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**SIGNIFICANT YET ANONYMOUS:
A STUDY ON OLDER CONSUMERS'
PORTRAYAL AS MODELS IN UK PRINT
ADVERTISEMENTS**

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ABSTRACT

Increase in the population of older people (over 50's) particularly in advanced countries such as the UK has been gaining scholarly and advertising management attention. This could somehow be due to the enormous commercial potentials of this demographic group. However, authorial work on the subject has mostly been undertaken in the USA with the few in UK generally converging around the role of television advertisements in stereotyping this consumer group. Focusing on the UK context, this interdisciplinary thesis attempted to extend the extant knowledge by deploying theories developed by the advertising and sociology community to provide a somewhat contemporary understanding on the broad subject of older people and the media in UK. It employed a two-stage and a two-method research design of (1) content analysis of newspaper adverts (N=1424) from the six highest newspaper readerships across the three UK newspaper categories. This was used to support the understanding of how older consumers are integrated into mainstream advertisements. (2) quasi-experiment (N=200) to measure the groups' emotions and beliefs expressed toward mainstream (bottled water) and age-related (final-arrangement) product adverts targeted at them using three categories of models: young, subjective-young and objective-senior. Results of the content analysis indicated that although most of the overt images of older people in the dataset were positive, variables indicating negative stereotyping cannot be controverted. The quasi-experiment results showed that the emotions and beliefs exhibited by older people toward adverts varied based on the effects of the tri-factors of product category, perceived-age of the model and the target's own cognitive-age. Ultimately, this thesis has extended the existing knowledge on the subject by advancing the need to redefine the portrayal of older people in UK advertisement to include not just the overt images they are depicted in but also the mediating role of variables such as product association, physical settings, frequency of appearance and roles played. Moreover, the findings of the thesis affirmed that cognitive age rather than chronological age influenced the emotions and beliefs older people expressed in adverts with models they shared age-affinity with.

The study has a number of implications including the need for advertisers to increase the frequency of older models in advertisements while ensuring stereotypical meanings are avoided. Moreover, the thesis underscored the need for a confluence between the cognitive age of targets and key elements of an advert such as model age and product category. Theoretically, this thesis makes a case for the cognitive age of models to be considered in developing the framework for studying advertising effectiveness among the older consumer group in UK.

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1 INTRODUCTION

1.1 Introduction

How are older consumers portrayed in advertisement and how do they evaluate ads featuring models of different perceived ages? These are the key questions which encapsulate this thesis and consequently help us to understand how UK's older consumer group (over 50's) is engaged by the advertising industry. The significance of this study is rooted in the fact that the aging process is one of the inevitable life experiences all humans have to grapple with, and indeed, one of the sources by which we learn how to negotiate the aging process is the media and the meanings they transfer through the conveyed images and messages. The current chapter presents the themes which have formed the basis of this study. These include, but not limited to how the shift in the demographic composition in most of the advanced countries has led to the increase in the number of studies in the area of older people and advertisement. Additionally, the economic and social implications of ignoring (or negatively stereotyping) the older consumer group is also considered as one of the themes in the chapter. Another theme which is considered in this chapter is the effect of advertising in shaping or re-enforcing our perception of older people and the aging process. The chapter ends with an outline of the objectives, research questions and the hypotheses which directed the study.

1.2 The unprecedented demographic shift

Owing to factors such as decreasing fertility and mortality rate as well as rapid medical advancement indexing an increase in life expectancy (ONS 2017; Reams 2016), the number of older people especially in advanced countries has been growing substantially with little evidence of this phenomenon ebbing, at least, for the foreseeable future (UN, 2015). The United Nations (UN) report has revealed that the world's population of 7.3 billion as at the end of 2015 had circa 3.26% over 60's. The report accordingly projects that by the end of 2030 there will be 1.4 billion people aged 60 and over, with this figure reaching 2.1 billion by 2050. The literature (e.g. Simcock and Sudbury 2006; Lee et al. 2004; Szmigin and Carrigan 2000; Zhou and Chen 1992; Milliman and Erffmeyer 1990; Ursic et al. 1986; Festervand and Lumpkin 1985 etc.) makes mention of Europe and some advanced western countries such as UK, Japan, USA, and Canada as places where the unprecedented demographic shift is well pronounced.

For instance, as far back as the year 2000, one in eight Americans was over 65 years with the percentage of this age group reaching 33% by 2030 (Mochis et al.,2003). In the UK, it was estimated that 1 in 3 babies born in 2013 would live up to 100 years with the country's centenarians rising from 14000 as at 2013 to about 111,000 by 2037 (ONS, 2013). Indeed, the number of the 50 years plus demographic group in UK as at 2015 stood at circa 24 million, which represented about a third of the UK population (ONS, 2015). The shift in the demographic composition particularly in the advanced world, has certainly inspired a plethora of scholarly works on how this unique consumer segment is engaged by both the governmental and the commercial fraternity within the inter-generational discourse.

Historically, the medical and social communities seems to have taken the lead in recognising the need to address the peculiar concerns of the members of this age group. For instance within the UK, the issue of ageing although has been pivotal in many scholarly works, it has mainly been centred on the delivery of healthcare and social interventions (Ahmad, 2002). The historical focus on the issue pertaining to aging no doubt has been on how members of this growing demographic segment negotiate the aging process through access to health and social care, but not their commercial value to the corporate world and how this 'world' engages them in the most appropriate and mutually beneficial manner. Thus, the aging population despite its historical attraction to social and medical policy makers has not (at least not until recent times) been able to attract the attention of advertising practitioners and consumer marketers (Ahmad, 2002). This has partly been attributed to the assumption that old-age is synonymous with decrease in value and influence (see Carr et al., 2015 p.155) due to the perceived ebbing of the cognitive capabilities of this age group and their inability to engage socially (Erber, 2013). But this assertion may after all be an over exaggeration of the challenges which confront older people as their biological, physiological and cognitive capabilities retrogresses as they age. These challenges definitely do not discount the fact that there exist a growing constituency of older population who could offer some form of benefit to the business community if they were targeted with the appropriate message, model, and product and given the right recognition within the media space. The realisation of their commercial value seems to have provided the motivation for diverse scholarships to be undertaken with particular interest in how they are impacting society in general. For instance, (Zhang et al., 2013) asserts that the increase in the number of older adults could have compelled some researchers to focus on how the media is shaping (or re- enforcing) societal perception towards the group. This is especially so when there is evidence (e.g. Lewis and Reily, 2014) to suggest that older consumers in general are more likely to respond positively to advertisements in terms of purchase behaviour compared to their younger counterparts.

