NOKIA spots which on all probability indicates certain pattern of dependence of perception of stimuli on gender.

Danone

	Women	Men
VM	0,88	0,82
NVM	1,27	1,23
PA	1,20	1,38
FS	1,17	0,92
BI	1,34	1,23

Garnier

	Women	Men
VM	1,44	0,95
NVM	1,56	1,31
PA	1,51	1,59
FS	1,56	0,62
BI	1,68	0,31

L'Oreal

	Women	Men
VM	1,73	1,28
NVM	1,66	2,08
PA	1,59	1,97
FS	1,29	1,64
BI	1,46	0,79

Nestlé

	Women	Men
VM	1,61	0,85
NVM	1,54	0,92
PA	1,49	1,26
FS	1,34	0,72
BI	1,71	1,59

Nokia

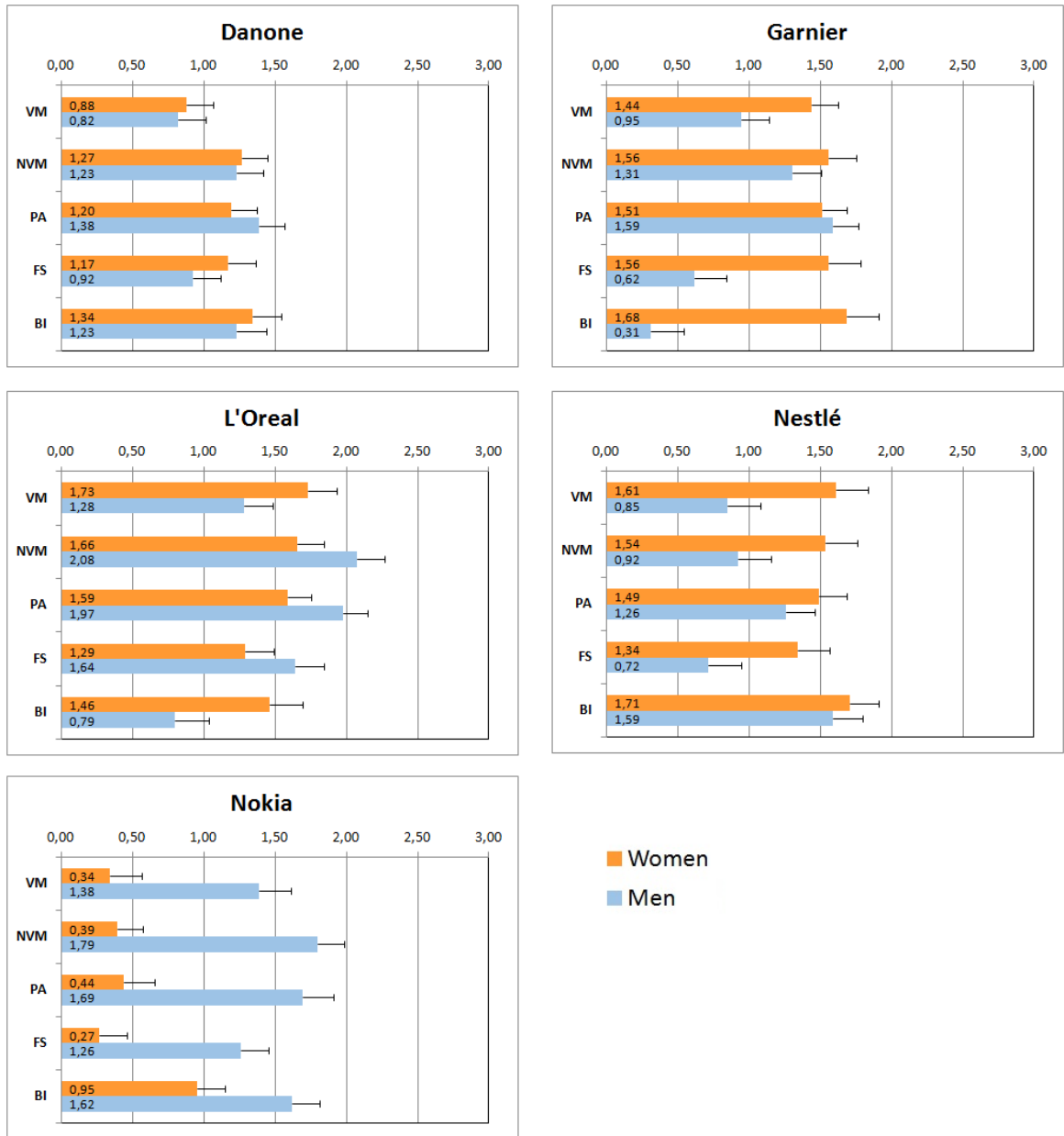|	Women	Men
VM	0,34	1,38
NVM	0,39	1,79
PA	0,44	1,69
FS	0,27	1,26
BI	0,95	1,62

Chart 2. Modality and gender effects on participants' interest towards the five spots (mean ± standard error of the mean). Response scale: -3 (Very uninteresting) to +3 (Very interesting). VM – verbal modality, NVM – non-verbal modality; PA – physical appearance; FS – female stereotypes; BI – brand image.

7.3 Purchase Intention

Table 3 presents the mean scores for the effect each modality had on participants' intention to purchase the product advertised in each spot. The scores ranged from -3 (the modality did not contribute at all to the intention to purchase the advertised product) to +3 (the modality clearly contributed to the intention to purchase the advertised product); the score 0 corresponds to the point of indifference.

Table 3. Effect of each modality on participants' purchase intention towards the five spots (mean ± standard deviation; n = 80).

Modalities	Danone Mean ± SD	Garnier Mean ± SD	L'Oreal Mean ± SD	Nestlé Mean ± SD	Nokia Mean ± SD
VM	0,10♦± 1,60	0,64 ± 1,66	0,80 ± 1,60	0,78 ± 1,57	0,18♦± 1,48
NVM	0,44♦± 1,55	0,63 ± 1,48	0,94 ± 1,62	0,69 ± 1,45	0,43♦± 1,52
PA	0,69 ± 1,19	0,63 ± 1,60	1,11 ± 1,45	0,78 ± 1,51	0,64 ± 1,30
FS	0,46 ± 1,44	0,41♦± 1,59	0,96 ± 1,41	0,58 ± 1,45	0,23♦± 1,44
BI	0,98 ± 1,39	0,64 ± 1,72	0,79 ± 1,67	1,26 ± 1,49	1,06 ± 1,32

Note: All means are significantly above the point of indifference (score = 0) except the ones signaled by ♦; $p < .01$

The DANON spot

There was found a significant modality effect [$F_{(4,312)}=7.642$, p=.000; $\square^2$=.089] in the DANON spot, a significant gender-modality effect [$F_{(4,312)}=2.564$, p=.038; $\square^2$=.032], but no gender effect [$F_{(1,78)}=.810$, p=.371; $\square^2$=.010].Hence, responses of participants were mainly influenced by exposure of modality they attended.

Brand image (mean = 0.98) and physical appearance (mean = 0.69), seem to be the more effective modalities contributing to intention to purchase product (Table 3). However these scores do not reach the +1 vale, indicating that their contribution to purchase intention

is more slight than noticeable. Further nonverbal communication (mean = 0.44), verbal modality (mean = 0.10) and female stereotypes (mean = 0.46) had lower effect pointing out tendency of indifference (0), suggesting their positive although low effect on intention to purchase product.

A more detailed analysis depicted in the Chart 3 showed that women scored higher for brand image modality than for other modalities. Thus, the highest scores were found for brand image modality (mean: 1.12) and for exposure to female stereotypes (mean: 0.80). The lowest scores were found for women's responses to verbal modality (mean: 0.05).

Noticeably, male participants also showed the highest scores for brand image modality (mean: 0.82), while physical appearance modality had smaller effect (mean: 0.79). The lowest scores were found for verbal communication (men: 0.15) and female stereotypes (men: 0.10).

Thus, the DANON spot exerted more obvious effect, both on male and female participants, through brand image exposure; the weakest effect for both groups was found for the exposure to verbal communication.

The interaction effect detect in the ANOVA seems to result mainly from the fact that women scored lower than men for verbal modality (women: 0.05-men: 0.15) and physical appearance modality (women: 0.59-men: 0.79), while men scored lower for nonverbal communication (women: 0.63-men: 0.23), female stereotypes (women: 0.80-men: 0.10) and brand image modality (women: 1.12-men: 0.80). However, none of these differences were statistically significant ($p > .1$).

In summary, we found that the DANON spot exerted its highest effect on participants' intention to purchase mainly through brand image modality (both for men and women), female stereotypes (for women) and physical appearance modality (for men). The lowest

effects on attention were found for verbal modality (for both men and women) and female stereotypes (men).

The GARNIER spot

Considering the evaluation of the factors affecting the purchase intention for the GARNIER spot, we did not found a significant modality effect [F(3.457,269.624)=.667, p=.616;η^2=.008], no gender-modality effect [F(3.457,269.624)=3.928, p=.006;η^2=.048], but a significant gender effect [F(1,78)=12.330, p=.001;η^2=.136] which showed that gender strongly influenced participants intention to purchase product. Women scored always higher than men, who for the first time revealed negative scores.

The strongest main effects on intention to purchase resulted from brand image modality (mean = 0.64), verbal communication (mean = 0.64), nonverbal modality (mean = 0.63), and physical appearance modality (mean = 0.63), while the least effective modality was female stereotypes (mean = 0.41). All modalities showed an influence above the point of indifference (0) in women scores and two of them revealed insignificant negative influence on male scores (female stereotypes (female stereotypes and brand image modality). Thus we cannot say that all the modalities had positive effect on purchase intention of participants.

Women scored higher than men in all the modalities (Chart 3). Although female scores were higher for brand image modality (mean = 1.46), other modalities seemed to influenced women' purchase intention with equivalent intensity (mean values range from 0.90 to 1.05). On the contrary, modalities seem to have exerted differential effect on men's attention. Men's intention to purchase was mainly related to verbal and nonverbal communication (mean = 0.36) while brand image modality (mean = -0.23) and female stereotypes (mean = 0.13) exerted negatively on men's purchase intention. On the other hand,

the effects of physical appearance modality (mean = 0.18), verbal and nonverbal modalities (mean = 0.36), appeared also clearly weaker than in women ($p < .01$).

Thus, the analysis showed that female participants scored higher than males' participants across all the modalities, revealing a strong gender effect; while for women all modalities seems to equally exert intention to purchase, brand image and the presence of female stereotypes did not exerted relevant influence in men's intention to purchase (mean < 1.0).

The L'OREAL spot

Concerning the L'OREAL spot, we found a significant gender effect [$F(1,78)=4.527$, $p=.037; \square^2=.055$]; but no significant modality effect [$F(3.057,238.460)=1.612$, $p=.186; \square^2=.020$], and no gender-modality interaction effect [$F(3.057,238.460)=.889$, $p=.449; \square^2=.011$]. This time women again scored higher than men, who for the first time revealed negative scores.

Modality of physical appearance seems to influence intention to purchase (mean = 1.11) stronger comparing to other modalities. The least effective modality appeared brand image (mean = 0.79). All modalities showed an influence insignificantly above the point of indifference (0).

Intention to purchase seems to be influenced in both sexes by the physical appearance modality (mean = 1.29 vs. 0.92, for women and men, respectively). Weaker effect was found regarding female stereotypes modality (mean = 1.17vs. 0.74) as well as the verbal (mean = 1.20 vs. 0.38) and nonverbal communication (mean = 1.24 vs. 0.62), although being more effective for women. However, while physical appearance modality was particularly effective for women's purchase intention, the effect was not significantly lower for men (mean: 1.29

vs. 0.92) as well as for female stereotypes modality (mean = 1.17 vs. 0.74) which also did not reveal significant difference (mean = 1.17 vs. 0.74).

Thus, two modalities (physical appearance and female stereotypes) appeared more influential for both genders for their intention to purchase product in the spot. Especially gender differences were evident in brand image modality (exerting a stronger effect on women's purchase intention) and in verbal communication (exerting a moderate effect on women's responses but a significantly smaller effect on men's).

The NESTLE spot

In the NESTLE spot we found a significant modality effect [$F(3.606,281.299)=6,760$, $p=.000; \square^2=.080$], significant gender-interaction effect [$F(3.606,281.299)=4.073$, $p=.004$; $\square^2=.050$] and gender effect [$F(1,78)=9.702$, $p=.003$; $\square^2=.111$] which suggests that modality was a significant determiner in the spot alone with gender. Men scored always higher than women.

The most effective modality was brand image (mean = 1.26) and the least effective was the presence of female stereotypes (mean = 0.58). All modalities had a positive influence on purchase intention.

Despite that brand image exerted the strongest effect, responses of both sexes appeared lower of moderate (mean = 1.73 vs. 1.41, for women and men, respectively), verbal (mean = 0.79 vs. 1.39), nonverbal communication (mean = 0.78 vs. 1.15), physical appearance (PA) (mean = 0.69 vs. 1.00), and female stereotypes modality (mean = 0.79 vs. 1.12) revealed a little lower effect on intention to purchase. Significant differences between gender were observed for brand image modality (revealing a more obvious effect on men's intention to purchase product than women's: mean = 1.41 vs. 0.58).

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All modalities seem to exert a similar effect on women's purchase intention (with stronger effect of verbal modality), while men's intention to purchase was mainly influenced by two of modalities (verbal communication and brand image modality).

The NOKIA spot

The NOKIA spot revealed significant modality effect [$F(3.654,284.980)=8.280$, $p=.000$; $\square^2=.096$], significant gender effect [$F(1,78)=11.383$, $p=.001$; $\square^2=.127$], but no gender-modality interaction effect [$F(3.654,284.980)=1.066$, $p=.371$; $\square^2=.013$].

The modalities exhibited a differential effect on intention to purchase; brand image had the strongest effect (mean = 1.06) and the least effective appeared verbal modality (mean = 0.18). Besides, no all modalities had positive influence on purchase intention.

Concerning gender, male participants gave scores higher than women for all the modalities. Men's scores were particularly high for brand image modality (mean = 1.44 vs. 0.71, respectively for men and women); while other modalities had lower effect on both sexes: physical appearance (mean = 1.05 vs. 0.24); nonverbal communication (mean = 0.97 vs. -1.10); female stereotypes (mean = 0.97 vs. -1.10); the lowest scores were found for verbal modality (mean = 0.38 vs. -0.02).

Thus, all modalities seem to exert an obvious effect on men's intention to purchase, but specially modality of brand image modality. On the contrary, modalities of brand image and physical appearance had significantly lower effect on women than on men; while presence of female stereotypes and nonverbal communication exerted a clearly negative effect on women's intention to purchase.

Summarising, we may say that not all modalities had a positive effect on participants' purchase intention; in two spots mean scores were influenced by negative trends (Garnier and Nokia). As exception we can highlight two modalities (brand image and physical appearance)

which appeared to be more effective variables for participants' purchase intention, but this effect seems to depend not just on participant's gender but on the spot as well.

Verbal modality and the presence of female stereotypes seem to be less effective for participants' intention to purchase and reveals pattern met in previous findings. Gender effects were observed specially for nonverbal communication, female stereotypes and brand image modality, depending on the spot. Gender differences were evident in most of spots.
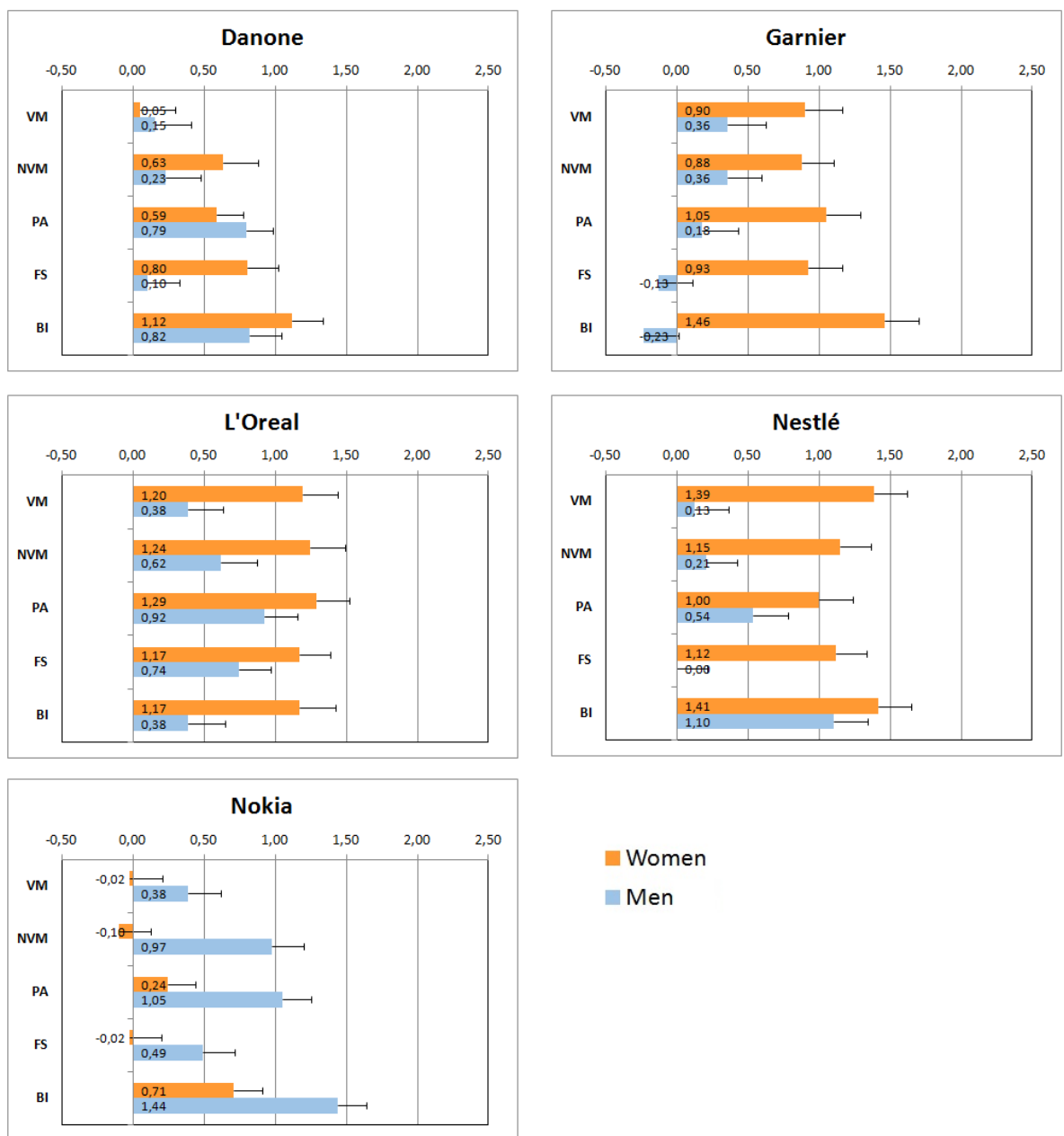
Chart 3. Modality and gender effects on participants' purchase intention towards the five spots (mean ± standard error of the mean). Response scale: -3 (Discourages intention to purchase the product) to +3 (Evokes intention to purchase the product). VM – verbal modality, NVM – non-verbal modality; PA – physical appearance; FS – female stereotypes; BI – brand image.

