

# What influences consumers' choices?

Authors: Gabriela Flis, María Rico Vázquez, Anna Mierzecka, Xinying Chen, Marija

# Introduction & Background

- The topic of stereotypes, particularly of women, in advertising, is the object of scholarly interest for more than 50 years (Huhmann and Limbu 2016).
- This issue is essential not only from a marketing point of view but also from a social or cultural perspective
  - According to cultivation theory, people's' perception of social reality is shaped by the media (Gerbner 1998);
  - People tend to incorporate stereotypes presented by the media into their own system of values and beliefs about life (Zotos and Tschla 2014).

# Introduction & Background

- Courtney and Lockeretz's distinguished four gender-stereotype dimensions: (1) a woman's place is in the home, (2) women do not make important decisions, (3) women are dependent on men, and (4) **women are depicted primarily as sex objects** (Courtney and Lockeretz 1971)
- There are the studies confirming the effectiveness and popularity of advertisements using gender stereotypes and sex appeals (i.e., Knoll, Eisend, and Steinhagen 2011, Plakoyiannaki et al. 2008, Plakoyiannaki and Zotos 2009).

**Due to the presented importance of the problem, we decide to verify how looks the perception of the human body in ads:**

**both female and male.**

# Research question & hypotheses

- Research question

RQ 1. Do sexist ads/gender-targeted ads influence consumers' likeliness of buying a product?

- Hypotheses

H1. There are differences in looking at ads between genders

H1a. Men are more attracted by women bodies than women to men bodies

H1b. Men will have more fixations on bodies than others elements of ads.

H1c. Men will have more fixations on women's bodies than men's bodies.

H1d. Men will fix more on women/men's bodies elements than their faces.

H1e. Women will more at women/men faces than bodies.

H1f. Women will share their fixation between bodies and other elements of ads.

H1g. Women will have more fixation on men's bodies than women's.

H2. The appearance of the body on ads influences consumers' likeliness of buying a product.

H2a. Men will be more likely to buy the product with women's bodies than men's bodies.

H2b. Women will be more likely to buy the product with men's bodies than women's bodies.

# Study design

- Design
  - Mixed
- Independent variables
  - Respondents' gender
  - Respondents' age
  - Model's gender
  - Model's frame (body/head+body)
- Dependent variables
  - Fixations (count/duration)
  - Consumers' choice

# Method

- Participants: 31 participants  $\longrightarrow$  29 participants (11 males + 18 females)
  - 1 participant excluded since no age nor gender was provided
  - 1 participant excluded since age was under 18
- Research materials/Stimuli: 4 self-created ads for bottled water
  - 3 AOIs on each ad: body + bottle + slogan



Woman (body)



Man (body)



Woman (head+body)

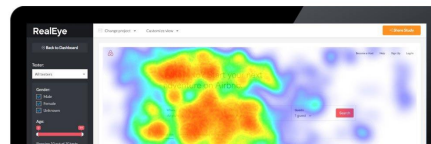


Man (head+body)

# Method

- Procedure
  - Each participant sees 4 adds for bottled water.
  - The order of the pictures is randomized.
  - After each picture, they are asked how likely they are to buy the product (7 point Likert scale)
  - Finally, they are asked to provide their name, age and gender (a nickname is possible but age and gender are required for the purpose of this study).
- Duration: 10 minutes approximately
- Eye tracking equipment: online eye-tracking tool **RealEye** (<https://www.realeye.io/pl/>)

**RealEye**  
Eye-tracking for Websites



# Results

Stimuli	Gender	Mean	Std. Deviation	T-test	sig
Picture 1	Female	3.10	1.998	.439	.365
	Male	3.45	2.296		
Picture 2	Female	3.38	1.802	-1.673	.157
	Male	2.45	1.293		
Picture 3	Female	3.71	1.875	-1.385	.775
	Male	2.82	1.662		
Picture 4	Female	3.81	2.015	-1.043	.596
	Male	2.82	1.758		



## Results



Male participants



Female participants

## Results



Male participants



Female participants

## Results



Male participants



Female participants

## Results



Male participants



Female participants

## Discussion & Limitations

- Time
- Security issues
- Imperfect design
- Specific target group

## Conclusion & Future work

This study was an excellent pilot study and great basis for further improvements:

- More precise instructions
- More diverse ads (stimuli) included in the study (without gender stereotypes)
- Limited time for observations of each picture
- More diverse groups of respondents – not so well educated ;)
- Collect more demographic data (i.e. nationality)
- Different graphic design of the study to trace their gaze path (first fixation, etc.)

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# Thank you!

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