Reasons offered for this disparity in the response rate between the two groups, according to Lewis and Reily (2014) may be one of two factors: higher discretionary income (which has been discussed under section 1.2) and a higher discretionary time which implies that they are pre-disposed to consuming more advertising messages with its related covert cultural meanings than the younger consumers (Brooks et al., 2016). However, the advertising community despite the somewhat enormous opportunity presented by the phenomenon of a growing older population, has not been able to harness the potentials of this group. Thus, the demographic shift the advanced world is currently experiencing should be viewed beyond the numerical chasm to the possibility of a socio-cultural alienation which seems to be fuelled by the advertising community, a theme which is revisited under section 1.4.

Ultimately, the prevailing demographic shift with the supposed economic benefits which has made issues of older people prominent within the corporate and governmental worlds is attracting authorial attention (especially those with consumer behavioural interest), hence the rationale for this study. The next section is devoted to discussing the value of the growing population to the key stakeholders within the advertising community.

1.3 The economic significance of a growing older consumer segment

Besides their numerical increase, older people have been reported in the literature (e.g. Szewczyk, 2017; Ream 2016; Simcock and Sudbury 2006; Yoon ET al.2005; Mochis et al. 2003; McQuity and Peterson 2000; Szmigin and Carrigan 2000) as having fairly significant financial resources. These supposed financial resources no doubt makes them an attractive consumer segment to the advertising industry. For instance, Simcock and Sudbury (2006) avers that 80% of older people in UK aged between 50 – 64 years were home owners with 61% of the over 65's having paid off their mortgages. According to Ream (2016) older people are generally wealthy due to the long years of investment in bonds, stocks and other liquidity products which turn to yields results in their old age. Overtime, it seems the average older person in especially advanced countries such as the UK has gradually moved from that of dependency on the state, relatives and other organisations to making substantial economic contributions to society (Carr et al., 2015). Judging from these assertions, it may be inferred that the propensity to spend of the over 50's in UK is likely to be higher than the younger generation which may be saddled with various debts such as tuition fees, mortgages and childcare. Prior to this line of argument gaining currency within the scholarship circles, Long (1998) in his contribution on the economic influence of older people in UK quoted a report by the Henley

Centre to support the fact that over 80% of all UK financial wealth is held by consumers aged 45 years and over. Similarly, the Office of National Statistics (ONS) reports that the gross pensioner incomes of the UK average pensioner increased by 44% in real value between 1994/95 and 2008/09 even though this increase differed based on their age and longevity in work (ONS 2010). Whichever way one views the factuality of these reports, to a large extent, older people due to the marginal increase in their disposable income (Lewis and Reily, 2014) may be enjoying some form of huge purchasing power; an influence which advertisers and marketing practitioners cannot afford to ignore.

Despite this somewhat impressive news about the older demographic group, some recent scholarships (e.g. Arsenberg, 2018) have underscored the fact that the global phenomenon of an aging population is not matched by the level of readiness by businesses to develop innovative ways to attract this segment of consumers. One argument advanced by Arsenberg is the perception held by advertisers that youthfulness and beauty have a primacy over old and receding socio-economic prominence which seems to characterise the older consumer group. Thus, to the advertising community it seems when faced with a choice between youthfulness and propensity to spend due to financial potency, the former rather than the latter is the preference when settling on a choice of models, roles and frequency in representation.

1.4 The current study

Historically, the subject of aging and advertising has not been the preference of the scholarship community. In recent times however, it is steadily gaining authorial attention partly due to the supposed commercial and social consequences of ignoring or negatively typecasting the older consumer group. The USA took the lead in investigating how the advertising community should interact with the aging population and, certainly upheld the unique qualities which has come to define this demographic group in their creative writings.

In UK, the subject seems to be gradually gaining the attention of some members of the academic community (e.g. William et al. 2010; Ahmad 2000; Szmigin and Carrigan 2000) however, in a rather scanty way. As far as the subject of aging and advertisements is concerned, UK authors and their American counterparts have focused on how older people are engaged by the advertising community.

Undeniably, the main focus in the extant literature has been the image portrayed by older models, their frequency in commercials compared to their composition in the population, the products they are associated with, the physical setting of adverts and the roles they play when they feature in adverts. Although earlier authors (e.g. Langmeyer 1984; Moore and Cadeau 1985) have posited that older people have been featured less frequently and in somewhat negative roles, in recent times some contributors (e.g. Brooks et al. 2016; Williams et al 2010; Mason et al. 2010; Robinson et al. 2008) have proffered evidence to support the assertion that there is a shift in the way the advertising community have been integrating older consumers in their commercials. However, the challenge with the recent and past literature is that most of them have analysed the issue of media stereotyping of older people focusing largely on role of television advertisements. Authors (e.g. Raman et al., 2008; Williams et al. 2007) who have attempted to study other media genres also chose to focus mainly on magazine. Moreover the extant scholarships despite increasing our knowledge of how the advertising community is shaping our perception of aging; have been somewhat deficient in explaining through a natural setting how older people express varied affective reaction to adverts featuring models of different perceived ages. Where this has been done (for example Chevalier and Lichtlé, 2012), the approach has been the use of two mainstream products thus, forfeiting the contribution the mediating role an age-oriented product could have played in extending our knowledge on the topic.

These gaps in the literature therefore formed the basis and provided a rationale for the current study. Thus to extend the existing knowledge on the topic, the study content analysed newspaper advertisements which featured older people in order to identify the images they are portrayed in, the frequency of portrayal, the product they are associated with, the roles (major, minor and incidental) they play and the settings (indoor, outdoor and occupational) of the adverts they featured in. Additionally, the study conducted a quasi-experiment on how older people in UK expressed varied affective reaction and belief toward adverts for two product categories (mainstream and age-related) featuring models of three different age groups (young, subjective-young and objective-senior). With these two methods, the researcher therefore attempted to address the knowledge gap in the extant literature pertaining to how advertising and consumer marketing practitioners depict and integrate the older consumer segment in UK advertisements.