7.4 Positive Attitude towards Brand

Table 4 presents the mean scores for the effect each modality had on participants' attitude towards the five brands. The scores ranged from -3 (the modality promoted a very negative attitude towards the brand) to +3 (the modality promoted a very positive attitude towards the brand); the score 0 corresponds to the point of indifference.

Table 4. Effect of each modality on participants' positive attitude intention towards the brand in the five spots (mean ± standard deviation; n = 80).

Modalities	Danone Mean ± SD	Garnier Mean ± SD	L'Oreal Mean ± SD	Nestlé Mean ± SD	Nokia Mean ± SD
VM	1,71 ± 0,98	1,94 ± 1,22	1,79 ± 1,15	1,60 ± 1,30	1,00 ± 1,55
NVM	1,58 ± 1,12	1,93 ± 1,12	1,60 ± 1,38	1,43 ± 1,17	1,03 ± 1,53
PA	1,50 ± 1,09	1,94 ± 1,08	1,75 ± 1,25	1,45 ± 1,27	1,10 ± 1,40
FS	1,23 ± 1,24	1,34 ± 1,33	1,46 ± 1,42	1,29 ± 1,36	0,91 ± 1,34
BI	1,76 ± 1,15	1,60 ± 1,27	1,56 ± 1,34	1,71 ± 1,22	1,36 ± 1,43

Note: All means are significantly above the point of indifference (score = 0); $p < .01$

The DANON spot

We found a significant modality effect [$F_{(4,312)}$=6.468, p=.000; η^2=.077], but no significant gender-modality interaction effect [$F_{(4,312)}$=.562, p=.691; η^2=.007] and no gender effect [$F_{(1,78)}$=.001, p=.970; η^2=.000] which suggests that modality influenced participants not depending on gender.

The effect of brand image (mean = 1.76), verbal modality (mean = 1.71), nonverbal communication (mean = 1.58) and physical appearance (mean = 1.50) seem to be the more effective variables contributing to positive attitude towards brand having similar effect on participants (Table 1); these scores do not reach the +2 vale, indicating that their contribution to positive attitude towards brand was between slight and noticeable.

The lower mean scores were observed for modality of female stereotypes (mean = 1.27); however, the influence of this modality is still significantly above the point of indifference (0), suggesting its positive although less obvious effect on positive attitude towards brand.

A more detailed analysis depicted in the Chart 4, showed that men scored higher for brand image modality than for other modalities. Thus, the highest scores were found for brand image modality (mean: 1.85) while the lowest scores were found for men's responses to female stereotypes (mean: 1.18).

Noticeably, women showed the highest scores for verbal modality (mean: 1.76), but the lowest also for the female stereotypes (mean: 1.27).

Thus, men's and women's participants were mostly influenced by different aspects of advertising exposure implemented by women-endorsers in the DANON spot; but the weakest effect for both groups was found for the exposure to females' stereotypes modality.

The interaction effect detect in the ANOVA seems to result mainly from the fact that women scored higher than men within for verbal modality (women: 1.76-men: 1.67), nonverbal communication (women: 1.61-men: 1.54) and female stereotypes modality (women: 1.27-men: 1.18), while men scored higher for physical appearance modality (women: 1.44-men: 1.56) and brand image modality (women: 1.68-men: 1.85). However, none of these differences were statistically significant.

In summary, we found that the DANON spot exerted its highest effect on participants' positive attitude towards brand mainly through brand image modality (for men) and verbal modality (for women). The lowest effects on positive attitude towards brand were found for female stereotypes modality (for both genders).

The GARNIER spot

The evaluation of the factors affecting the attention towards the GARNIER spot showed a significant modality effect [$F(3.489,272.106)=8.365$, $p=.000$; $\eta^2=.097$], but no gender-modality interaction effect [$F(3.489,272.106)=.825$, $p=.497$; $\eta^2=.010$] and no gender effect [$F(1,78)=3.114$, $p=.082$; $\eta^2=.038$] suggesting that modalities more frequently influenced responses than gender.

Analysis showed that verbal modality and physical appearance modality (mean = 1.94) exerted the strongest effects on positive attitude towards brand, while the least effective modality still was female stereotypes (mean = 1.34). All modalities showed an influence significantly above the point of indifference (0), suggesting their positive effect on positive attitude towards brand.

Women scored higher than men in all the modalities (Chart 4). Although female scores were higher for verbal modality (mean = 2.15), all modalities seemed to influence women' positive attitude towards brand with equivalent intensity (mean values range from 1.59 to 2.15). On the contrary, modalities seem to have exerted differential effect on men's responses. Men's positive attitude towards brand was mainly determined by physical appearance modality (mean = 1.87) and non-verbal modality (mean = 1.79). However, the effects of verbal modality (mean = 1.72), female stereotypes modality (mean = 1.08) and brand image exposure (mean = 1.33) were weaker than in women.

Hence, female participants scored higher than males' participants across all the modalities, revealing a strong gender effect; while for women all modalities seems to influenced positive attitude towards brand relatively homogeneously, brand image and the presence of female stereotypes did not exerted relevant influence in men's positive attitude towards brand.

The L'OREAL spot

Concerning the L'OREAL spot, we found a significant modality effect [$F(3.422,266.917)=2.669$, $p=.041$; $\eta^2=.033$], but no gender effect [$F(1,78)=.659$, $p=.420$; $\eta^2=.008$] and no gender-modality interaction effect [$F(3.422,266.917)=1.328$, $p=.263$; $\eta^2=.017$]. Hence, regarding L'OREAL spot participants' of both groups seemed to be strongly depended on modality influence rather than gender.

Positive attitude towards brand seems to be influenced strongly by verbal modality (mean = 1.79) and physical appearance modality (mean = 1.75). The least effective modality was female stereotypes (mean = 1.46). All modalities showed an influence significantly above the point of indifference (0).

Responses seem to be influenced in both sexes by the verbal modality (mean = 1.73 vs. 1.85, for women and men, respectively) as well as the physical appearance modality (mean = 1.66 vs. 1.85), although being somehow more effective for men. However, analysis did not reveal significant differences in responses in gender-modality interaction although man revealed more frequent positive attitude towards brand than women. Exception was found for brand image modality that exerted slightly higher effect on women's positive attitude towards brand than on men modality (mean = 1.59 vs. 1.54, for women and men, respectively).

Thus, verbal modality and physical appearance are more effective determiners for both genders in positive attitude towards brand. Although gender differences were evident neither for verbal modality nor for physical appearance modality, a moderate effect was significantly higher on men's positive attitude towards brand.

The NESTLE spot

The analysis of the NESTLE spot showed a significant modality effect [$F(4,312)=3.891$, p=.004; $\square^2$=.048], but no gender-modality interaction effect [$F(4,312)=1.774$, p=.134; $\square^2$=.022] and no gender effect [$F(1,78)=.230$, p=.633; $\square^2$=.003] suggesting that participants were influenced by modality they attended.

The most effective modality for positive attitude towards brand in the NESTLE spot was brand image (mean = 1.71) and the least effective the presence of female stereotypes (mean = 1.29). All modalities had a positive influence on positive attitude towards brand.

Participants of both genders were moderately influenced by brand image (BI) (mean = 1.61 vs. 1.82, for women and men, respectively); but significant differences between gender were not found. Responses seem to be influenced in both sexes by each modality with small difference suggesting that their contribution to positive attitude towards brand is somehow between slight and noticeable.

Thus, not all modalities seem to exert a similar effect on participants: women's positive attitude towards brand was slightly stronger for verbal, nonverbal and female stereotypes modality. Exception made brand image and physical appearance modality where men showed insignificantly higher positive attitude towards brand comparing to women.

Thus, brand image (for men) and verbal modality (for women) seem to be the most efficient determiners for positive attitude towards brand, while female stereotypes modality once again did not exert relevant influence on positive attitude towards brand.

The NOKIA spot

Results of the NOKIA spot showed a significant modality effect [F(3.464,270.167)=3.300, p=.016; η^2=.041] and gender effect [F(1,78)=25.490, p=.000; η^2=.246], but no gender-modality interaction effect [F(3.464,270.167)=2.370, p=.062; η^2=.029]; suggesting that participants' positive attitude towards brand was caused by two determiners: gender and modality.

The modalities exhibited an obvious differential effect on positive attitude towards brand; brand image had the strongest effect (mean = 1.36) while the least effective variable was female stereotypes (mean = 0.91). All modalities had a positive influence on positive attitude towards brand with obvious determination of gender factor.

Concerning gender, male participants gave scores higher than women for all the modalities. Men's scores were higher for every modality, in particular, for verbal modality (mean = 0.39 vs. 1.64, respectively for women and men), nonverbal communication (mean = 0.22 vs. 1.87, respectively for women and men), physical appearance (mean = 0.46 vs. 1.77), female stereotypes (mean = 0.46 vs. 1.37), and finally brand image modality (mean = 0.88 vs. 1.87). The lowest effect on women's positive attitude towards brand was found for nonverbal modality (mean = 0.22 vs. 1.87).

Thus, all modalities seem to exert a high effect on men's positive attitude towards brand, but especially nonverbal communication and brand image modality. On the contrary, modalities exerted a clearly smaller effect on women's positive attitude towards brand; exposure to brand image has the highest effect on women, but again significantly lower than on men's attention.

Summarising, we may say that all modalities had a positive moderate effect on participants' positive attitude towards brand although sometimes with significant difference in effects of modality on gender; mean score values ranged mostly between 1.0 and 2.0, being

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above 2.0 especially for GARNIER spot. Although we can highlight brand image and physical appearance modalities as being more effective on participants' responses, this effect seems to depend on gender as well. Female stereotypes appeared to be less effective modality for positive attitude towards brand which was relevant for most of cases. However gender effects were mostly observed for brand image and female stereotypes modality depending on the spot. Resulting gender differences were particularly evident on the NOKIA spot.
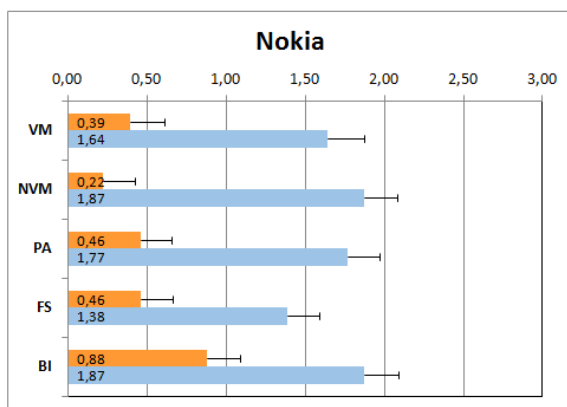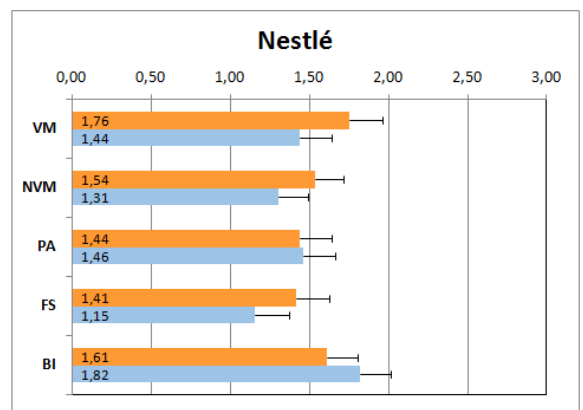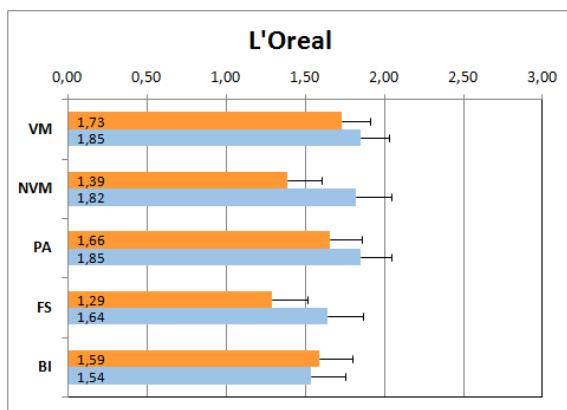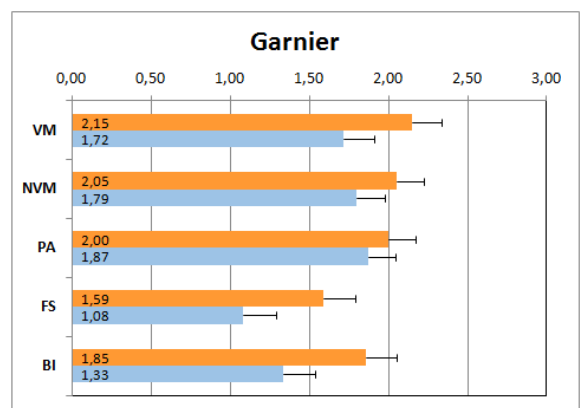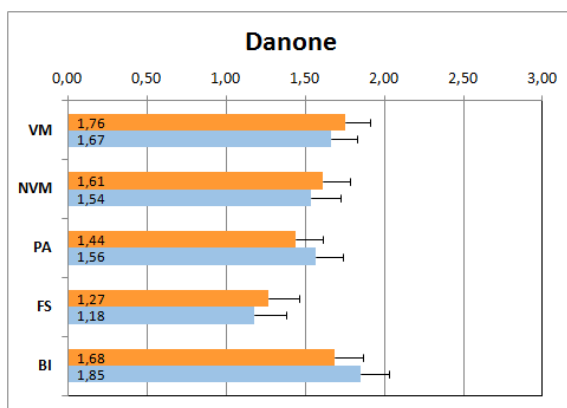
Chart 4. Modality and gender effects on participants' attitude towards the brand advertised in the five spots (mean ± standard error of the mean). Response scale: -3 (Promotes a negative attitude towards brand) to +3 (Promotes a positive attitude towards brand). VM – verbal modality, NVM – non-verbal modality; PA – physical appearance; FS – female stereotypes; BI – brand image.

7.5 Positive Attitude towards Advertising

Table 5 presents the mean scores for the effect each modality had on participants' global attitude towards the five spots. The scores ranged from -3 (the modality promoted a very negative attitude towards the spot) to +3 (the modality promote a very positive attitude towards the spot); the score 0 corresponds to the point of indifference.

Table 5. Mean scores given for each modality considering positive attitude intention towards the five advertising spots.

Modalities	Danone Mean ± SD	Garnier Mean ± SD	L'Oreal Mean ± SD	Nestlé Mean ± SD	Nokia Mean ± SD
VM	1,58 ± 1,05	1,79 ± 1,01	1,61 ± 1,17	1,71 ± 1,13	0,81 ± 1,66
NVM	1,60 ± 0,99	1,64 ± 1,13	1,61 ± 1,27	1,39 ± 1,15	1,00 ± 1,48
PA	1,45 ± 1,09	1,71 ± 1,01	1,76 ± 1,20	1,48 ± 1,17	1,16 ± 1,43
FS	1,30 ± 1,13	1,25 ± 1,34	1,35 ± 1,42	1,20 ± 1,35	0,89 ± 1,45
BI	1,66 ± 1,10	1,43 ± 1,30	1,46 ± 1,41	1,68 ± 1,26	1,41 ± 1,28

Note: All means are significantly above the point of indifference (score = 0); $p < .01$

The DANON spot

We found a significant modality effect [$F_{(4,312)}$=3.119, p=.015; η^2=.038], but no gender-modality interaction effect [$F_{(4,312)}$=1.353, p=.250; η^2=.017], and no gender effect [$F_{(1,78)}$=.023, p=.879; η^2=.000].

Brand image (mean = 1.66), nonverbal communication (mean = 1.60) and verbal modality (mean = 1.58) seem to be the more effective modalities contributing to positive attitude towards advertising (Table 1). The lower mean scores were found for physical appearance modality (mean = 1.45) and female stereotypes modality (mean = 1.30); however, the influence of these modalities is still significantly above the point of indifference (0), suggesting their positive although small effect on positive attitude towards advertising.

A more detailed analysis depicted in the Chart 5 showed that men scored higher for brand image modality than for other modalities. Thus, the highest scores were found for brand image modality (mean: 1.74) and for exposure to verbal modality (mean: 1.56). The lowest scores were found also for men's responses to female stereotypes (mean: 1.15). Thus men revealed the highest and the lowest scores in responses towards positive attitude towards advertising.