1.5 Effects of advertisements in shaping or re-enforcing societal perception of older consumers

Advertisements are one of the means by which the media and society interacts and this section discusses the overt and covert influence of advertisements and why it was chosen as the unit of analysis in unravelling how the older consumer segment is presented in the media. Research (e.g. Robinson et al., 2006) has found that the perception one demographic group holds about another (e.g. older people) may not only emanate from our direct interactions but also from the consistency of the type of images and messages the media carry about one group relative to another. Of all the contents carried by the media, it is believed that adverts are the most ubiquitous within the media community and thus, forms an inescapable part of a consumer's media experience (see Zhang et al., 2013). Indeed in June 2019, the Advertising Standards Authority (ASA) and the Committees of Advertising Practice (CAP) in the UK Parliament having recognised the effects stereotypical adverts have on limiting the potentials of both children and adults; brought into effect steps to enforce new rules and guidance on preventing such adverts (ASA and CAP, 2018). A review of gender-stereotyped adverts led CAP to conclude that such adverts “contribute to how people see themselves and their roles in society” (BBC News, 2018). Subsequently, ASA and CAP have published guidelines on their websites to help organisations realise the potential harmful effects of stereotypical ads and how these can be mitigated. Advertisements can therefore be considered as a tool of influence and consumer socialisation, hence the restriction on its usage for selling some products such as tobacco (Legislation.gov.uk, 2002).

Undeniably, the way in which a social group is represented in an advert impacts our perception of that particular group. Thus the impact of advertisements should not be limited to only its convincing message and image but more than that is its ability to mould our perception (see e.g. Miller et al. 2004; Roy and Harwood 1997 and Swayne and Greco 1987). For instance, the increase in the number of older adults has compelled some researchers to focus on how advertisers are shaping (or re-enforcing) societal perception towards the elderly (Zhang et al., 2013). Contributing to this line of thought regarding the role of advertising in shaping societal perception, Chan and Leung (2013) asserted that advertisements in recent times have become an efficient tool for framing societal experiences as well as encouraging consumption pattern, which hitherto would not have been realised. Additionally, adverts possess some form of intrusive ability through its frequency of exposure which promotes rapid and consistent social learning environments especially among the younger generation (Bandura, 1977).

Consequently, although a genre which has been known for perpetuating or resisting all manner of social blights (for example, racism, sexism, religious hatred and misogynistic behaviours), adverts especially from the middle of the 20th century have been known to play a pivotal role in either perpetuating, carving or altering society's understanding about old age (Szmigin and Carrigan, 2000 a & b).

It is important to emphasise that although some authors (e.g. Branchik and Chowdhury, 2012) have opined that advertising has become a vehicle on which cultural meanings are crafted and disseminated, the contrary has also been postulated in the literature. For instance, the "mirror" reasoning (Eisend, 2010) has been offered to explain the roles played by advertisements; whether it mold's or mirror's the prevailing socio-cultural interactions other generations such as the youth have with older people. The mirror school of thought (Holbrook, 1987) advocates that the effect of advertisements (besides promoting consumption behaviour) is its ability to serve as a social channel through which society (especially the younger generation) gets to have a view of what constitutes old age. It is in this regards that McCracken (1989 p.315) postulated the "Meaning Transfer Model" with its core tenets hinging on the perception that adverts possess the ability to communicate some underlining cultural meaning by infusing products offerings with those meanings. Thus, the prevailing cultural meanings of a society are mirrored in advertisements. Even though some authors (e.g. Eisend, 2010) have concluded that the mirror view holds more than the "mold" view in advertisements, this thesis hold the position that the debate may be somewhat irrelevant as both theories somehow play a role in either the introduction or re-enforcement of societal stereotypes against a demographic group such as older people.

In conclusion, the power of advertisements is known to span the traditional persuasiveness and shaping of consumer choices. It ingrains in society the perceptual position we hold about one another be it the older consumers group, women or people of different race and religious backgrounds. Thus advertising does not just promote product consumption but also functions as medium used in perpetuating stereotypes and the social constructs we live in (Vulpe, 2017). It is in this regard that this thesis chose to focus on how key stakeholders in the UK advertising industry integrates the older consumer group and how the group also responds to their level of integration into mainstream media adverts. The choice to study adverts in this thesis was also informed by some understanding that it provides a rich archival direction for the prevailing consumer cultural meaning in any society (Belk and Pollay 1985).

1.6 Aims and objectives of the study

Although the level of interaction between older people and the advertising community is gradually gaining authorial interest, there is still a paucity of knowledge which this study attempted to fill. The aim of the current study therefore was to systematically investigate how the growing population of older people in UK are engaged by the UK advertising industry and how this engagement elicits emotional reaction and beliefs in the advertised products. To achieve this overriding aim, the study proceeded with the following objectives:

- a. To investigate the image associated with older consumers in UK and how these images are influenced by newspaper advertisements. In this regard, the researcher sought to establish the conclusions to be drawn regarding the impact of UK print advertisements on stereotyping of older people;
- b. To investigate whether there is any gender disparity when it comes to the image older people are associated with in newspaper adverts. Thus, are older women more likely than men to be negatively portrayed in the images they are associated with in adverts?
- c. To investigate whether there is any discrepancy between the demographic representation of UK older people and their incidence of representation in newspaper advertisements and to use this to draw an inferred conclusion as to whether older people are still marginalised in UK adverts or not.
- d. To understand whether advertisers featured older men than women (or vice-versa) in newspaper commercials. Thus, is there any attempt to stereotype older women more than men in terms of frequency of appearance in adverts?
- e. To ascertain the product categories UK advertisers mostly featured older people in as models and to use this to gauge any perception there may be regarding what constitutes old age in terms of product preferences.
- f. To establish the roles (major, minor or background) played by older people when they feature in adverts alongside their younger counterparts.

- g.** To investigate how older people in UK are stereotyped through the physical settings (indoor, outdoor and occupational) they are cast in when they feature in newspaper adverts.
- h.** To investigate the gender imbalance (if any) regarding the settings of older people in adverts.
- i.** To investigate how the subjective-young senior and the objective-senior older consumer will have varied emotions toward products featuring models of different age groups.
- j.** To examine how the subjective-young senior and the objective-senior expresses divergence of beliefs about product adverts which features models of different age groups.
- k.** To provide, based on the results of the study, a practical managerial approach to ensuring inclusivity of the older consumer group in advertising copies.
- l.** To formulate a theoretical framework to be used for scholarship work on the appropriate integration of older consumers by the advertising community and finally.
- m.** To offer advertising policies and standards formulators in UK suggestions and basis for ensuring that older people (like other demographic groups) are not stereotyped in the media.

1.7 Research questions

Following on from the review of the extant literature, it was evident that although there is an increasing number of research works on how the older consumer population is engaged by the advertising community, gaps in the extant scholarship is a reality. To this end, the following research questions were developed to direct the studies and to bridge the gaps in the literature:

RQ1a: What is the image portrayal of older consumers in British newspaper advertisements?

RQ1b: What are the differences and similarities between the portrayal of older men and women?

RQ2: What is the numerical representation of older consumers in British newspaper adverts?

RQ3: Compared to their representation in society, what is the incidence of older women in relation to older men in UK newspaper advertisements?

RQ4: When older people are featured in UK newspaper advertisements, which products are they associated with?

RQ5: When appearing alongside younger models, what are the roles older models feature in?

RQ6a: What settings are older people featured in when they appear in newspaper adverts?

RQ6b: Are older women more likely than men to be cast in domestic or sedentary settings in newspaper adverts?

1.8 Original contribution to knowledge

The current study extended the extant literature which has been largely contextualised within the American socio-cultural environment and focuses mainly on television commercials. Generally, the topic of older people and their integration into the advertising industry has been considered by different authors with each arriving at different conclusions.

Having systematically reviewed the extant studies and their associated drawbacks, this study proceeded with a two-stage and a two-method approach to extend the current knowledge on the topic. As a result this section will provide a description of the original contributions made by the study.

1.8.1 The study of newspaper adverts.

The study to the best knowledge of the researcher is the first to have contributed to the topic by not only content analysing newspaper adverts (N=1424) but also the large number of newspaper edition (2178) across the three newspaper categories in UK. Although it is a known fact that newspaper readership is ebbing all over the world, UK inclusive, the medium as at 2014 was still highly consumed by especially the over 55's in UK and is only next to TV (Ofcom, 2014). Ofcom in this report discovered that 54% of newspaper readership was by consumers 55 years and above. It is in this regard that the study chose to focus on how this important media genre (at least to older people) features this same group. Chapter 3 explores this issue further.

1.8.2 Independence of the study

A review of the existing scholarships uncovered a significant number of studies which had the researcher(s) doubling as coders of the adverts, an issue which is known to have a considerable impact on the independence of the study (see Krippendorf 2013; Kassarian 1977) and hence provided a basis for the acceptance of their findings with caution. To this end, this study is significant in the sense that it upheld the important issue of independence by co-opting two coders who independently coded the same data corpus. This to a large extent, provides a basis for the generalizability of the study's contribution as coders did not have any fore knowledge of the aim of the study thus, not skewing the entire coding process to fit into the aim.

1.8.3 Impact of adverts on older people

The study has also contributed to the existing knowledge in the sense that it experimented within a pseudo-natural setting how the UK older consumer group expresses varied emotions and beliefs towards two product category (mainstream and age-related) adverts which featured models of three groups of different perceived ages. Thus, the findings of the study attempted to provide a framework for how advertisers can best ensure a congruity between the perceived age of advertising models, product category and the cognitive age of older consumers to enhance credibility in the advert and ultimately, product consumption.

1.8.4 Comprehensive definition of what constitutes stereotyping of older people

By providing evidence to the effect that there is not just one variable which can be used to determine what constitutes inappropriate portrayal of older people, this study has contributed to the extant knowledge. Unlike most past studies that have, based on the manifest images older people were cast in concluded that the group is gradually gaining some form of recognition by advertisers, this study took a different view. That is the study has provided a foundation for advertisers and the scholarship community to re-think whether the somewhat positive physical images of older people in ads is enough to conclude that they are positively portrayed. Indeed, other variables such as representation, physical setting of ads and the roles older people play comparative to younger models do point to a chasm between how these two groups are represented in adverts.

Ultimately, one of the contributions of this study to the extant knowledge is that to fully understand the subject of stereotyping of older people in the media; a comprehensive analysis of all variables in an advert featuring the group is needed and not just the actual images they are depicted in.

1.9 An overview of the thesis

Including the current chapter, this study is broadly divided into a total of seven chapters, the foci of which is briefly described below:

Chapter two: This chapter systematically reviewed the main studies that have informed our knowledge on the subject this far. The key themes that have emerged from the studies and their methodologies are discussed. Additionally, a composite limitation of the studies is discussed and subsequently, gaps identified. The chapter ends with an explanation for the total of six research questions, their subs and six hypotheses that directed the study.

Chapter three: This chapter discusses the theories that underpinned the studies. In discussing the theories, their key strengths and limitations were considered and the rationale for their choice for this study subsequently presented. The chapter also developed two conceptual frameworks (one for each part of the study).

Chapter four: The methodology chapter was divided into three parts: The first was the paradigmatic discussion and the justification for the choice of the paradigm selected for this study. Secondly, the first of the two research methods (content analysis) was discussed with a particular focus on their protocols, limitations and rationale for selection. Lastly, the last of the two methods (experimental design) was discussed alongside the process for their operationalization.

Chapter five: The findings of the content analysis were reported in this chapter. For the content analysis, the image association, numeric representation, product association, physical settings and roles played by older people who featured in the selected adverts were presented.

Chapter six: This chapter presents the findings of the second method (experiment) and analysis of how the two predictor variables which are the perceived age of the model and product category interacted with the two dependent variables (emotions and beliefs). In so doing the hypotheses which have been outlined in section 2.18 were either confirmed or rejected.