Noticeably, that women participants showed the highest scores for nonverbal communication (mean: 1.68), but the lowest scores were found for physical appearance modality (mean: 1.39).

Thus, the DANON spot exerted the strongest and the weakest effect on male and female participants through different characteristics.

The interaction effect detect in the ANOVA seems to result mainly from the fact that women scored higher than men within nonverbal communication (women: 1.68-men: 1.51) and female stereotypes modality (women: 1.44-men: 1.15), while men scored higher for brand image modality (women: 1.59-men: 1.74), physical appearance modality (women: 1.39-men: 1.51) and verbal modality (women: 1.59-men: 1.56). However, none of these differences were statistically significant ($p > .1$).

In summary, we found that the DANON spot exerted similar effect of modality on participants and its highest effect on positive attitude towards advertising mainly through

brand image modality (for men), and non-verbal modality (for women). The lowest effects on positive attitude towards advertising were found for female stereotypes modality (for men) and physical appearance modality (for women) characterising dependence of participants' reactions in the spot on gender.

The GARNIER spot

Evaluation of the factors affecting the positive attitude of participants towards advertising revealed significant effect of both, modality [$F(3.120,243.392)=5.989$, p=.000; $\square^2$=.039] and gender [$F(1,78)=4.633$, p=.034; $\square^2$=.056], but individually, there was not found significant gender-modality interaction effect [$F(3.120,243.392)=.982$, p=.412; $\square^2$=.012].

The strongest main effects on attention resulted from verbal modality (mean = 1.79) and physical appearance (mean = 1.71), while the least effective modality was brand image (mean = 1.43) and female stereotypes (mean = 1.25). All modalities showed an influence though insignificantly but above the point of indifference (0), suggesting their positive influence on evaluation of the spot.

Women scored higher than men in all the modalities and seem to have differential effect on men's positive attitude towards advertising than on women's (Chart 5). Likewise for women, men's responses were mainly effected by verbal modality (mean = 1.62). However, the effects of brand image (mean = 1.10) and female stereotypes modality (mean = 0.90) were obviously weaker than in women.

Thus, the analysis showed that female participants scores higher than males' participants across all the modalities, revealing a strong gender effect; for women all modalities seem to have similar effect relatively men, while brand image and the presence of

female stereotypes did not exerted relevant influence in men's positive attitude towards advertising.

The L'OREAL spot

Concerning the L'OREAL spot, we found a significant modality effect F(3.578,279.048)=3.184, p=.018; $\square^2$=.039], but no gender-modality interaction effect [F(3.578,279.048)=.982, p=.412; $\square^2$=.012] and no gender effect [F(1,78)=1.400, p=.240; $\square^2$=.018].

Attention to this spot seems to be influenced strongly by physical appearance modality (mean = 1.76). The least effective modality was female stereotypes (mean = 1.35). Most of modalities showed an influence on positive attitude towards advertising significantly above the point of indifference (0).

Noticeably the spot had similar effect on both groups but men scored higher than women in all the modalities; positive attitude towards advertising seems to be influenced in both sexes by the physical appearance (mean = 1.59 vs. 1.95, for women and men, respectively) as well as verbal modality (mean = 1.51 vs. 1.72), although being more effective for men. Brand image modality has a similar effect on both gender (mean = 1.49 vs. 1.44). On the contrary female stereotypes modality was the least effective stimulus for men's positive attitude towards advertising, however the effect appeared weaker for women (mean: 1.62 vs. 1.10).

Hence, physical appearance is more effective for both genders in positive attitude towards advertising. Gender differences were evident only in female stereotypes modality exerting the least effect for both groups but more effective for men's positive attitude towards advertising.

The NESTLE spot

The analysis of the NESTLE spot showed a significant modality effect [$F_{(4,312)}$=6.731, p=.000; η^2=.079] and a gender-modality interaction effect [$F_{(4,312)}$=3.263, p=.012; η^2=.040], but no gender effect [$F_{(1,78)}$=.743, p=.391; η^2.009] suggesting that when participants attended modality their responses differed.

The most effective modalities was verbal communication (mean = 1.71) and brand image modality (mean = 1.68); the least effective was the presence of female stereotypes (mean = 1.20) although all the modalities seem to have similar effect on positive attitude towards advertising of both groups. All modalities had a positive influence on participants' responses having mean score significantly above the point of indifference (0).

Participants of both genders were to the most extent influenced by verbal modality (mean = 1.46 vs. 1.71, for women and men, respectively). More obvious differences between genders we observed for brand image modality exerting more stronger effect on men's responses than women's: mean = 1.20 vs. 0.66, for women and men, respectively).

All modalities seem to exert a similar effect on participants indicating that their contribution to positive attitude towards advertising is between slight and noticeable; more significant effect of modalities was made on men and less significant on women especially for brand image.

The NOKIA spot

Results of the NOKIA spot showed a significant modality effect [$F_{(3.246,253.171)}$=5.644, p=.001; η^2=.067], gender effect [$F_{(1,78)}$=20.078, p=.000; η^2=.205], but no gender-modality interaction effect [$F_{(3.246,253.171)}$=1.560, p=.196; η^2.020] suggesting that both gender and modality influenced participants' responses. Men revealed higher scores than women throughout all the modalities.

The strongest effect on participants positive attitude towards advertising had physical appearance modality (mean = 1.48), nonverbal communication (mean = 1.39) and brand image modality (mean = 1.41). All modalities had a positive influence on participants' responses having mean score significantly above the point of indifference (0); however the weakest effect was exerted by female stereotypes (mean = 1.48) revealing the most frequently met pattern of the study.

Concerning gender, male participants gave scores higher than women for all the modalities. Men's scores were particularly high for physical appearance (mean = 0.56 vs. 1.79, respectively for women and men) and brand image modality (mean = 1.07 vs. 1.77).The lowest effect on men's positive attitude towards advertising was found for female stereotypes modality (mean = 0.37 vs. 1.44) and for verbal modality (mean = 0.24 vs. 1.41).

Thus, all the modalities seem to exert a high effect on men's positive attitude towards advertising, but especially physical appearance and brand image modality. On the contrary, modalities exerted a clearly smaller effect on women's positive attitude towards advertising, verbal modality, nonverbal communication and presence of female stereotypes exposure to brand image has the highest effect on women, but again significantly lower than on men's positive attitude.

Summarising, we can say that there seemed to be a result pattern throughout all the options. Modality of female stereotypes was the least influential category contributing positive scores in both groups. Men tend to give higher scores within DANON spot, L'OREAL spot and the NOKIA spot where men gave higher scores in all the modalities comparing to scores given by women; while such conclusion is fair for women only for GARNIER spot and the NESTLE spot. There was found an overall modality effect, which suggests that modality strongly influenced responses of both groups, but gender lacks regarding this pattern every so often.

We highlight two modalities (brand image and physical appearance) which seem to be more effective variables for positive responses, but this effect seems to depend not just on gender but on the spot as well. On the contrary the presence of female stereotypes modality seems to be less effective through all the study and more frequently had lower scores. Gender effects were observed specially for this modality as well depending on the spot. However gender differences were evident in most of spots.
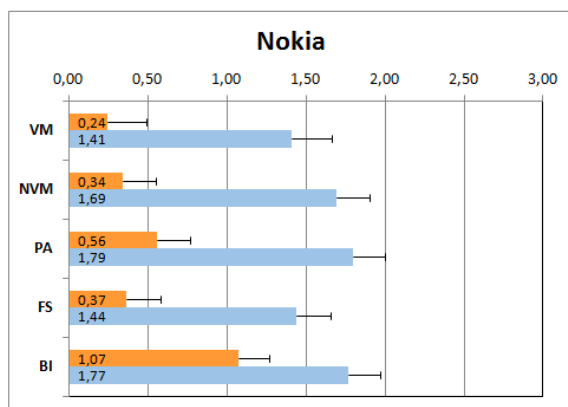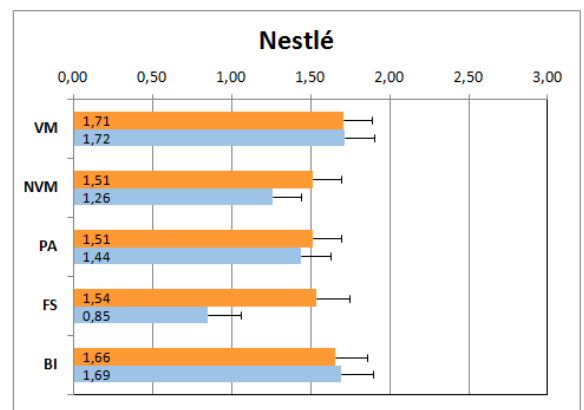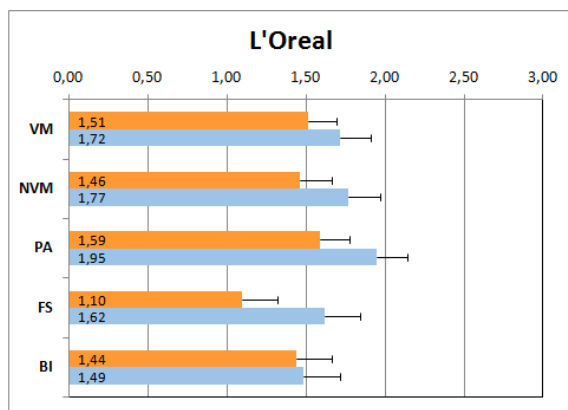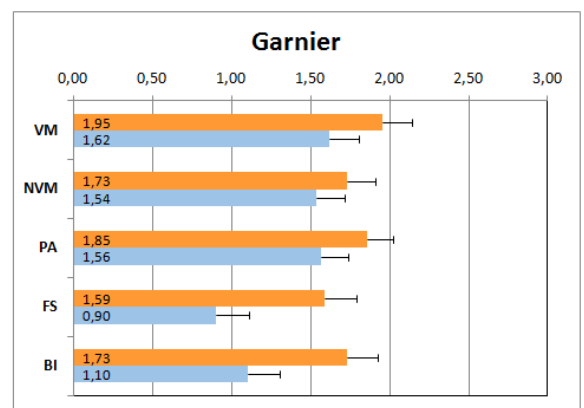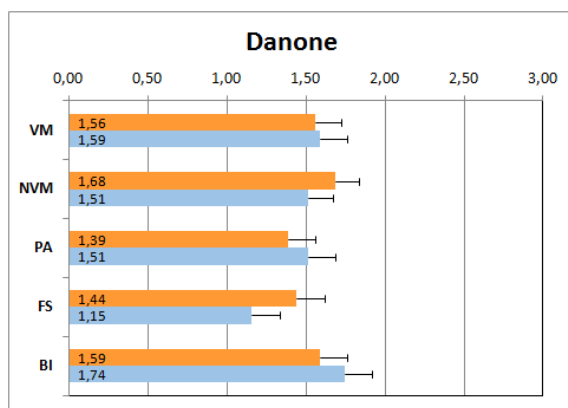
Chart 5. Modality and gender effects on participants' attitude towards the advertising for the five spots (mean ± standard error of the mean). Response scale: -3 (Promotes a negative attitude towards the advertising message) to +3 (Promotes a positive attitude towards the advertising message). VM – verbal modality, NVM – non-verbal modality; PA – physical appearance; FS – female stereotypes; BI – brand image.

Participants were also asked to recognize female stereotypes in the main female character of each spot represented. To answer this question, participants had to select among eight stereotypes frequently implemented in advertising: the expert, the wife, the business lady, the friend, the housewife, the girlfriend, the mother and the buyer. Table 6 demonstrates which stereotypes were most recognizable in participants' answers.

Table 6. Female stereotypes: number (and percentage) of participants recognizing the presence of the stereotypes in each advertising spot

	DANONE		GARNIER		L'OREAL		NESTLE		NOKIA	
	n	%	n	%	n	%	n	%	n	%
Expert	7	8.8	16	20.0	10	12.5	5	6.3	7	8.8
Wife	6	7.5	11	13.8	7	8.8	30	37.5	3	3.8
Business lady	40	50.0	32	40.0	10	12.5	5	6.3	19	23.8
Friend	37	46.3	44	55.0	36	45.0	33	41.3	49	61.3
Housewife	6	7.5	7	8.8	1	1.3	50	62.5	0	0.0
Girlfriend	17	21.3	16	20.0	61	76.3	21	26.3	42	52.5
Mother	6	7.5	8	10.0	1	1.3	14	17.5	0	0.0
Buyer	25	31.5	37	46.3	33	41.3	41	51.3	41	51.3

The results showed that female stereotypes are not equally recognized. While in DANON and GARNIER spots participants more frequently recognized the Business lady, the Friend and the Buyer stereotypes, in the L'OREAL and NOKIA spots the more evident stereotypes are Girlfriend, Friend and Buyer. For the NESTLE spot, the Housewife, the Buyer and the Friend stereotypes are the most conspicuous. These response patterns do not depend on gender (chi-squared test; $p > .1$), except for the recognition of the Girlfriend stereotype in the NOKIA spot (69% of male participants identified the presence of this stereotype, while only 37% of female participants give the same answer).

8 Discussion

In discussion section we explain results and patterns that indicate the most important findings (regularities, advantages and flows) which will help us to reach the goal of the study - to explain the effect of investigated modalities exerted on women and men implemented by women-endorsers in advertising.

The DANON spot

The DANON spot represents short video featuring famous Portuguese celebrity playing role of herself. The girl is depicted in the concert tour, on the stage, in the pool with her boyfriend, preparing her scenic image for performance, on the couch holding advertising product (yogurt) convincing the audience in its positive effect for health. Noticeably advantages of the product were suggested not only verbally but also in body language; many female stereotypes are used in many situations.

Table 6 shows that most frequently participants recognized in women-endorser such stereotypes as the Business lady (mean: 50.0%); the Friend (mean: 46.3%); the Buyer (mean:

31.5%); But such stereotypes as Housewife, Mother and Wife (mean: 6%) were the least recognizable by participants.

Analysing results we found that on the average, participants considered brand image modality (mean: 1.73%) more effective stimulus for their positive responses to advertising; the least positive response was found for exposure of female stereotypes (mean: 1.19%) and verbal modality (mean: 1.18%). Such correlates may indicate that brand experience (previously buying products, usage of product, brand authority); and probably personal preference of the product (scores given to purchase intention due to the effect of brand image) were the strongest determiners than effect of other modalities; it seems like most frequently participants were scoring other modalities on the background of their most preferable modality (brand image).

Results indicate that on the average the effect of brand image modality was higher on women than on men. Although the effect of brand image modality we more likely may call more slight than significant, women's intention to purchase was still more subject to effect of brand image modality than men's (mean: 1.12% vs.0.82%, for women and men respectively). Such effect can be explained that participants' assessments of the brand are always affected by the brand attitude (Chaudhuri and Holbrook, 2001); and attitude towards product has direct effect on behaviors (Bagozziand, Warshaw, 1992; Bagozzi and Yi, 1988).

Differences in genders responses were also evident regarding intention to purchase; nonverbal exposure was more effective for women than for men (means: 0.63% vs. 0.23%, for women and men, respectively); this may suggest that model of nonverbal communication in advertising was more effective for women's decision making about purchase than for men.

Although selected stereotypes did not have success comparing to other modalities, women found exposure of female stereotypes more effective for their purchase intention than men (means: 0.80% vs. 0.10%, for women and men, respectively); probably such reactions of

women were due to they considered chosen stereotypes more important for some personal interests and experience; but scores for both men and women were closer to slight to take them as significant indicator of purchase intention. Hence we can say about significant difference between responses of sexes but not significant effect of modality, which still indicate the more strong effect of female stereotypes modality on women's participants.

Differences regarding effects of modalities on participant's attention and interest on the average were not significant to discuss them in detail; however participants paid more frequently their attention and evoked more interest towards advertising mostly thanks to modality of brand image, physical appearance and nonverbal communication which exerted on women more stronger effect than on men.

Noticeably that effect of physical appearance was still stronger for men than for women; this may suggest that situational factor such as effect of physical appearance seems to play dominant role for men's attention and interest towards advertising; such results may be also explained by gender differences in perception of stimuli: probably men found attractive physical appearance of the women-endorser more significant argument for their attention and interest towards advertising; while other modalities did not have similar response in men. Other study supports these findings; situational interest refers to the affective response triggered in the moment by stimuli exposure which may influence an individual's knowledge and values (Hidi, 1990; Hidi and Anderson, 1992; Hidi and Renninger, 1992).

Hence for majority of men, sometimes situational factor (physical appearance) was stronger stimulus especially for their interest towards advertising than their predispositions (intentions based on previous experiences of buying product) represented in brand image modality.

However brand image modality exerted the strongest effect on men's positive attitude towards brand; while women considered verbal modality more effective for their positive attitude towards brand; this suggest that verbal arguments were more effective for women than for men, which indicates that predispositions of men to brand were stronger and dominating for their positive attitude towards brand than effect of other modalities; therefore hypothesis 4 was proved only for men participants.

Hypothesis 4 (H4). Participants' positive attitude towards brand is more subject to effect of brand image modality while effect of other modalities is less significant for participants' positive attitude towards brand.

Results were also supported in the AIDA model were we found exactly what modalities were more effective for engagement of participants into advertising process contributing success of the spot.

In the context of AIDA model, obtained results suggest that brand image in the DANON spot was the most effective modality contributing participants' engagement into advertising. Women were more subject to effect of brand image modality (predispositions)for their attention, interests and intention to purchase advertising product; men also found brand image modality more effective for their attention and desire to buy product, however men considered that effect of physical appearance (situational factor) of women-endorser was the most contributing to men's interest towards advertising. Hence brand image modality was more significant argument for women's positive responses to the DANON spot; while for men there were two reasons: influence of predispositions and situational factor.