Chapter seven: The chapter summarises the findings of the entire study. In doing so, the researcher focused on how these findings present an opportunity for advertisers to better engage with the older consumer segment. The theoretical and methodological implications of the study are also presented in this chapter. In what appears to be novel, the study also makes a bold case for the implications of the study on UK policy-making for older people and how they are portrayed in mainstream adverts. Other discussions here include (but not limited to) the limitations of the study as well as proposals for future studies.

1.10 Summary of chapter

The current chapter has set the tone for the entire study. It commenced with a discussion on the shift in the demographic make-up (specifically aging) of most advanced countries such as the UK. This unprecedented trend has had ramifications not only on how social policies are crafted to suit their needs, but also at a sustained pace, how advertisers are engaging the older consumer group. Perhaps the interest exhibited by advertisers is due to this groups' supposed financial strength with its associated effect of higher propensity to consume. These and other key themes including the research questions are laid out in the chapter. The chapter ends with an overview of the entire chapters of the thesis. In the next chapter, a systematic review of the relevant literature on the topic which helped in identifying the knowledge gap, is presented. Subsequently, the development of the questions and hypotheses the study set out to answer and validate or reject are clearly explained.

2 LITERATURE REVIEW ON OLDER PEOPLE’S PORTRAYAL IN THE MEDIA

2.1 Introduction

The increasing number of older people especially in advanced countries seems to have informed the interest of scholars in this area. This has no doubt also informed our understanding of the impact of this demographic shift on every facet of society including the advertising industry. Indeed, both the academic and the advertising community have endeavoured to glean a comprehensive understanding of how older consumers are portrayed when they feature in advertisements. The current chapter is focused on presenting a comprehensive review of the key issues that have engaged discussants especially from the countries which have experienced the surge in the older population group. In doing so, the researcher discusses the gaps in the extant studies based on which the research questions for the first stage of the study were developed. As much as possible, the researcher followed the method for systematic review as outlined by the Cochrane Collaboration (2001). The review was preceded by a clarification of the research aims (see section 1.6), a search for studies to include in the review, selection of articles to be included in the review, a statistical presentation of the synthesised extant result and conclusions.

2.2 Methods used for literature search

The corpus of studies was identified through a comprehensive search on the following bibliographic databases: ‘Discover for University of Bedfordshire’ henceforth known as ‘Discover’ where the study was commenced, ‘ScienceDirect’, ‘Springer Journal collection’ and WARC. Besides these databases, searches were also made on <http://www.opengrey.eu/> to identify any grey literature on older consumers and the media. The aim for searching for grey literature was to absolve the review of any publication and search biases. Additionally, the search was complemented with journals in the Association of Business School’s ‘Academic Journal Quality Guide 2018 (see table 1 below).

Table 1: List of Journals used in searching for literature

1. Advances in Consumer Research
2. Ageing and Society
3. Canadian Journal of Ageing
4. International Journal of Advertising
5. Education Gerontology
6. Journal of Active Ageing
7. Journal of Advertising
8. Journal of Advertising Research
9. Journal of Ageing Studies
10. Journal of Broadcasting and Electronic Media
11. Journal of Consumer Research
12. Journal of Cross – Cultural Gerontology
13. Journal of Marketing Management
14. Mass Communication and Society
15. National Communication Association
16. Psychology of Population Media Culture
17. The European Journal of Communication Research
18. The international Journal of Ageing & Human Development
19. The European Journal of Communication Research

Besides, the review included all studies on the topic irrespective of the country or cultural context, method or year of study. Research notes and conference papers were also included in the search and evaluation criteria so as to ascertain the extent to which the topic has gained interest among academics.

2.3 Process of selecting relevant papers for the studies

This section outlines the process used for selecting the 41 studies (appendix 1) which were used in the systematic literature review. The section will outline the key words used in the search, the initial number of books / articles and other papers which were garnered and the criteria for filtering them to the final number.

2.3.1 Key words used in searching for studies

Guided by the overall aims and objectives as well as the research questions as outlined in sections 1.6 above, an initial search for studies was made using the key words older consumer / older people / grey consumers / elderly **AND** media representation / portrayal / advertisements. This search was first performed on google scholar and ‘Discover’.

2.3.2 Criteria for final selection of studies

The initial searches using the above key words produced 79 articles in total. The final sample of studies were arrived at using the following criteria:

- a. **Studies which focused on older people as models in adverts:** This criteria was useful as it focused the review on the general theme of older people and how they were depicted in the various media genres as advert models. Indeed some studies (e.g. Furnham and Lay, 2019) which were gathered at the initial stage focused on gender and racial stereotyping in the media but were not selected. This was because whereas they deepened the researcher's understanding of the role of the media in various forms of stereotyping, they were not included in the final studies as they did not meet the key demographic criteria of "older people / consumers" which was the focus of this study. Moreover such scholarships did not relate to advertising but media in general.
- b. **Studies which focused on advertisements:** This selection criteria was necessary as the focus of the thesis was on how the various forms of advertisements and commercialised media contents help perpetuate societal perception about some demographic groups, in this case older people. Thus, this criteria helped the studies to contribute to the ongoing debate on how advertisements are used to stereotype older people. During the initial search, a total of 25 studies although focused on older people and the media, were found to be on drama, documentaries and programme presentation, not on advertisements. Such studies were thus excluded.
- c. **Extensive categories for analysis:** A casual perusal of the ongoing debate (e.g. Kowalewska and Grodzki 2019; Abby et al. 2018) on the topic of older people and advertisements will show that key categories used for analysis has been their portrayal, numerical representation, settings, roles and product association *inter alia*. Thus these are used for arriving at conclusion as to whether the groups' image in the media was stereotyping. This criteria was therefore used to exclude 13 studies which focused on what the younger generation thought about older people rather than how the latter was depicted in society.

2.4 Synthesis and analysis of extant literature findings

Articles for the review were extracted solely by the researcher, and where possible, suggestions were made by supervisors on some selected papers and reports which contained some review significance based on the overall aim of the study.