Such effect of brand image modality on women and men indicates on high extent of brand experience (previously buying product) and eventual preference of the product by both sexes; but the reasons of differences in responses we intended to refer to factor of gender determining perception of stimuli.

Women:

Attention - brand image modality

Interest - brand image modality

Desire to Action - brand image modality

 Men:

Attention - brand image modality

Interest - physical appearance modality

Desire to Action - brand image modality

The GARNIER spot

The GARNIER spot represents short video featuring famous celebrity from Brazil depicted in atmosphere of a carefree life full of idleness and fun. Meanwhile the star demonstrates superiority of her physical appearance and points out her hair style indicating that the GARNIER product makes her persona magnet for audience's attention.

Advantages of the product were noticeably expressed by both verbally and non-verbally but not many female stereotypes were noticed in the spot. Nevertheless participants most frequently recognized in the women-endorser such female stereotypes as Friend (mean: 55.0%), Buyer (mean: 46.3%) and Business lady (mean: 40.0%) while stereotype of the Housewife was the least frequently recognized (mean: 8.8%).

The effect of physical appearance was evident to the most extent among other modalities (mean: 2.01%); but this time women's responses were higher than men's which indicates that the role model was successfully chosen for women's audience; a little less effect had verbal (mean: 1.61%) and nonverbal communication (mean: 1.80%); the effect of brand image modality was the least effective (mean: 1.24%) in the spot, which testifies that brand was not of the favourite in participants, especially in men.

Men's assessments in most cases were lower than women's which can be explained by the effect of brand intended for women, resulting physical appearance of the women-endorser represented more value for men's positive responses, especially for their attention, interest towards advertising and positive attitude towards brand. Effect of verbal and nonverbal modalities was significantly stronger than effect of brand image modality; but due to the type of advertising we intended to refer such relation to the effect of physical appearance as well, which more probably mediated effect of verbal modality and nonverbal exposure on men's perception of advertising. Other study supports these connections. Probably beliefs about such variable as physical appearance mediate the effects of other variables (Eagly, 1991; Dion, 1972; Feingold, 1992). However brand image modality (mean: 1.46% vs. -0.23%, for women and men, respectively) and presence of female stereotypes (mean: 0.93% vs. -0.13%, for women and men, respectively) did not have relevant response as among males participants as among females participants. On the contrary these modalities had negative effect revealing inefficiency for men's decisions making about purchase. Such reactions of males' participants on brand we intended to refer mainly to the gender perception; but also to the type of advertising. Such effect of female stereotypes on men testifies that advertisers used stimuli focused at women's perception, taking into consideration that men will not be interested in the product. Hence determination of gender and type of advertising caused perception of male's participants and did not have relevant feedback from men regarding chosen stereotypes either.

Hence, the Garnier spot was more relevant for attention and interest of women than men due to the type of advertising; especially difference in responses was evident for purchase intention where we can see determining effect of brand image modality for positive responses of women and negative responses of men. Results suggest that brand predispositions (previously buying product) was leading motivation for women's evaluation

of advertising; while men were motivating mainly on the strength of situational factor (physical appearance) that played determining role.

Overall men considered verbal and nonverbal exposure more contributed to men's purchase intention; but mean scores of men were closer to the point of indifference (0) for these two modalities and therefore we cannot consider them as important indicators capable of determining males purchase intention.

However results suggest that physical appearance modality was evident predictor for female's attitude and decisions about product (mean: 1.05% vs. 0.18%; for women and men, respectively); influencing positively on their purchase intentions. Similar findings were supported by previous study. Physical appearance may influence purchase intention and the way in which consumers assess the product determining a change in the attitude of consumers (Aagerup, 2011; Adomaitis and Johnson, 2008; Baker and Churchill, 1977; Barry, 2014).

On the contrary, presence of female stereotypes again did not have success in women and had negative effect on men. This may suggest that for some reasons chosen stereotypes did not have success (which was especially evident for men's responses); or their presence evoked   less attention and interest to evaluate their effect more significantly than effect other modalities.

Results suggest that physical appearance and brand image modality were determining in women's decisions regarding product; while men were mostly basing their responses on effect of physical appearance modality. Such difference in responses of women and men we intended to consider mainly due to the differences of perception of brand intended for women which indicates determination of gender.

Results were also supported by the AIDA model were brand image was leading motivator for women's interest and desire to buy the product; while attention of women

towards advertising was mostly captured by physical appearance of the character. Probably such response of women's participants on women-endorser was determined by the effect of celebrity or her look which embodied role model and thus determined responses of most women's participants.

Men were motivated by other reasons; attention and interest of men were more subject to effect of physical appearance of endorser; but verbal and non-verbal communication men consider more convincing argument contributing to men's purchase intention.

Women:

Attention – physical appearance modality

Interest – brand image modality

Desire to Action – brand image modality

Men:

Attention – physical appearance modality

Interest - physical appearance modality

Desire to Action – verbal modality and non-verbal modality

TheL'OREAL spot

In the L'OREAL spot women-endorser is depicted enjoying the beach. On the background of the Mother Nature flirting girl with her boyfriend demonstrates advantages of the product which helps her skin to be always beautiful and healthy despite destructing effect of the sun, water and sand. Noticeably that body language is implemented as the most effective means of communication in the spot.

Despite the fact that we can see women-endorser only by the ocean, participants highlighted several stereotypes. The most recognizable female stereotype was Girlfriend

(mean: 76.3%) Friend (mean: 45%) and Buyer (mean: 41.3%); stereotype of Mother was the least recognized stereotype among others.

We found that physical appearance (mean: 2.24%) and nonverbal communication (mean: 2.23%) were the most effective modalities; while brand image modality revealed the lowest effect (mean: 1.33%) in the spot.

Despite the fact that the L'OREAL spot is the brand that intended for women, men scored more frequently higher than women. Noticeably that brand image modality was marked as the least influential for both sexes; hence physical appearance and nonverbal modality exerted more effect among participants' regarding their attention, interest, positive attitude towards brand and positive attitude towards advertising.

Obviously men did not have a need in product intended for women; therefore female's scores appeared always higher for purchase intention than males'. Noticeably physical appearance had more effect on females' purchase intention than other modalities; this suggests that women considered women-endorser's look effective stimulus for desire to buy the product. Results found in women's scores for non-verbal communication may suggest the same effect. Significant differences found for verbal exposure (mean: 1.20% vs. 0.38%; for women and men, respectively); and brand image modality (mean: 1.17% vs. 0.38%) suggest that due to the fact that verbal arguments expressed by women-endorser were focused on advantages that were valuable for women, men considered such arguments irrelevant and therefore not contributing to purchasing.

Verbal modality was also significant determiner of women's attention and interest towards advertising as well as positive attitude towards brand. This suggests that more frequently women gleaned information exactly from verbal exposure rather than from other modalities. We do not know the reason of such interest of women to verbal persuasion of women-endorser; more probably verbal context was more specific and valuable information

for women's attention; and for same reason seemed to be unattractive for males' interest. Other study indicates similar results. Consumers may pursue a specific goal, such as learning new information about the Source (women images) or the Sender (brand) or attractiveness of the stimuli (Lichtenstein and Srull, 1987). Additionally we can say that although men did not show such interest towards verbal exposure as women, their responses were insignificantly lower than women's; this suggests that type of advertising can mediate responses of participants as gender.

More frequently scores of participants were closer to slight than significant; however both women and men showed that their positive attitude towards advertising was mainly based on effect of physical appearance of endorser; and similar effect was found for participants' purchase intention. A number of studies support that attractive endorsers favorably affect both attitudes of consumers toward advertising and products (Caballero and Pride, 1984; Chaiken, 1979; Kamins and Gupta, 1994; Page, 2002; Reingen and Kernan, 1993; Till and Busler, 2000). Hence physical appearance of the women-endorser in the L'OREAL spot played more determining role for participants desire to buy product than effect other modalities but females' participants scored higher due to the type of brand.

Men most frequently showed higher scores for nonverbal modality; this was especially evident for men's attention and interest towards advertising; such results may suggest that due to the gender differences determining interests of both sexes, not being interested in product, men's interest was still engaged into advertising process under influence of nonverbal (implicit) syntax executing role of hidden argument. Other studies supported such findings. Non-verbal exposure has a much more implicit syntax compared to verbal messages that consumers appear to be fully able to form connections between juxtaposed visual elements. (Kress and van Leeuwen, 2004; Lister and Wells, 2002; McQuarrie and Phillips, 2005; Messaris, 1997; Messaris, 1998). Hence in advertising

focused on women's interests, men considered non-verbal signs more significant argument for their interest towards advertising, indicating that hypothesis 2 was proved for men.

Hypothesis 2 (H2). Participants' interest towards advertising is more subject to effect of non-verbal modality while exposure of other modalities participants considered less significant for their interest.

Such results were also evident in the AIDA model were verbal part was the most attractive modality for women's attention and interest towards advertising, however desire of women to do purchase was mostly determined by physical appearance of women-endorser. More interesting results were found among men's responses. Results suggest not being consumers of brand men more likely would buy the product thanks to influence of physical appearance (situational factor) of the women-endorser representing advertising product; but attention and interest of men were more subject to effect of nonverbal exposure (emotional factor). Such effect we are intended to refer to gender differences that mediate perception of stimuli of both genders.

Women:

Attention – verbal modality

Interest – verbal modality

Desire to Action – physical appearance modality

Men:

Attention – non-verbal modality

Interest – non-verbal modality

Desire to Action – physical appearance modality

The NESTLE spot

The Nestle spot depicts woman-endorser on the kitchen opening refrigerator which is full of beverages and products of the Nestle. The spot is accompanied by several ancient Greeks reduced in size by means of computer technologies. Noticeably that uniform of men emphasises attention at the name of the product to be advertised; woman-endorser is depicted in only one situation – by the fridge and expression of female stereotypes seems to be the least noticeable modality in the spot; however participants recognized several stereotypes distinguishing Housewife (mean: 62.5%) as the most recognizable. The least noticeable stereotypes were the Business lady and the Expert (mean: 6.3%).

Results suggest that the NESTLE spot influenced on women's and men's feedbacks differently; female's attention (mean: 1.80% vs. 0.97%, for women and men respectively), and interest (mean: 1.61% vs. 0.85%,) were significantly higher than male's under influence of verbal exposure; more probably verbal arguments seemed to women more reasonable for health or attractive from standpoint of the way of communication with men. Previous findings support this link. Consumers may pursue a specific goal, such as learning new information about the Source (women-endorsers) or the Sender (brand) or attractiveness of the stimuli (Lichtenstein and Srull, 1987). Noticeably that brand image was also score by participants higher than other modalities; and therefore we can assume that brand predispositions played also significant role of participants' purchase intention. Besides women's desire to purchase product was also a little more subject to effect of verbal modality comparing to other modalities, which testifies that most women considered verbal persuasion more effective for their attention, interest and purchase intention than effect other modalities. However men's scores in verbal modality were higher than women's for purchase intention and lower for attention and interest towards advertising. This suggest that verbal modality of woman-endorser was more effective stimulus for men's intention to purchase because men

could be interested in product. Scores for brand image modality may suggest same conclusion. Brand image modality was scored by men as more significant determiner of purchase intention than other modalities. Similar results we found for men's attention, interest towards advertising and positive attitude towards brand; in all cases brand image modality was scored by men's participants higher than effect of other modalities. Hence men revealed that their predispositions about brand (intentions based on previous experience of buying product) could determine their purchase intention.

Brand image exerted the strongest effect on male's participants' purchase intention: men's scores were significantly higher than women's (mean: 0.97% vs. 1.80%, for women and men respectively). This suggests that brand image served stronger predictor for men's intention to purchase product, than other modalities.

On the contrary women scored brand image as less effective stimulus for purchase intention; this suggest that women considered useful information about the brand, but buying product was not dominating intention in women. Hence differences in responses suggest that women were mainly focused at statements made verbally; while men were focused at brand experience (previously buying product of the brand) and therefore their decisions were based on brand authority.

This tendency was also noticed in the context of the AIDA model. Women's attention and interest towards advertising were mainly based on their impression about brand image (predispositions); but intention to purchase was most frequently subject to impressions of verbal persuasion (situational factor).

Men's engagement into advertising was built mainly on impressions about the brand, set in their memory (predispositions); determining males' desires to purchase product. This suggests that psychological sets in men regarding brand experience (previously buying

product) were more significant determiners that verbal persuasion (situational factor); while women were basing their decisions about purchase mainly on verbal persuasion.

Women:

Attention – brand image modality

Interest – brand image modality

Desire to Action – verbal modality

Men:

Attention – brand image modality

Interest – brand image modality

Desire to Action – brand image modality

Hence two hypotheses were proved for the Nestle spot. Hypothesis 3 was proved for women, and hypothesis 4 was proved for men:

Hypothesis 3 (H3). Participants' purchase intention is more subject to effect of verbal modality, while exposure of other modalities participants considered less significant for their purchase intention.

Hypothesis 4 (H4). Participants' positive attitude towards brand is more subject to effect of brand image modality while effect of other modalities is less significant for participants' positive attitude towards brand.

The NOKIA spot

The Nokia spot depicts woman-endorser in the club flirting with opposite sex. The hero is one of those women who men want to be with and camera on the phone let men take picture of her to imprint vivid moments. The hero wonderfully represents many stereotypes in situations where she expresses her physical appearance and expresses nonverbal signs; hence,

there were distinguished such stereotypes as Friend which was the most recognizable (61.3%); less Girlfriend (52.5%); stereotype of the Mother and the Housewife (0.0%) were not recognizable at all.

In the NOKIA spot we found that advertising effect was stronger for men who scored always higher than women; men's responses were more frequently closer to moderate; while women's scores were between point of indifference and slight effect.

Results showed that most frequently participants' perception was significantly depended on their gender. Men's scores were always higher than women's; sometimes modality had opposite effect on women. Resulting we found significant interaction between modality and gender. The most significant results were found for the effect of nonverbal exposure in men's scores, especially concerning men's attention and interest towards advertising. Men were more relevant responsive to hedonic and sexual context of advertising than women, and therefore their scores were significantly higher. Such difference of effects we tend to connect to the gender of men participants that obviously more frequently determined perception of advertising.

On the contrary responses of women suggest that women's assessments were linked to the less extent with the gender effect, and mostly were based on women's attitudes towards advertising context; this was especially evident in women's responses found for non-verbal communication and female stereotypes. Although female stereotypes seem to be the least influential modality, but women scored this modality always lower than men. We consider that chosen stereotypes were not quite convincing to score their effect more positively; moreover results showed that female stereotypes had negative effect for women's purchase intention which also indicates on women's attitude towards advertising. Resulting female stereotypes did not have such success in women's participants as previously, and overall revealed the same pattern met throughout the study:

Hence findings suggest that advertising of the NOKIA spot was more successful for men than for women mostly due to the type of advertising; this was especially evident for influence of non-verbal modality. The highest effect of this modality was found for men's attention and interest towards advertising. A number of studies support these findings. Attractive endorsers favorably affect attitudes of consumers toward advertising (Caballero and Pride, 1984; Chaiken, 1979; Kamins and Gupta, 1994; Page, 2002; Reingen and Kernan, 1993; Till and Busler, 2000). Advertising using sexual vs. nonsexual sources is capable of creating more attention to advertising context, and make greater interest towards advertising messages (Bello, Pitts, and Etzel, 1983; Gibbs, Harper and Tiggemann, 2008; Severn, Belch, and Belch, 1990).

Significantly lower scores given by women more likely were determined by the same reasons. Most frequently women evaluated effect of modalities much lower than men; overall, women evaluated negatively effect of verbal exposure (mean: 0.02% vs. 0.38%, for women and men respectively); effect of nonverbal communication (mean: -0.10% vs. 0.97%) and effect of female stereotypes (mean: -0.02% vs. 0.49%); such results may suggest that most women participants would not buy the NOKIA product at least due to the effect of verbal arguments, non-verbal persuasion and presence of female stereotypes.

Meta-analyses supported strong effect of physical attractiveness with the strength of the effect apparently comparable for both men and women on impressions (Dion, Berscheid, and Walster, 1972; Eagly, Ashmore, Makhijani, and Longo, 1991; Eagly, 1991; Feingold, 1992; Hosoda, Stone-Romero, and Coats, 2003; Jackson, Hunter, and Hodge, 1995; Langlois, 2000; Langlois, 2000). Hence we actualy do not know all the reasons why women reacted less positively than men. Probably women considered that the model depicted in the spot looked far-fetched. This standpoint was also supported by other findings: advertising are more positive and have a higher purchase intention when women-endorsers are

representative and express image of herself (Jaffe and Berger, 1988). Highlighting described effects we refer such difference of women's and men's responses to most frequently met pattern in the study: gender determined reactions of participants on represented stimuli and mediated women's and men's attitude towards advertising.

Brand image modality had different effect on women's responses as well; results found for attention and interest towards advertising, purchase intention, positive attitude towards brand and positive attitude towards advertising suggest that women perceived brand separately from advertising context; probably because advertising context was less impressive for women they scores regarding brand image were more higher; however women scored brand image modality always higher comparing to other modalities; this may also indicate on dominant role of brand experience (previously buying product, brand authority) determining mostly positive responses of women. Other findings supported that participants' attitude towards product has a direct effect on behaviors (Bagozziand, Warshaw, 1992; Bagozzi and Yi, 1988); therefore assessments of the brand are always affected by the brand attitude (Chaudhuri and Holbrook, 2001).

Such findings also may be fair for men's responses. However results suggest than men based their impressions not on the brand image alone. Physical appearance and non-verbal communication played also significant role for men's assessments of advertising. Hence responses of men were determined at least three dominants: predispositions (intentions based on experience of buying product), emotional (expression of non-verbal signs) and situational (effect of physical appearance) factors.

Previous study supports these findings as well. Men react on sexual context more positively than women. Advertising encouraged positive attitude in consumers due to exposure of hedonic benefits which executes the source of pleasure (Alwitt and Prabhaker, 1992; Chaudhuri and Micu, 2012; Pollay and Mittal, 1993). Hence fight of motives showed

that non-verbal communication exerted stronger effect on men's attention and interest; but brand image modality exerted stronger effect on men's intention to purchase.

On the other hand, results suggest that modality strongly effects gender. This was especially evident for women's purchase intention where we found negative scores for verbal persuasion, non-verbal communication and female stereotypes in women's responses; and for effect of physical appearance and non-verbal communication for attention and interest of men. Both cases suggest that one and the same modality can generate different effects and predict attitudes and behaviours.

Hence we found that nonverbal communication was more effective argument for men's attention and interest towards advertising than for women indicating that hypothesis 2 was proved for men.

Hypothesis 2 (H2). Participants' interest towards advertising is more subject to effect of non-verbal modality while exposure of other modalities participants considered less significant for their interest.

Brand image modality did not have such strong effect on men's attention and interest towards advertising as effect of nonverbal exposure; however men considered brand image more effective for their positive attitude towards brand, and men's intention to purchase product.

Results suggest that although physical appearance was the most effective for men's attention and interest towards advertising, men more likely would buy the product under influence of brand image modality. Such findings suggests that men's intention to buy product was less determined by emotional response to situational factor (effect of physical appearance and nonverbal exposure) and was more based on brand experience (previously buying product). Other studies support these findings: attitude towards product has a direct effect on behaviors (Bagozziand, Warshaw, 1992; Bagozzi and Yi, 1988). Hence due to the

fact that effect of most modalities did not exert such effect on participants as brand image modality, and although influence of brand image exerted different effect on women and men (mean: 0.88% vs.1.87%, for women and men respectively), hypothesis 4 was proved for participants of both genders.

Hypothesis 4 (H4). Participants' positive attitude towards brand is more subject to effect of brand image modality while effect of other modalities is less significant for participants' positive attitude towards brand.

In the context of AIDA model, obtained results suggest that brand image was the most effective modality to engage women into the advertising process; while men considered influence of nonverbal modality more effective for their attention and interest. But more likely men would buy the product under influence of brand image modality.

Women:

Attention – brand image modality;

Interest – brand image modality;

Desire to Action – brand image modality.

Men:

Attention – non-verbal modality;

Interest – non-verbal modality;

Desire to Action – brand image modality.

9. Conclusion

In this section we summarise findings of investigation and main results of discussion. Obtained conclusions contribute to a step forward in the field of advertising research and gender studies, since they confirm that being (or not being) consumers of represented brands, participants prefer scoring effect of particular modalities as more or less significant (valuable), and hence to explain important effects, patterns, regularities, advantages and flows of relation among attitudes towards advertising, attitude towards brand, desire to purchase product, attention and interest towards advertising. Results suggest forming the idea about effects of particular modalities on gender, about frequently met patterns and their interactions, to reach the goal of the study – to find out exactly which modalities could be more or less effective in modulating of participants' responses.

Results found that more frequently participants scored effect of brand image modality as more significant for their positive responses to advertising; less significant participants considered effect physical appearance of endorser, and non-verbal and verbal communication are less significant for participants responses; while modality of female stereotypes appeared to have the least effect in the study.

Findings suggest that brand image and verbal modality had more significant effect on women than effect of other modalities; while men tend to score effect of physical appearance and non-verbal communication higher than effect of other modalities. Such results we connected first of all to gender differences determining perception of stimuli.

More frequently significant differences in responses were found for brands intended for women (the GARNIER spot and the L'OREAL spot). Men evaluated such advertisings lower than women more likely because they did not find persuasion (especially verbal) and brand image (predispositions: intentions based on previous experience of buying product,

brand associations and brand authority) effective arguments for their attention, interest towards advertising and desire to buy products.

On the contrary physical appearance and non-verbal communication had the strongest effect on men throughout the study. This was especially evident when men were not interested in the product (the GARNIER spot and L'OREAL spot). Results show when men are not attracted by brand image, such stimuli as expression of non-verbal signs and physical appearance of women-endorsers capture more successfully males' attention and interest towards advertising. This means that the less interest towards advertising product men have, the more significance play stimuli appealing to men's unconscious (and in particular, instincts). Hence findings suggest that physical appearance of women-endorsers captures men's attention more successfully than effect of other modalities; while non-verbal signals better keep men's interest towards advertising.

However when men have certain interest towards the product, brand image plays more valuable factor for men's attention, interest and purchase intention (the DANON spot, the NESTLE spot the NOKIA spot). Findings suggest that the higher interest the product plays for men (purchase intention), the more significance the brand image modality plays for men's attention and interest towards advertising as well (the DANON spot and the NESTLE spot, the NOKIA spot). This also suggests that when men are interested in advertised product they tend to evaluate effect of brand image modality as more significant than effect of other modalities.

Hence predispositions regarding brand (brand experience: previously buying product, brand associations and brand authority) play more significant role for men than situational factor (physical appearance of the woman-endorser) and emotional determiners (non-verbal signals) when men have interest towards product.

On the contrary women mostly perceive advertising with women-endorsers through the prism of brand image (predispositions) and verbal arguments (logic determiner); while persuasion of physical appearance (situational determiner) and non-verbal communication (emotional determiner) play for women less significant value.

This suggests that while perceiving advertising stimuli verbal statements and impressions about brands play more significant role for women. Besides, verbal modality had stronger effect on women than on man. This suggests that women consider verbal part of advertising with women-endorsers more valuable for their attention.

Gender effect was evident throughout the study, therefore participants' responses altered due to different reasons. Results showed that men tend to score expression of women-endorsers higher when hedonic motives played key role of persuasion in advertising. Important pattern was found regarding men's responses to advertising where sexual context was highlighted (the NOKIA spot); men's participants scored always higher than women, while women's participants had negative evaluation for non-verbal signals, stereotypes and verbal persuasion of woman-endorser.

We tend to consider that when advertising depicts women-endorsers in erotic context (the NOKIA spot), men's tend to perceive advertising more likely unconsciously (sexual motives plays determining role than other motives); this was especially evident for brands being intended for women (the GARNIER spot and L'OREAL spot) where men scored effect of physical appearance and non-verbal communication higher than effects of other modalities.

Gender pattern also determined women's responses. This was especially evident in the NOKIA spot where women scored significantly lower than men and even showed negative attitude towards non-verbal signals of woman-endorser, verbal persuasion and usage of stereotypes. We tend to consider this could be the reason why women scored in the

NOKIA spot effect of brand image modality higher than other modalities; more likely women perceived brand image separately from advertising context; therefore we can assume that advertising that less loaded with sexual context could have better effect on women's participants and influence more positively on women's attitudes.

This assumption was also supported by women's responses for their purchase intention in women's brands (the GARNIER spot and L'OREAL spot) where women scored effect of physical appearance more frequently higher than effect of other modalities. Results suggests when women are interested in the product, physical appearance of women-endorsers may play role of more important argument for women's positive responses than other modalities.

Effect of verbal modality was noticeable mostly for positive attitude towards brand and advertising, but scores of both genders were most frequently more homogenous (in most cases assessments were more equal than different) and it was very hard to distinguish significant dominants. But women were tend to score this modality higher than men; this also suggest that verbal arguments are more contributing to women's positive attitude towards brand and advertising than men's; but men found them less important for advertising than effect of other modalities.

Finally effect of female stereotypes was considered by participants as the least significant modality in the study. Both women and men found this modality less contributing to attention to advertising, interest, purchase intention, positive attitude towards brand and advertising. Although answers of participants were mostly homogenous in women's and men's responses, slight difference in some cases suggests that more likely participants base their responses depending on sex which indicates on gender pattern in interpreting of females' stereotypes as well.

However women scored this modality more frequently higher than men; this suggests that usage of female stereotypes was more valuable for women than for men. Overall findings suggest that participants consider female stereotypes less important part of woman-endorser to analyse their effect on participants; more likely it was difficult for participants to distinguish for short length of time signs which could be valuable for attention, interest towards advertising and other responses. As result female stereotypes are the least noticeable determiners for evaluation; on the other hand, we tend to consider that differences in responses could be determined by gender, more likely women could noticed more features expressed in female stereotypes which were more valuable for their personal needs and experience.

Such effects appeals to conclusion that due to the fact that participants consider female stereotypes less effective than other modalities used by woman-endorsers, advertisers should pay more attention to this important modality to improve features which could be more significant for attention, interest towards advertising, positive attitude towards brand and advertising. On the other hand, effect of female stereotypes was considered by participants in this study as the least influential modality among others, and therefore represents research task for further study.

Overall such correlates suggest that participants were forming their responses in complex processes, conscious and unconscious. Women's assessments were mostly based on their emotional memory determined by effect of predispositions regarding brand image (brand experience, previously buying product, brand associations and brand authority) and persuasion by means of arguments, statements and opinions (verbal determiners); while men's assessments were mainly based on situational determiner (physical appearance of the endorser) and to the less extent on predispositions (brand image).

Hence advertising spots had different effect on men and women, but more frequently participants fond the DANON spot as advertising with the strongest effect. Less influential was advertising of the GARNIER spot, the L'OREAL spot and the NESTLE spot; the NOKIA spot had the lowest effect.

10. Study Limitations

This study has several limitations. The first limitation concerns the sample evaluated: participants were university students which limits the generalizability of the results. A larger and more heterogeneous sample would inspire more confidence in the generalizations and would perhaps contribute with more significant results. Therefore, since the study was conducted only with university students, the results can be generalized only to similar age and educational groups. Another limitation is due to the fact the study did not take into consideration other sociological and demographic factors such as religion, values, professional orientation, political views, and lifestyle to determine if such factors moderate responses to woman-endorsers in advertising. One additional limitation concerns the selection of brands and spots. The selected set of spots was small for practical reasons (a preliminary study with a larger set of ten spots was discontinued due to the difficulties to recruit participants for long sessions). We intentionally did not include spots where women-endorsers advertised products for men, as consumers are used to position towards such advertising from a sexual objectification standpoint, which represents a separate sphere of research and therefore does not concerns our study. Therefore we have chosen three neutral advertising samples (DANON, NESTLE and NOKIA), which focused both genders, and two women's brands (GARNIER and L'OREAL), which focused women audience; to prove statement that gender is influential determinant of evaluation.

Another limitation includes the fact that the conditions for advertising exposure and

processing were atypical in several respects: participants were tested in the university library; exposure to advertisements was forced (participants were asked to focus at woman-endorser) and highly compressed into a short period of time (30 seconds each); advertising samples were projected in laptop (not in television) in a quiet room of the library rather than in a natural situation. All these factors could influence participants' attitude towards experiment and distort a processing mode that is different from what would be expected in real-life situation.

In addition to the correction of these limitations, future studies should more extensively examine and analyze a gender-modality congruence model of advertising effectiveness to see how participants (not only from student environment) respond to advertisements in which women-endorsers advertise brands products.

Despite these limitations, this study is one of the few known research efforts designed to offer evidence about consumers' reactions to different modalities of women-endorsers. Findings of the research indicate favourable and unfavourable conditions to stereotypical images of women in advertising of the key consumers' responses such like attention, interest, purchase intention, positive attitude towards brand and positive attitude towards advertising comparing to other modalities. The implication of these findings to advertisers is rather straightforward as the use of advertising that include women-endorsers may significantly affect consumer responses to advertising, brand image and products in a positive and negative manner. Hence, usage of potentially inefficient stimuli may lead to ignorance of advertising and brand which means fail of advertising while efficient effect increases audience of brand and increase income. Results highlight the importance of assessing consumer evaluations of advertising where women-endorsers advertise brands and their products by consumers prior to their use in advertising programs and in whole indicates necessity of participation of related sciences regarding future study.

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Attachments

Attachment A: Instruction for participants

Instruction

Please, watch how woman-endorser expresses herself in the spot (her emotions, feelings, verbal and nonverbal communication, physical appearance, behavior, body language, etc.), and then fill the questionnaire below without cogitation (as if on the couch).

Steps:

1. Please, open the link

2. Watch the spot

3. Fill the test "Spot (1)" from attachment

4. Proceed same operation for other questionnaires

Thank you for your participation. Please, suggest your colleagues to take part in this test.

Attachment B: Links of the spots

Links of the spots of selected brands represented for evaluation. In the interview, participants have to evaluate five spots.

Table below indicates follow parameters in abbreviations:

N	BN	QE	QMC	TA	D	Link
1.	DANON	1	1	F./M.	25 sec.	https://www.youtube.com/watch?v=
2.	GARNIER	1	1	F.	32 sec.	https://www.youtube.com/watch?v=
3.	L'OREAL	1	1	F.	30 sec.	https://www.youtube.com/watch?v=
4.	NESTLE	1	1	F./M.	30 sec.	https://www.youtube.com/watch?v=
5.	NOKIA	1	1	F./M.	44 sec.	https://www.youtube.com/watch?v=

N   Number of advertising spot;

BN   Brand name;

QE   Quantity of women-endorsers in the spot;

QMC   Quantity of main characters;

TA   Target audience

F   Female

M   Male

D   Duration of spot (seconds).

Atitude da marca - Brand attitude (AB)

Task one contains four questions intended to examine awareness about brand and its products with purpose to establish subjective attitude of the subject towards the brand (AB).

Nome\Name:

Faculdade\Faculty:

Idade\Age:

Genero\Gender:

1. Por favor, indqiue o grau em que conhece a marca anunciada.

1 Eu conheço a marca anunciada muito bom.

2 Eu conheço suficienamente a marca anunciada.

3 Eu não conheco muito sobre marca anunciada.

4 Eu não conheco nada (ou quase nada) sobre marca anunciada.

1. Please, highlight how much you are aware about advertised brand.

1 I know advertised brand very good.

2 I know about advertised brand enough.

3 I know about advertised brand not much.

4 I know nothing (or almost nothing) about advertised brand.

Task one (C-2)

2. Por favor, indique quantas vezes você vê marca anunciada ou seus produtos.

1 Muitas vezes.

2 Algumas vezes.

3 Raramente.

4 Muito raramente.

2. Please, highlight how often you see advertised brand or its products.

1 Very often.

2 Quite often.

3 Rarely.

4 Very rare.

3. Descreva a sua atitude para com a marca anunciada.

1 Uma das minhas favoritas.

2 Eu gosto.

3 É-me indiferente.

4 Não gosto desta marca.

3. Highlight your attitude towards advertised brand.

1 One of my favorite.

2 I like it.

3 Indifferently.

4 I do not like this brand.

4. Por favor, descreva quantas vezes você usa produtos desta marca.

1 Compro muitas vezes produtos desta marca.

2 Às vezes compro produtos desta marca.

3 Não compro produtos desta marca.

4 Não gosto de produtos desta marca.

4. Please, highlight how often you use products of this brand.

1 I often buy products of this brand.

2 I sometimes buy products of this brand.

3 I don't buy products of this brand.

4 I do not like products of this brand.

Identification of females stereotypes (FS)

Task two asks participant to identify the presence of five women stereotypes (FS) in the advertising (expert, buyer, friend, mother, business-lady, wife, girlfriend, housewife), with purpose to find out subsequently participants attitude towards these stimuli.

Por favor, note que o estereótipo de publicidade você aprende desta forma feminina.

Please, highlight advertising stereotypes you recognize in this female image.

1.	Especialista	E	Expert
2.	Esposa	W	Wife
3.	Mulher de negocios	Bl	Business-Lady
4.	Amiga	F	Friend
5.	Dona de casa	H	Housewife
6.	Namorada	G	Girlfriend
7.	Mãe	M	Mother
8.	Cliente	Br	Buyer

Effect of verbal modality (VM)

Modalidade verbal (VM)

(Qualquer informação pelo discurso soou. método Verbal manipulação, um timbre e tom de voz (alegria, raiva, sexualidade, tom muito quieto ou alto, etc) sugestões, opiniões, aforismos, metáforas, etc).

Verbal modality (VM)

(Any information sounded by woman-endorser by means of speech. The way of manipulation of words, certain timbre, tone of the voice (joy, anger, sexuality, too quiet or loud intonation, etc.), suggestions, opinions, aphorisms, metaphors, etc.).

Por favor, descreva qual efeito o discurso desta imagem feminina faz a respeito de mensagem publicitária.

Please, mark which effect the speech of woman-endorser makes regarding advertising message.

Task three (E-2)

Effect of verbal modality (VM)

Nº		Extrema mente Very +3	Notavelmente Noticeably +2	Ligeirame nte Slightly +1	Nada Nothin g 0	Ligeirame nte Slightly -1	Notavelmente Noticeably -2	Extrema mente Very -3	
1.	Promove a atenção Contributes Attention (A)								Não promove a Atenção Does not contribute attention
2.	Interessante Interesting (I)								Desinteressante Not interesting
3.	Faz-me querer comprar o produto Evokes Intention to purchase Product (Pi)								Não me faz querer comprar o produto Discourages Intention to purchase

Task three (E-3)

Effect of verbal modality (VM)

4	**Promove uma atitude positiva em relação a mensagem publicitária** Makes positive attitude towards advertising Message (Aa)								**Promove uma atitude negativa em relação à mensagem publicitária** Makes negative attitude towards advertising message
5.	**Promove uma atitude positiva em relação à marca** Makes positive attitude towards Brand (Ab)								**Promove uma atitude negativa em relação à marca** Makes negative attitude towards brand

Attachment F: Task four (F-1)

Effect of non-verbal modality (NVM)

Modalidade não-verbal (NVM)

(Sinais, utilizando a linguagem do corpo: expressão comportamental, expressão emocional, a expressão do rosto, gestos, movimento padrão ou originais, etc.).

Nonverbal modality (NVM)

(Signs by means of body language: the behavioral expression, emotional expression, the expression of the face, gestures, standard or original motion, etc.).