After extensively reading the abstracts of articles and papers of studies that came up in the search results, 41 of the studies which were directly or partially related to the current topic were selected to be included in the review (see appendix 1). Table 2 below summarised some key aspects of the combined studies. The results of these were synthesised around key themes extracted from the extant literature. These included, but not limited to **(1)** the image (positive, negative or neutral) advertisers commonly used to represent older people when they featured them in advertisements **(2)** The numerical or frequency of representation of older consumers in all forms of commercials **(3)** The representation of older women **(4)** The products which older people were generally associated with when they featured in advertisements **(5)** The role (major, minor or incidental) played by older consumers in advertisements and **(6)** The physical settings (indoor, outdoor and occupational) of adverts which featured older people. Subsequently, narrative synthesis was used to summarise the collective findings. Doing so enabled the gaps in the composite studies to be presented.

Table 2: Summary of literature methods, media & country of study

Category	Number of studies
Quantitative studies	
▪ Survey	6
▪ Content analysis	35
▪ Others	3
Qualitative studies	
▪ Thematic analysis	1
▪ Focus group	2
▪ Interviews	1
▪ Ethnographic approach	1
Media studies	
▪ TV	25
▪ Magazine	11
▪ Newspaper	2
▪ Others	5
Country of study	
▪ USA	24
▪ UK	5
▪ Canada	2
▪ Others	10

2.5 Presentation of key results from synthesised findings

The main results are presented in two parts: part one covers only studies which considered the physical images of older people in adverts, the numerical or frequency of their representation, roles they are portrayed in, the product they are largely associated with in commercials and the settings (outside, indoors or occupational) of adverts. This part of the research involved 41 past studies, of which the results are presented below. Part two of the presentation of the synthesised results is a more detailed discussion and indexes the development of the research question.

2.5.1 Physical images of older people in adverts

Out of the 41 studies involved in the review, 73% (N= 30) focused on whether older consumers were positively, negatively or neutrally portrayed in adverts. As can be seen in figure 1 (page 22), out of the number of studies which considered the portrayal of older people, 83% (N= 25) concluded that when older consumers were featured as models in adverts, they were largely depicted in positive images. Adverts with negative images made up 13% (N=4) of the studies reviewed and lastly 4% (N=1) of the study concluded that the portrayal of older people were neutral of any stereotype. Thus, judging by the review in the studies it will not be erroneous to assume that the advertising community were more likely to cast older consumers in positive than negative images.

2.5.2 Numerical Representation

All the 41 studies reviewed in this thesis analysed the numerical representation of older people in adverts. It is significant to note that all but one study concluded that older people were underrepresented in commercials compared to their census representation. However, older women were more likely to be underrepresented in all adverts. The underrepresentation of older women was so prevalent in the literature to the extent that the studies which did report overrepresentation of older people, nonetheless concluded that older women were generally marginalised in terms of frequency of representation compared to older men.

2.5.3 Types of role played by older people in reviewed literature

The extant studies consider 'role' under major or central, minor and background or incidental. The results of the review showed that out of the 41 studies, there were a total of 357 older people who were featured in various forms of commercials and each was assigned any of the three role classifications described in this section. To this end, the review uncovered 53% (N=190) major roles, 38% (N=134) minor roles and 9% (N=33) incidental roles.

2.5.4 Products advertised

The frequency of products advertised with an older person as a model in the reviewed studies were synthesised and their individual percentages calculated. The number of products featuring older people varied across all the studies. The researcher using the rule of thumb, therefore focused on the top three products that featured in each study in order to gain an insight into which product category advertisers were prone to featuring older consumers in. Eventually, the researcher discovered that food / beverage made up 34% (N=9), Financial / insurance 19.23 (N=5) and Drugs / medication 7.69% (N=2). Thus, these products categories were pervasive across all the literatures.

2.5.5 Settings

The extant studies has a disparity between the settings older men and women were cast in. Whereas older men were mostly cast in outdoor and activity-engaging settings, their women counterparts were mostly featured in traditional home settings. This in the view of the researcher, could be an indication of a lingering belief and value norm which confined women to household chores.

2.6 Researcher's conclusion

Though some earlier studies (e.g. More and Cadeau 1985; Heimstra et. al. 1983; Kubey 1980) have concluded that older people were negatively portrayed when featured in adverts, the integrated results in this review does not lend credence to such assertions. This is because the number of negative images identified in the reviewed literature was not significant to conclude otherwise. However, what is irrefutable is the disparity between the numerical representation of the older people in adverts and their census representation. This numerical disparity is even more pronounced when it comes to older women. They were less likely to be featured in adverts than their male counterparts. Besides, considering the settings of adverts featuring older people and the roles they played which were mostly unfavourable, assertions of an overall improvement in the level of integration of the group in advertisement is controvertible.

In conclusion, it is the opinion of the researcher that a critical consideration of composite results of the variables measured by past studies on the topic, does not index a positive portrayal of older people in advertisements. Negative stereotype against any societal group is therefore a blight on the perception and general well-being of the group. It is however imperative that perceptions of existing stereotypes be grounded in a more scientific and robust research. To avoid the temptation of basing perception of negative stereotypes against older people on single and scattered studies, this review has synthesised results of studies on the topic in order to draw a comprehensive conclusion. The collective conclusion of these studies is that older people should not be considered as any more negatively portrayed in adverts than other age segments. Thus, although they have been largely underrepresented, they are positively portrayed. To the extent that a large part of the studies on which this conclusion is grounded comes from TV adverts, this supposition is not universal across all advertising genres. Thus, other media genres such as newspapers (which have been barely studied) should be considered in order to extend the extant knowledge on the topic.

2.7 Research problem

Though once understudied, the subject of older people and the media is steadily gaining the needed scholarly attention especially within the US and UK context. Among the themes engaging researchers such as Williams, Wadleigh and Ylanne (2010); Greco and Swayne (1986) is the image of older people presented in advertisements. Majority of the studies have concluded that contrary to the assertion that older consumers were negatively portrayed when featured in commercials (see Peterson and Ross 1997 and Zhou and Chen 1992), they were positively portrayed though compared to their proportion in the population; they were largely underrepresented (Ognjanov 2017; Raman et al., 2008; Simcock and Sudbury 2006; Swayne and Greco 1987). Besides the portrayal, researchers have also been interested in related issues such as the perception of older people about adverts featuring older images and the response such adverts elicits from them (Bradley and Longino 2001; Kolbe and Burnett 1992; Langmeyer 1984).