Por favor, descreva qual efeito a linguagem do corpo desta imagem feminina faz a respeito de mensagem publicitária.

Please, describe which effect the language of the body of woman-endorser makes regarding advertising message.

Task four (F-2)

Effect of non-verbal modality (NVM)

Nº		Extrema mente Very	Notavelmente Noticeably	Ligeirame nte Slightly	Nada Nothin g	Ligeirame nte Slightly	Notavelmente Noticeably	Extrema mente Very	
		+3	+2	+1	0	-1	-2	-3	
1.	Promove a atenção Contributes Attention (A)								Não promove a Atenção Does not contribute attention
2.	Interessante Interesting (I)								Desinteressante Not interesting
3.	Faz-me querer comprar o produto Evokes Intention to purchase Product (Pi)								Não me faz querer comprar o produto Discourages Intention to purchase

Task four (F-3)

Effect of non-verbal modality (NVM)

4	**Promove uma atitude positiva em relação a mensagem publicitária** Makes positive attitude towards advertising Message (Aa)							**Promove uma atitude negativa em relação à mensagem publicitária** Makes negative attitude towards advertising message
5.	**Promove uma atitude positiva em relação à marca** Makes positive attitude towards Brand (Ab)							**Promove uma atitude negativa em relação à marca** Makes negative attitude towards brand

Attachment G: Task five (G-1)

Effect of the physical appearance (PA)

Aparência (PA)

(Características fisiológicas:. Altura, forma do corpo, peso, cabelo, tons de pele bronzeado, atratividade física, beleza, feminilidade, masculinidade , atração sexual, cor dos olhos e cabelo, tatuagens, piercings, implantes subcutâneos, chaves, óculos, lentes de contato, etc.)

Physical Appearance (PA)

(Physiological characteristics: height, body shape, weight, hair, tan skin tones, physical attractiveness, beauty, femininity, masculinity, sexual attraction, eye color and hair, tattoos, piercings, implants, braces, glasses, contact lenses, etc.).

Resposta por favor qual o efeito que a aparência da imagem feminina faz você respeitar a mensagem publicitária.

Please answer what effect the physical appearance of woman-endorser makes regarding the advertising message.

Task five (G-2)

Effect of the physical appearance (PA)

№		Extremamente Very +3	Notavelmente Noticeably +2	Ligeiramente Slightly +1	Nada Nothing 0	Ligeiramente Slightly -1	Notavelmente Noticeably -2	Extremamente Very -3	
1.	Promove a atenção Contributes Attention (A)								Não promove a Atenção Does not contribute attention
2.	Interessante Interesting (I)								Desinteressante Not interesting
3.	Faz-me querer comprar o produto Evokes Intention to purchase Product (Pi)								Não me faz querer comprar o produto Discourages Intention to purchase

Task five (G-3)

Effect of the physical appearance (PA)

4	**Promove uma atitude positiva em relação a mensagem publicitária** Makes positive attitude towards advertising Message (Aa)							**Promove uma atitude negativa em relação à mensagem publicitária** Makes negative attitude towards advertising message
5.	**Promove uma atitude positiva em relação à marca** Makes positive attitude towards Brand (Ab)							**Promove uma atitude negativa em relação à marca** Makes negative attitude towards brand

Effect of female stereotype (FS)

Estereótipos femininos publicitados (FS)

(Papéis sociais das mulheres e arquétipos, as relações sociais e de gênero, os atributos culturais e tradicionais (expressão padrão e original comportamental e emocional e gestos, a posição social das mulheres em relação aos homens), de competência profissional, etc.)

Advertising Female Stereotypes (FS)

(Women's social roles and archetypes, social and gender relations, cultural and traditional attributes, standard and originalality of behavioral and emotional expression and gestures, social position of women relatively man, professional competence, etc).

Por favor, responda qual o efeito que a publicidade com estereótipo feminino faz você respeitar a mensagem publicitária.

Please answer what effect advertising female stereotypes make regarding the advertising message.

Task six (H-2)

Effect of female stereotype (FS)

№		Extrema mente Very +3	Notavelmente Noticeably +2	Ligeirame nte Slightly +1	Nada Nothin g 0	Ligeirame nte Slightly -1	Notavelmente Noticeably -2	Extrema mente Very -3	
1.	Promove a atenção Contributes Attention (A)								Não promove a Atenção Does not contribute attention
2.	Interessante Interesting (I)								Desinteressante Not interesting
3.	Faz-me querer comprar o produto Evokes Intention to purchase Product (Pi)								Não me faz querer comprar o produto Discourages Intention to purchase purchase

Task six (H-3)

Effect of female stereotype (FS)

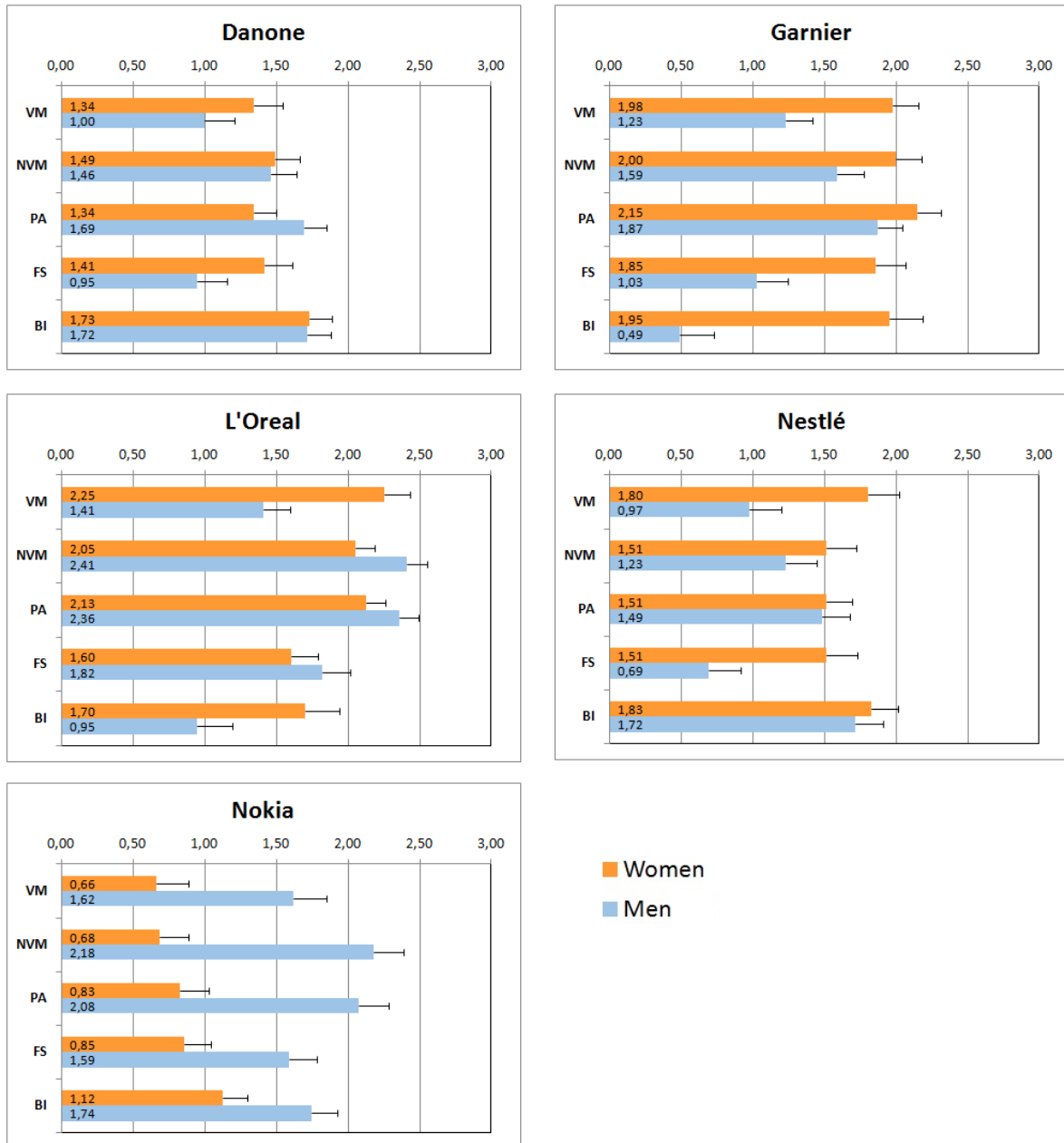|									
4	**Promove uma atitude positiva em relação a mensagem publicitária** Makes positive attitude towards advertising Message (Aa)								**Promove uma atitude negativa em relação à mensagem publicitária** Makes negative attitude towards advertising message
5.	**Promove uma atitude positiva em relação à marca** Makes positive attitude towards Brand (Ab)								**Promove uma atitude negativa em relação à marca** Makes negative attitude towards brand

Effect of Brand image（BI）

Imagem de marca（BI）

Por favor, responda o efeito da marca faz você respeitar a mensagem publicitária.

Brand image（BI）

Please answer what effect the brand makes regarding the advertising message.

Nº		Extrema mente Very	Notavelmente Noticeably	Ligeirame nte Slightly	Nada Nothin g	Ligeirame nte Slightly	Notavelmente Noticeably	Extrema mente Very	
		+3	+2	+1	0	-1	-2	-3	
1.	Promove a atenção Contributes Attention (A)								Não promove a Atenção Does not contribute attention
2.	Interessante Interesting (I)								Desinteressante Not interesting
3.	Faz-me querer comprar o produto Evokes Intention to purchase Product (Pi)								Não me faz querer comprar o produto Discourages Intention to purchase

Task seven (I-2)

Effect of Brand image（BI）

4	Promove uma atitude positiva em relação a mensagem publicitária Makes positive attitude towards advertising Message (Aa)							Promove uma atitude negativa em relação à mensagem publicitária Makes negative attitude towards advertising message
5.	Promove uma atitude positiva em relação à marca Makes positive attitude towards Brand (Ab)							Promove uma atitude negativa em relação à marca Makes negative attitude towards brand

Attachment J: Recognition of females' stereotypes

Number of percentage of participants recognizing the presence of stereotypes of women-endorsers in each advertising spot

	DANONE		GARNIER		L'OREAL		NESTLE		NOKIA	
	n	%	n	%	n	%	n	%	n	%
Expert	7	8.8	16	20.0	10	12.5	5	6.3	7	8.8
Wife	6	7.5	11	13.8	7	8.8	30	37.5	3	3.8
Business lady	40	50.0	32	40.0	10	12.5	5	6.3	19	23.8
Friend	37	46.3	44	55.0	36	45.0	33	41.3	49	61.3
Housewife	6	7.5	7	8.8	1	1.3	50	62.5	0	0.0
Girlfriend	17	21.3	16	20.0	61	76.3	21	26.3	42	52.5
Mother	6	7.5	8	10.0	1	1.3	14	17.5	0	0.0
Buyer	25	31.5	37	46.3	33	41.3	41	51.3	41	51.3

Modality and gender effects on participants' attention towards the five spots

Modality and gender effects on participants' attention towards the five spots (mean ± standard error of the mean). Response scale: -3 (Does not contribute to attention) to +3 (Contributes to attention). VM – verbal modality, NVM – non-verbal modality; PA – physical appearance; FS – female stereotypes; BI – brand image.
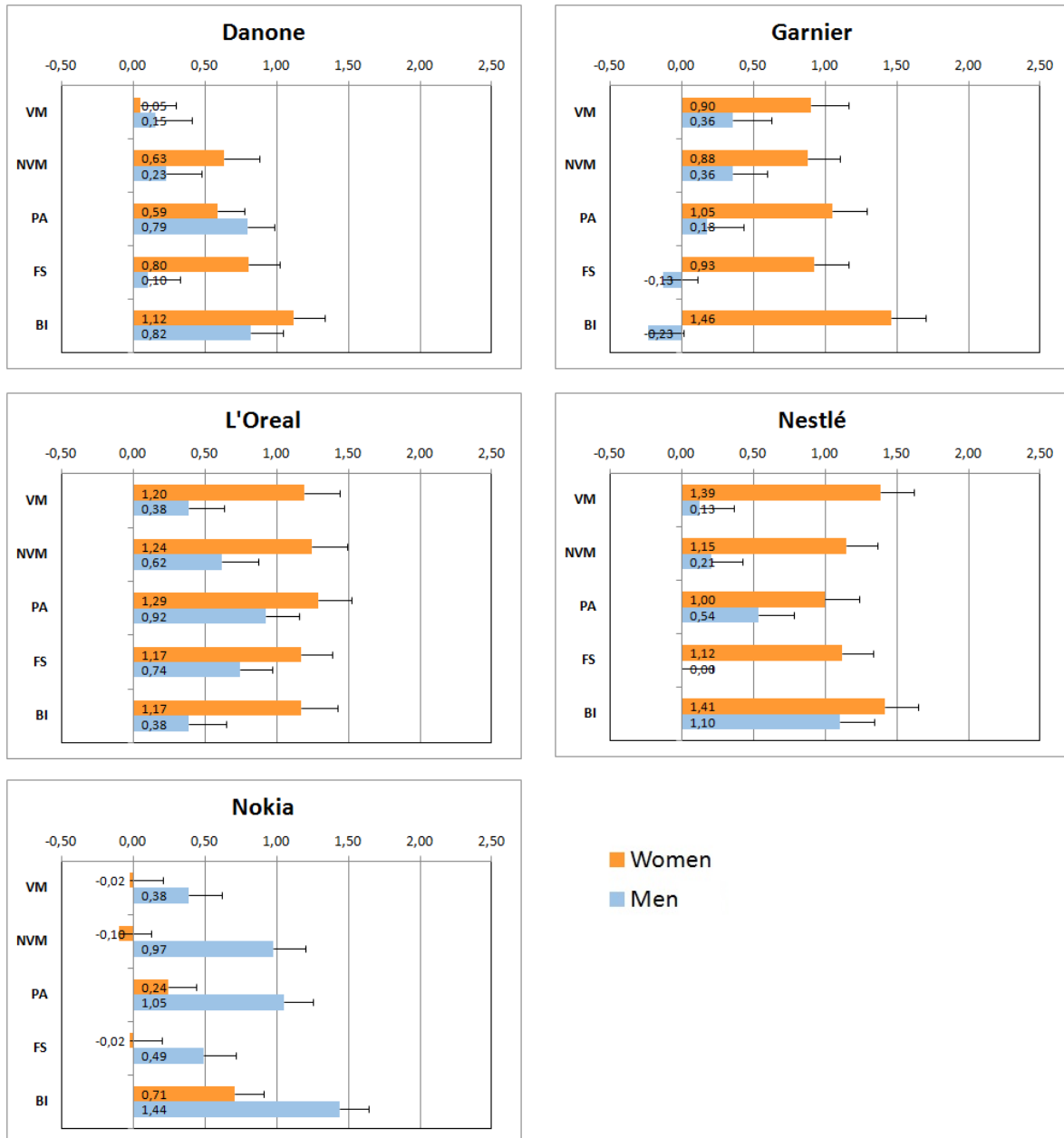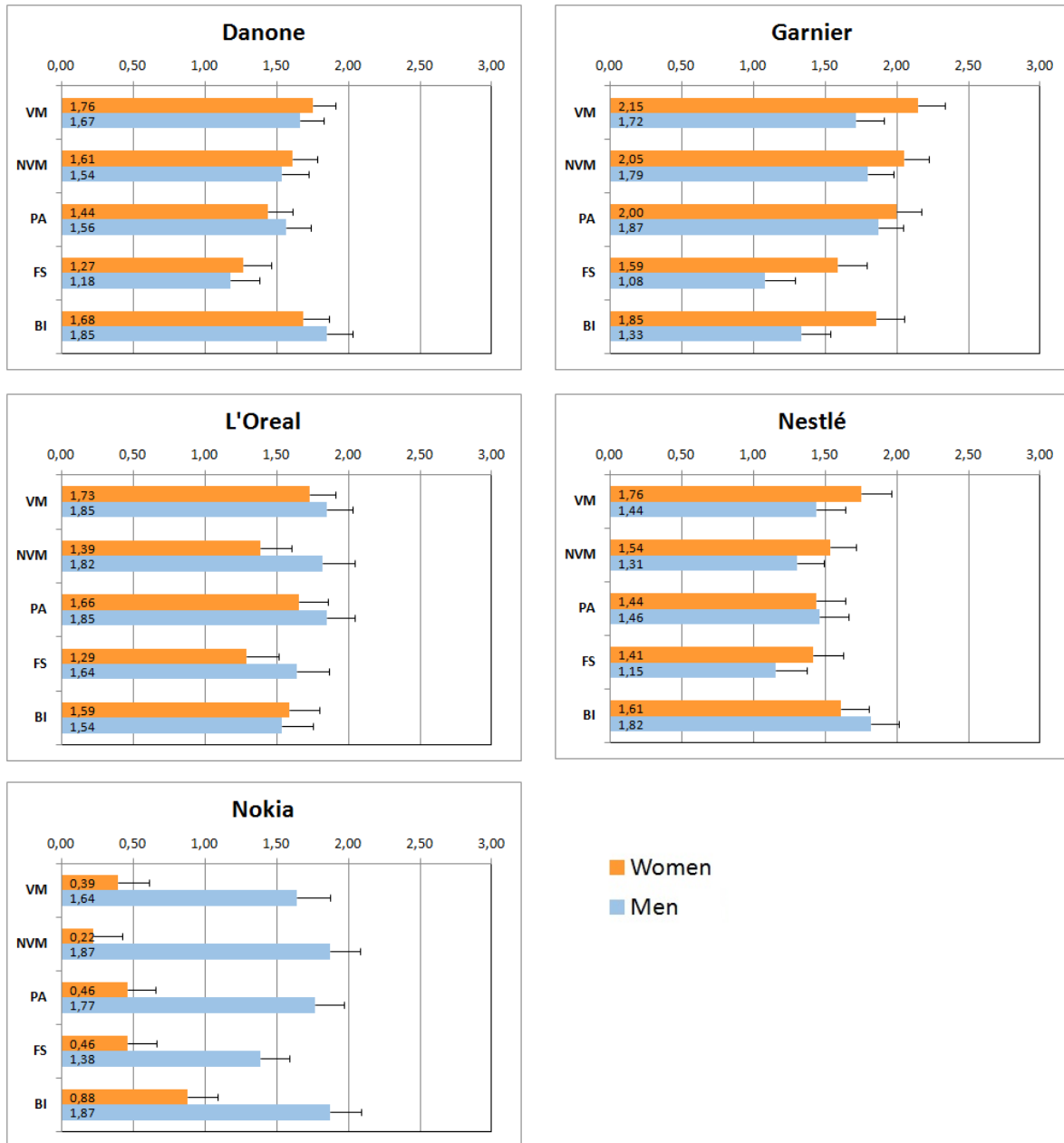
Modality and gender effects on participants' interest towards the five spots

Modality and gender effects on participants' interest towards the five spots (mean ± standard error of the mean). Response scale: -3 (Very uninteresting) to +3 (Very interesting). VM – verbal modality, NVM – non-verbal modality; PA – physical appearance; FS – female stereotypes; BI – brand image.