Generally, studies on the subject of older consumers and advertisements have been characterised by two major factors: Firstly, the USA has been the geographical context of most of the studies (e.g. Miller et al. 2004; Milliman and Erffmeyer 1989) with a few (e.g. Raman et al., 2008) taking a cross-cultural tangent.

The situation in UK although generally trailing USA, has gained the attention of some researchers such as Sudbury and Simcock (2009); Ahmad (2002) and Long (1998). Secondly, most researchers have preferred television as the media choice.

Indeed, the medium gained contributor's attention because increase in discretionary time of older consumers have predisposed them to hours of television advertisement (Kay and Furnham, 2013). Certainly, television still remains the most preferred media across all age groups (Ofcom, 2014). The long exposure to television and other media is thought to be a major influence on the stereotypical stance of especially younger viewers towards older people (Kessler et al., 2004). However in study by Ofcom (2014), besides television, daily newspapers were the next most patronised media by people of all ages in UK. Consequently, the findings of Ofcom could be seen as a re-affirmation of an earlier finding by McKinsey and Company (2010) to the effects that although TV was more popular with the UK adult population compared to newspapers, the latter was still a relevant part of this demographic group's media consumption. McKinsey and Company opined that 66% of their survey participants considered newspaper advertisements as more authentic and trustworthy than other media genres. Therefore since there seems to be an overconcentration of most studies on television compared to newspapers, the question is, could a study on the subject of older people in advertisements using newspaper as the media context succeed in adding a body of knowledge to the discourse? Moreover, as expected, the extant studies on the topic has presented inconclusive and in some cases statistically insignificant findings. Thus, to better understand and situate the current research work on the topic, there is the need for a comprehensive analysis of results of similar studies and make meaning of the synthesised findings and to also identify the gaps that might have eluded the attention of previous scholars.

2.8 Detailed discussion of literatures on the topic of older people and adverts

The sections below are devoted to providing detailed discussion on the key themes deduced from the studies reviewed in this chapter. Key methods used by scholars to arrive at their various conclusions are discussed and the shortcomings in their approach, reviewed.

2.8.1 The Portrayal of older consumers

The image portrayal of older people in adverts has been a key issue which has engaged discussants on the broad theme of older consumers and advertisement. The extant literature has largely investigated whether older people when featured in adverts were positively or negatively portrayed. Some earlier scholars (e.g. Langmeyer, 1984) have also discussed the aspect of ‘neutral’ portrayal where coding results were inconclusive as to whether the image association of older models were positive or negative. As seen in figure 1 below, 83% (N=30) of the studies reviewed did conclude that older people were positively portrayed when featured as models in adverts. 13% (N=4) uncovered evidence of negative portrayal.

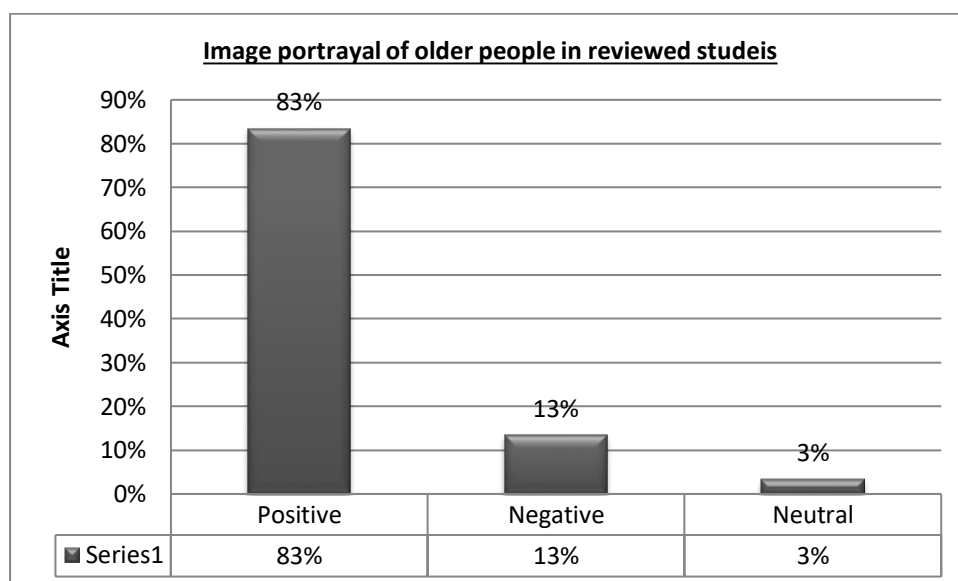


Figure 1: The portrayal of older people in the reviewed studies

While researchers have concluded that there is no statistically significant evidence of negative portrayal of older consumers in adverts, the framework for arriving at such conclusions has been both inconsistent and fuzzy. In some cases authors have developed a set of traits for content analysing older consumer models in adverts based on their own perception or imposed an *a priori* understanding (Hummert et al. 1994). Therefore in a departure from this practice, Hummert et al. developed a set of traits which formed the basis of some latter content analysis studies (e.g. Williams et al. 2010 & 2007; Lee et al. 2006; Miller et al. 2004 etc.) that have considered whether older people were positively or negatively stereotyped in adverts. The authors’ work was predicated on the fact that older adults see aging in a more complex manner than middle or younger adults. Thus, classifying the portrayal of older people in adverts under the binary terms of negative and positive

quadrants was tantamount to an oversimplification of the image the group is associated with in adverts.

In what seems to be a departure from the norm, Hummert et al (1994) recruited 240 adult participants between the ages of 18-85 who helped to generate traits of the elderly. Participants commenced their work by brainstorming what they thought were the characteristics of an older person using key words and short phrases to describe old age. The generated traits were then coded by the authors and after applying a Hierarchical Cluster Analysis (HCA) to the traits, the conclusion was that adults from across different age segments shared in the seven traits which represented the elderly. These traits were the *Golden Ager*, *John Wayne Conservative*, *Perfect Grandparent*, *Shrew/Curmudgeon*, *Recluse*, *Despondent* and *Severely Impaired* (Hummert et al.1994. p.10). Each of these stereotypes subsumed their own categories. For example, the positive trait of *Golden Ager* describes the older person who was *active, adventurous, well-travelled, capable* etc. Although these descriptors differed among the participating age segments, they all had to a large extent, similar descriptors even if the descriptors were not under the same categories. It seems the authors by including participants from all age groups in the generation of traits avoided the mistake of previous authors (e.g. Schmidt and Boland, 1986) who based their traits on the perception of young adults only.