Modality and gender effects on participants' purchase intention towards the five spots

Modality and gender effects on participants' purchase intention towards the five spots (mean ± standard error of the mean). Response scale: -3 (Discourages intention to purchase the product) to +3 (Evokes intention to purchase the product). VM – verbal modality, NVM – non-verbal modality; PA – physical appearance; FS – female stereotypes; BI – brand image.
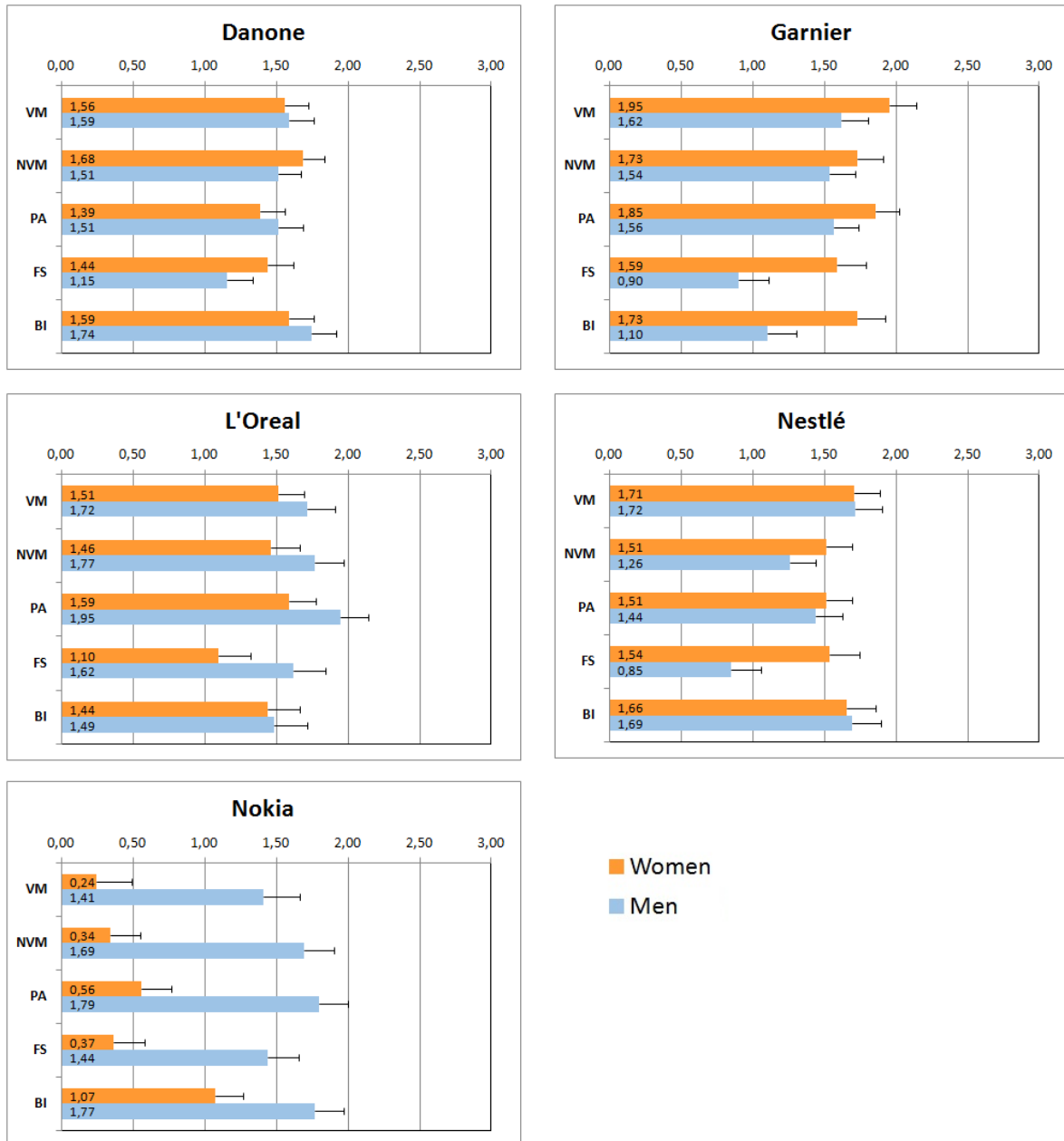
Modality and gender effects on participants' attitude towards the brand in the five spots

Modality and gender effects on participants' attitude towards the brand advertised in the five spots (mean ± standard error of the mean). Response scale: -3 (Promotes a negative attitude towards brand) to +3 (Promotes a positive attitude towards brand). VM – verbal modality, NVM – non-verbal modality; PA – physical appearance; FS – female stereotypes; BI – brand image.

Attachment O: Chart 5

Modality and gender effects on participants' attitude towards the advertising for the five spots

Modality and gender effects on participants' attitude towards the advertising for the five spots (mean ± standard error of the mean). Response scale: -3 (Promotes a negative attitude towards the advertising message) to +3 (Promotes a positive attitude towards the advertising message). VM – verbal modality, NVM – non-verbal modality; PA – physical appearance; FS – female stereotypes; BI – brand image.

Attachment P: Table 1

Effect of each modality on participants' attention towards the five spots (mean ± standard deviation; n = 80).

Modalities	Danone Mean ± SD	Garnier Mean ± SD	L'Oreal Mean ± SD	Nestlé Mean ± SD	Nokia Mean ± SD
VM	1,18 ± 1,30	1,61 ± 1,23	1,84 ± 1,24	1,40 ± 1,45	1,13 ± 1,53
NVM	1,48 ± 1,12	1,80 ± 1,17	2,23 ± 0,89	1,38 ± 1,36	1,41 ± 1,49
PA	1,51 ± 0,99	2,01 ± 1,07	2,24 ± 0,85	1,50 ± 1,17	1,44 ± 1,42
FS	1,19 ± 1,28	1,45 ± 1,43	1,71 ± 1,21	1,11 ± 1,46	1,21 ± 1,24
BI	1,73 ± 1,01	1,24 ± 1,67	1,33 ± 1,56	1,78 ± 1,17	1,43 ± 1,16

Note: All means are significantly above the point of indifference (score = 0); $p < .01$

Mean scores for the effect each modality had on participants' attention towards the five spots. The responses were given using semantic differential scales that ranged from -3 (the modality did not contribute at all to capture participant's attention) to +3 (the modality contributed clearly to capture participant's attention); the score 0 corresponds to the point of indifference.

Effect of each modality on participants' interest towards the five spots (mean ± standard deviation; n = 80).

Modalities	Danone	Garnier	L'Oreal	Nestlé	Nokia
	Mean ± SD	Mean ± SD	Mean ± SD	Mean ± SD	Mean ± SD
VM	0,85 ± 1,20	1,20 ± 1,22	1,51 ± 1,27	1,24 ± 1,49	0,85 ± 1,49
NVM	1,25 ± 1,14	1,44 ± 1,24	1,86 ± 1,21	1,24 ± 1,46	1,08 ± 1,38
PA	1,29 ± 1,12	1,55 ± 1,10	1,78 ± 1,10	1,38 ± 1,27	1,05 ± 1,50
FS	1,05 ± 1,23	1,10 ± 1,48	1,46v1,27	1,04 ± 1,44	0,75 ± 1,32
BI	1,29 ± 1,30	1,01 ± 1,62	1,14 ± 1,52	1,65 ± 1,30	1,28 ± 1,27

Note: All means are significantly above the point of indifference (score = 0); $p < .01$

Mean scores for the effect each modality had on participants' interest towards the five spots. The responses were given usinfg diferential semantis scales that ranged from -3 (the modality did not make the spot interesting at all) to +3 (the modality made the spot very interesting); the score 0 corresponds to the point of indifference.

Effect of each modality on participants' purchase intention towards the five spots (mean ± standard deviation; n = 80).

| Modalities | Danone | Garnier | L'Oreal | Nestlé | Nokia |
	Mean ± SD	Mean ± SD	Mean ± SD	Mean ± SD	Mean ± SD
VM	0,10$^{\blacklozenge}$ ± 1,60	0,64 ± 1,66	0,80 ± 1,60	0,78 ± 1,57	0,18$^{\blacklozenge}$ ± 1,48
NVM	0,44$^{\blacklozenge}$ ± 1,55	0,63 ± 1,48	0,94 ± 1,62	0,69 ± 1,45	0,43$^{\blacklozenge}$ ± 1,52
PA	0,69 ± 1,19	0,63 ± 1,60	1,11 ± 1,45	0,78 ± 1,51	0,64 ± 1,30
FS	0,46 ± 1,44	0,41$^{\blacklozenge}$ ± 1,59	0,96 ± 1,41	0,58 ± 1,45	0,23$^{\blacklozenge}$ ± 1,44
BI	0,98 ± 1,39	0,64 ± 1,72	0,79 ± 1,67	1,26 ± 1,49	1,06 ± 1,32

Note: All means are significantly above the point of indifference (score = 0) except the ones signaled by $\blacklozenge$; $p < .01$

Mean scores for the effect each modality had on participants' intention to purchase the product advertised in each spot. The scores ranged from -3 (the modality did not contribute at all to the intention to purchase the advertised product) to +3 (the modality clearly contributed to the intention to purchase the advertised product); the score 0 corresponds to the point of indifference.

Attachment S: Table 4

Effect of each modality on participants' positive attitude intention towards the brand in the five spots (mean ± standard deviation; n = 80).

Modalities	Danone	Garnier	L'Oreal	Nestlé	Nokia
	Mean ± SD	Mean ± SD	Mean ± SD	Mean ± SD	Mean ± SD
VM	1,71 ± 0,98	1,94 ± 1,22	1,79 ± 1,15	1,60 ± 1,30	1,00 ± 1,55
NVM	1,58 ± 1,12	1,93 ± 1,12	1,60 ± 1,38	1,43 ± 1,17	1,03 ± 1,53
PA	1,50 ± 1,09	1,94 ± 1,08	1,75 ± 1,25	1,45 ± 1,27	1,10 ± 1,40
FS	1,23 ± 1,24	1,34 ± 1,33	1,46 ± 1,42	1,29 ± 1,36	0,91 ± 1,34
BI	1,76 ± 1,15	1,60 ± 1,27	1,56 ± 1,34	1,71 ± 1,22	1,36 ± 1,43

Note: All means are significantly above the point of indifference (score = 0); $p < .01$

Mean scores for the effect each modality had on participants' attitude towards the five brands. The scores ranged from -3 (the modality promoted a very negative attitude towards the brand) to +3 (the modality promoted a very positive attitude towards the brand); the score 0 corresponds to the point of indifference.
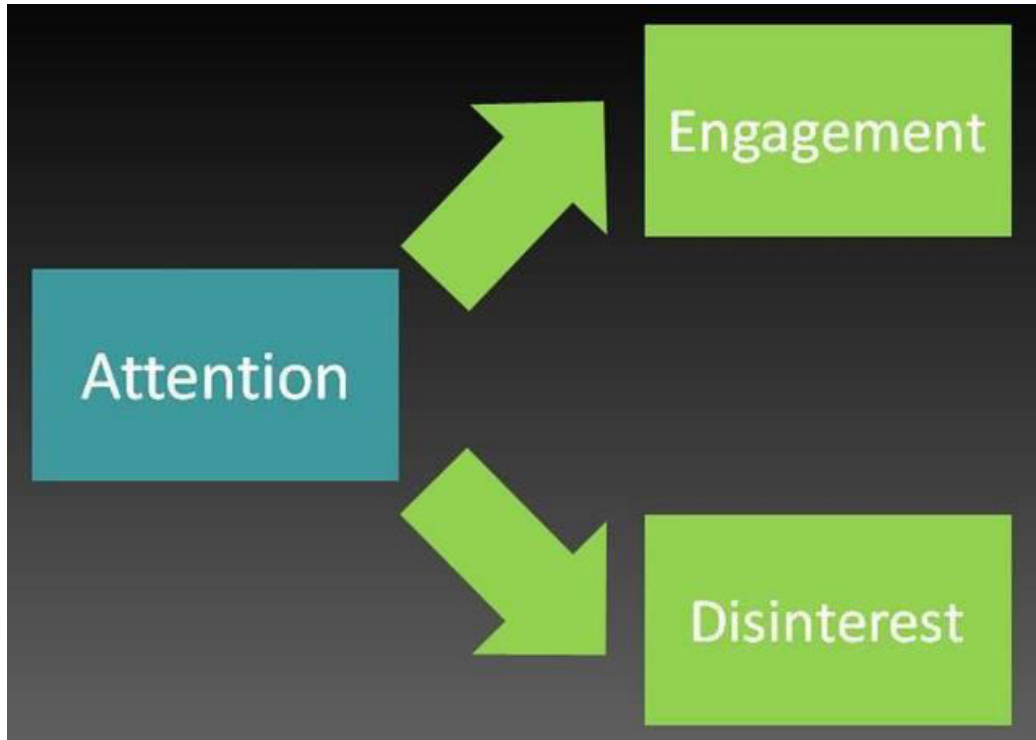
Mean scores given for each modality considering positive attitude towards each advertising spots.

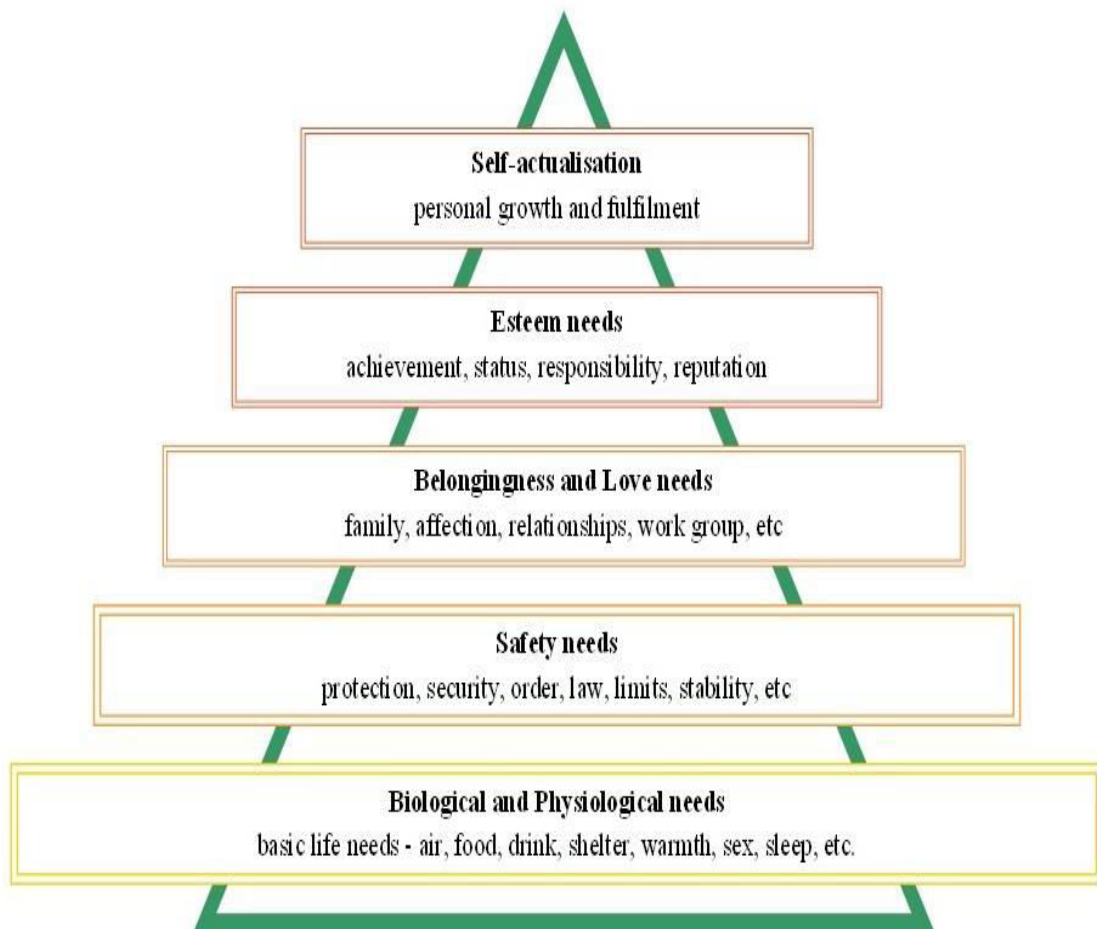| Modalities	Danone Mean ± SD	Garnier Mean ± SD	L'Oreal Mean ± SD	Nestlé Mean ± SD	Nokia Mean ± SD
VM	1,58 ± 1,05	1,79 ± 1,01	1,61 ± 1,17	1,71 ± 1,13	0,81 ± 1,66
NVM	1,60 ± 0,99	1,64 ± 1,13	1,61 ± 1,27	1,39 ± 1,15	1,00 ± 1,48
PA	1,45 ± 1,09	1,71 ± 1,01	1,76 ± 1,20	1,48 ± 1,17	1,16 ± 1,43
FS	1,30 ± 1,13	1,25 ± 1,34	1,35 ± 1,42	1,20 ± 1,35	0,89 ± 1,45
BI	1,66 ± 1,10	1,43 ± 1,30	1,46 ± 1,41	1,68 ± 1,26	1,41 ± 1,28

Note: All means are significantly above the point of indifference (score = 0); $p < .01$

Mean scores for the effect each modality had on participants' attitude towards each spot. The scores ranged from -3 (the modality promoted a very negative attitude towards the spot) to +3 (the modality promote a very positive attitude towards the spot); the score 0 corresponds to the point of indifference.
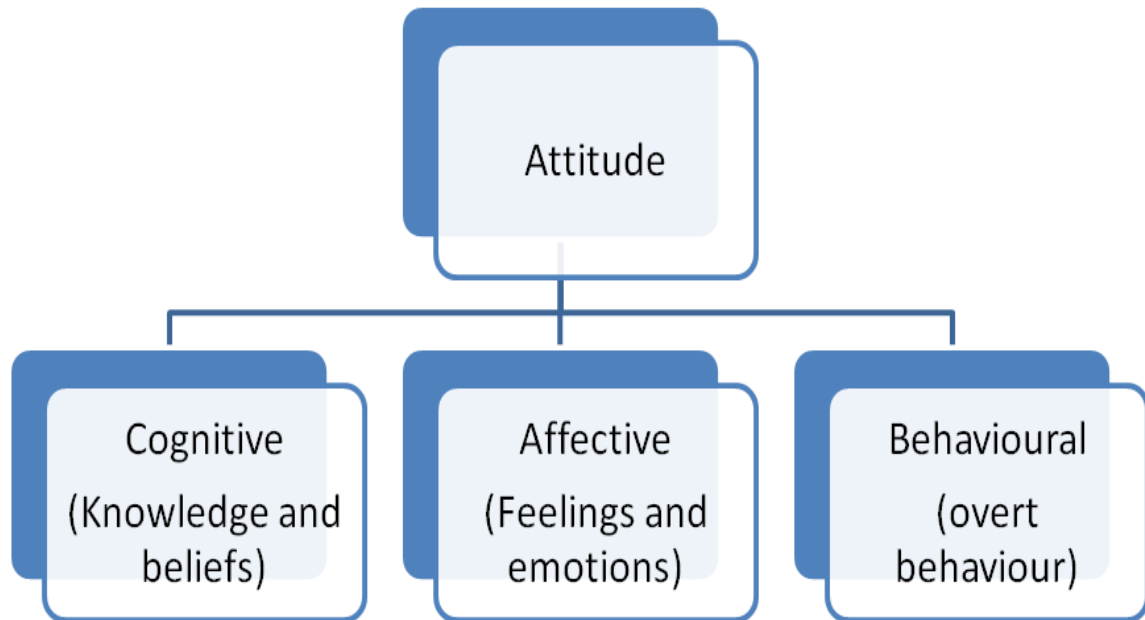
**Attachment 1: Attention Engagement**

**Attachment 2: The Maslow's Hierarchy of Needs (Five Stage Model)**

Self-actualisation

personal growth and fulfilment

Esteem needs

achievement, status, responsibility, reputation

Belongingness and Love needs

family, affection, relationships, work group, etc

Safety needs

protection, security, order, law, limits, stability, etc

Biological and Physiological needs

basic life needs - air, food, drink, shelter, warmth, sex, sleep, etc.

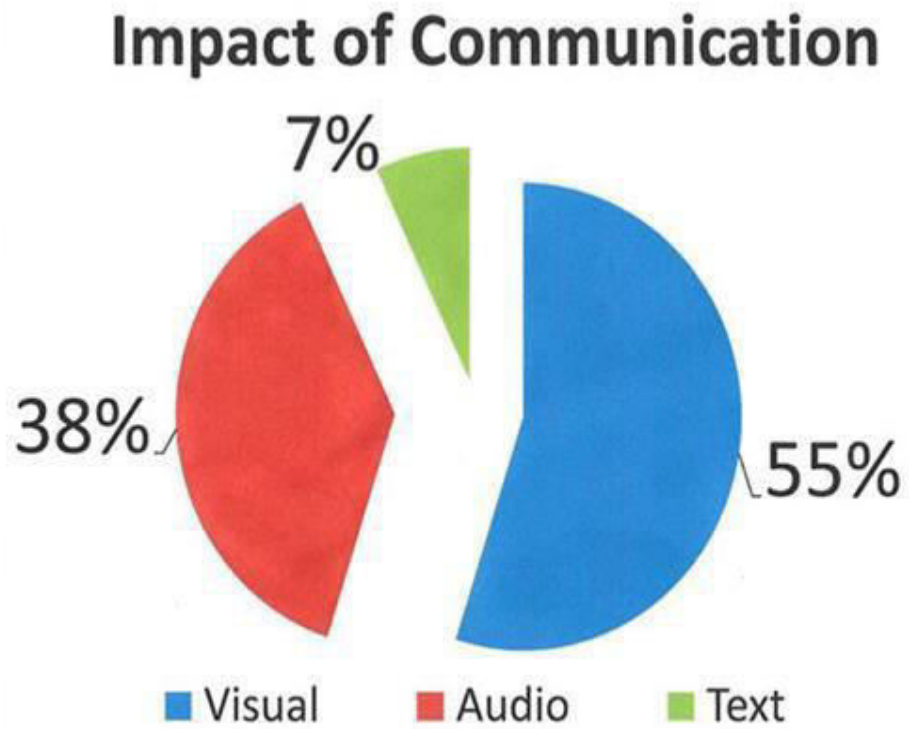**Attachment 3 - Structural Elements of Attitude in Advertising**

Attachment 4: Optional Determiners of Purchase Intention
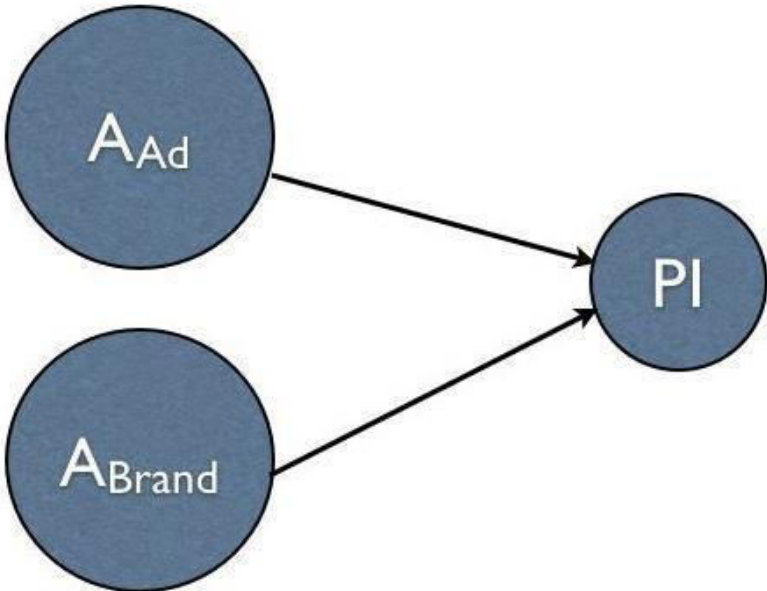
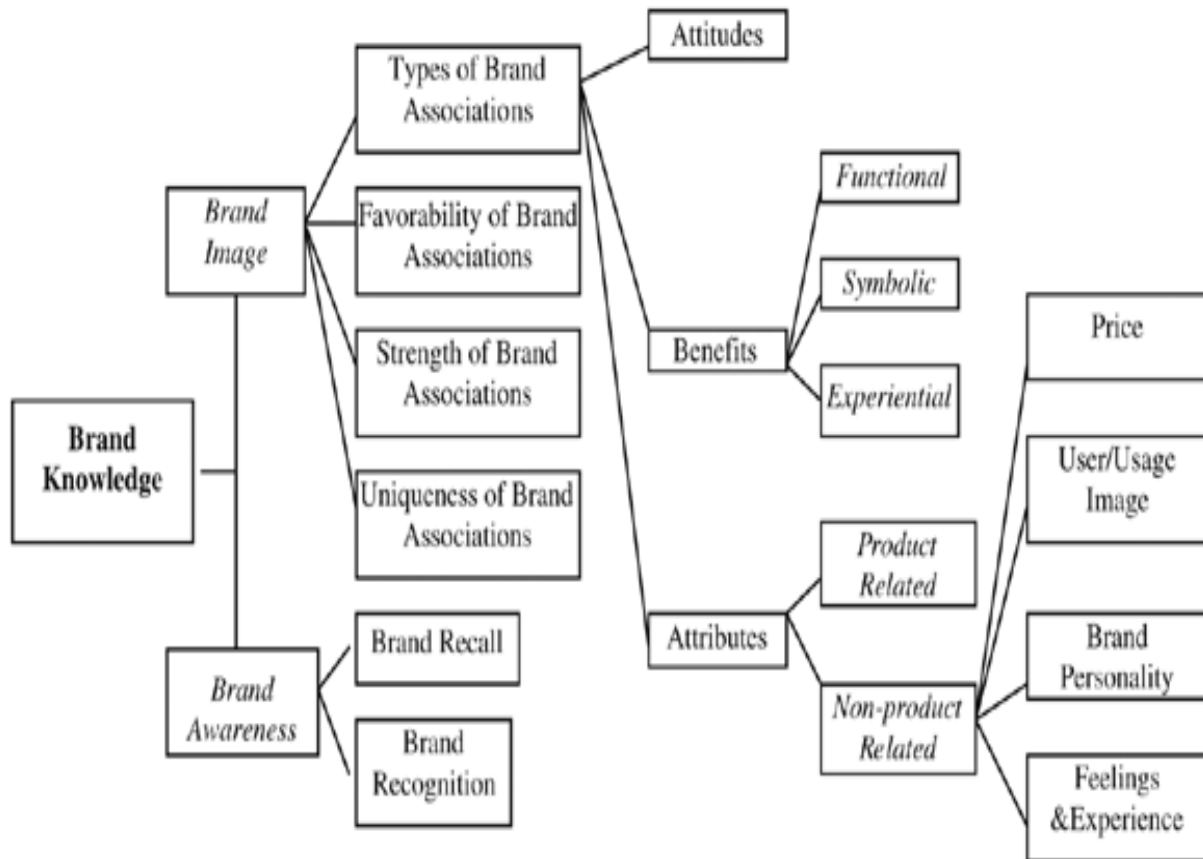**Attachment 5: Scheme of Main Correlates Determining Attitude within Advertising Exposure**
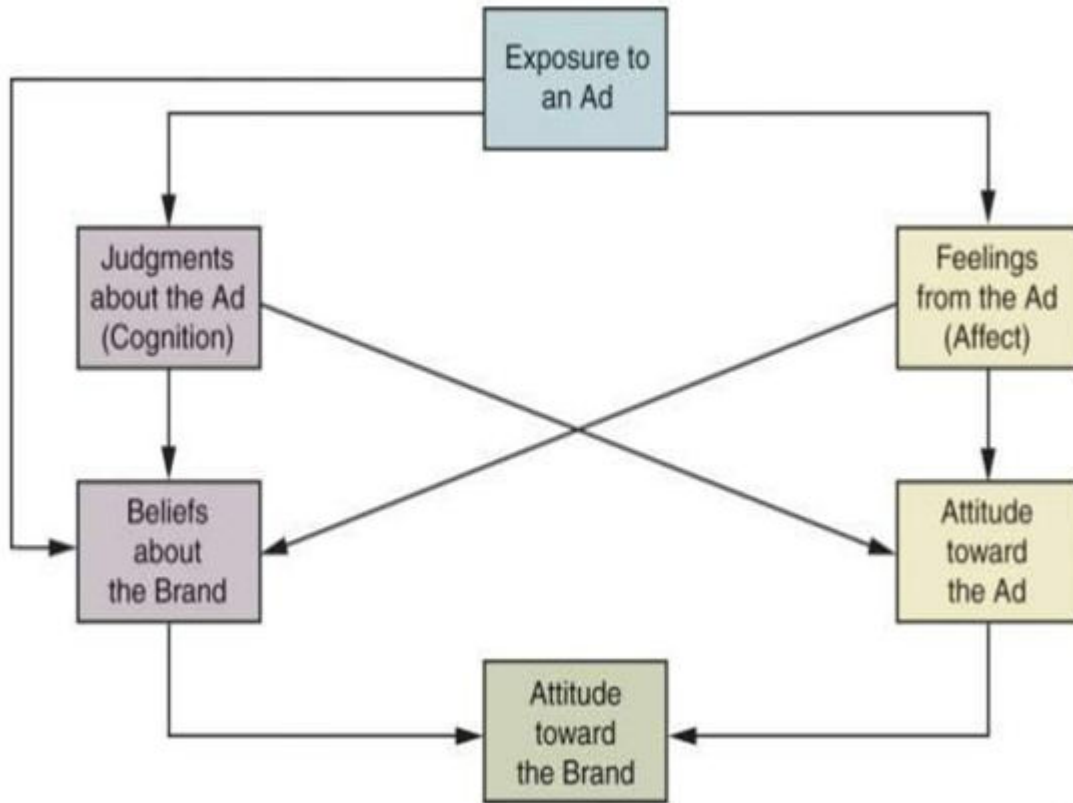
Impact of Communication
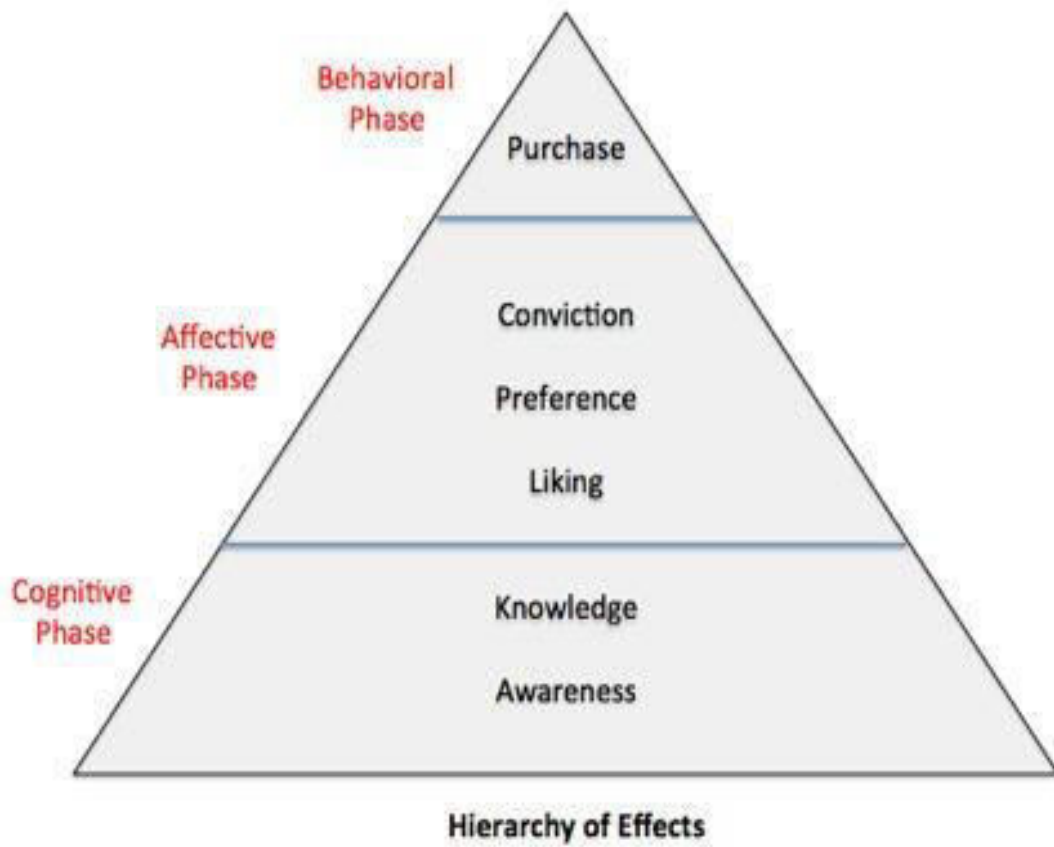
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■ Visual   ■ Audio   ■ Text

Source: UCLA study on how audience learns during a presentation

Attachment 7: Construct of Associations in the Structure of Brand Image

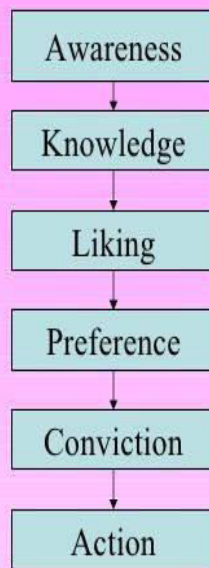**Attachment 8: Construct of Hierarchy of Effects**

Hierarchy of Effects

Attachment 9: The Lavidge and Steiner Model

Attachment 10: The DAGMAR Model

Attachment 11: The AIDA Model

A - Attention (Awareness)	• attract the attention of the customer.
I - Interest	• raise customer interest by focusing on and demonstrating advantages and benefits (instead of focusing on features, as in traditional advertising).
D – Desire	• convince customers that they want and desire the product or service and that it will satisfy their needs.
A - Action	• lead customers towards taking action and/or purchasing