Although Hummert et al.'s work was innovative to the extent that it bequeathed latter studies with a comprehensive set of traits to help analyse how older people are portrayed in the media, they were developed independent of any genre of adverts. The traits were developed from the perception of consumers who were drawn from all age segments. Thus, juxtaposing the composition of this (Hummert et al.) study with that of Schmidt and Boland (1986) which had only young adults, this was a significant bridge to the gap in the scholarship. Notwithstanding this great scholarly stride, Williams et al. (2010) discounted Hummert et al.'s typologies as not developed using advert corpus but perception of participant. Therefore to bridge the identified gap in traits ascribed to the elderly, the authors (Williams et al.) set out to develop comprehensive typologies to help categorised older consumers by generating their traits from advertising materials and target audience of such adverts. The authors' two-stage procedure commenced with the coding of 221 UK magazine adverts. This resulted in six typologies: *Golden Age*, *Perfect Grandparents*, *"Legacy" Themes*, *Coper*, *Comedic* and *Celebrity Endorser*. The second stage of their study was the involvement of participants drawn from all age segments. Eventually, applying Hierarchical Cluster Analysis (HCA) and a Multi – Dimensional Scaling (MDS) approaches, the authors concluded that older consumer group were largely associated with four main typologies when featured as models in adverts.

These were the *Frail & Vulnerable*, *Happy & Affluent*, *Mentor*, and *Active* (William et al., 2010 p.21). The authors' decision to generate the initial set of traits from advertising corpus rather than perception of consumers as Hummert et al. did, definitely extended the debate on how content analytical studies should be done on the portrayal of older consumers in adverts. They however failed to give the descriptors for the typologies drawn out of their two-stage studies. Indeed, descriptors for each of the typologies emerging from their study would have helped to advance the discussion and probably form the foundation of future studies. Thus, it may be problematic for future researchers to adopt their typologies without descriptors. For instance what constitutes the typology *Happy & Affluent elderly*? Moreover the authors, contrary to established conventions (e.g. Krippendorff 2013; Kassarjian 1977) on content analytical work, doubled as coders and this must be considered in espousing the findings in their study especially as the key protocol of 'independence' of the method was not adhered to. Despite these limitations, a juxtaposition of the studies by William et al. and Hummert et al.'s reveals no significant difference in the typologies the scholar's postulated. Indeed, William et al. (2010 b) affirmed this position by opining that the *Frail & Vulnerable* and the *Mentor* older person in their category bore a semblance to the *Severely Impaired* and the *John Wayne Conservative* in Hummert et al.'s traits respectively.

The above discussions indicates one thing - the conclusion as to whether older people are positively or negatively portrayed in adverts should emanate from a well-outlined set of typologies and their descriptors. In this regards, Williams et al. (2010a) developed a set of six descriptive types by which they assessed the portrayal of the older people's group in UK magazine adverts. Their conclusion was that older people in UK adverts were portrayed as 'Happy and Affluent' (59.7%) as against the 'Frail & Vulnerable' (5.9%). Similarly, a longitudinal study by Miller et al. (2004) in which they content analysed US television commercials from the 1950's to the 90's discovered that out of the total of 101 people featured in their sampled adverts, 78.2% were positively portrayed with only 11% negatively stereotyped. There is one significant outcome between the result of Miller et al. and Williams et al. Both found the *adventurous Golden ager* trait prominently associated with the elderly. Thus, despite both studies taking place at different periods and socio-cultural environments, they arrived at the same conclusion that older people were largely portrayed positively.

Even though, most studies have concluded that older people are positively portrayed, evidence, no matter how scanty it is of negative stereotypes as opined by some authors cannot be ignored. Indeed, some researchers (e.g. Peterson 1995, 1997; Robinson and Skill 1995) have postulated that older people have been negatively stereotyped both in the roles they play and the images associated with them.

As shown in figure 1 above, 13% (N=4) of the scholarship reviewed in this study reported a negative trait as being predominantly associated with the older people. For instance Peterson and Ross (1997 p.7) concluded that relative to younger adults, older adults turn to be depicted in a “less favourable manner”. It is worth pointing out that despite most scholars concluding that positive portrayal of older people superseded negative traits in their dataset, these unfavourable traits turn to be mainly associated with older women. Thus, where there is evidence of negative stereotyping of older people in adverts, it has mostly been associated with women rather than men.

In conclusion, with the exception of few earlier studies, most studies reviewed so far have no statistically significant evidence to allude to the fact that advertisers in the developed worlds do portray older consumers in an undesirable manner. It must be pointed out though that studies (e.g. Lee et al. 2006) which have done a comparative analysis between two cultures have found evidence of one culture (i.e. South Korea) being more likely to present older people positively than the comparative country - USA.

2.8.2 Numerical representation of older people in advertisements

Besides the image portrayal of older people, another theme that has generated intellectual discourse on the topic is the numerical representation of older people in adverts. The studies used in this review analysed the representation of older people in two parts. Firstly, a representation of the group in general and also, a focus on how older women in particular are represented in commercials compared to their male compatriots. That established, this section discusses the representation in two parts as the practice has been among the authorial community.

‘Representation’ has been defined in the literature (e.g. Raman et al. 2008; Swayne and Greco 1987) as the percentage of older people in adverts compared to their census composition. Thus, to compute the numerical representation of older people in adverts, knowledge of the accurate figure of the population of older people in the geographical setting of the study is essential, failing which inaccurate conclusions are likely to be drawn. Results of this review have corroborated the widely held belief that though older people are portrayed positively, they are underrepresented in adverts compared to their census figure. As can be seen in figure 2 below, 23 studies representing 69.57% (N=17) reported that older people compared to their population representation were underrepresented in commercials. There was circa 4.35% (N=1) study which reported overrepresentation and underrepresentation respectively.

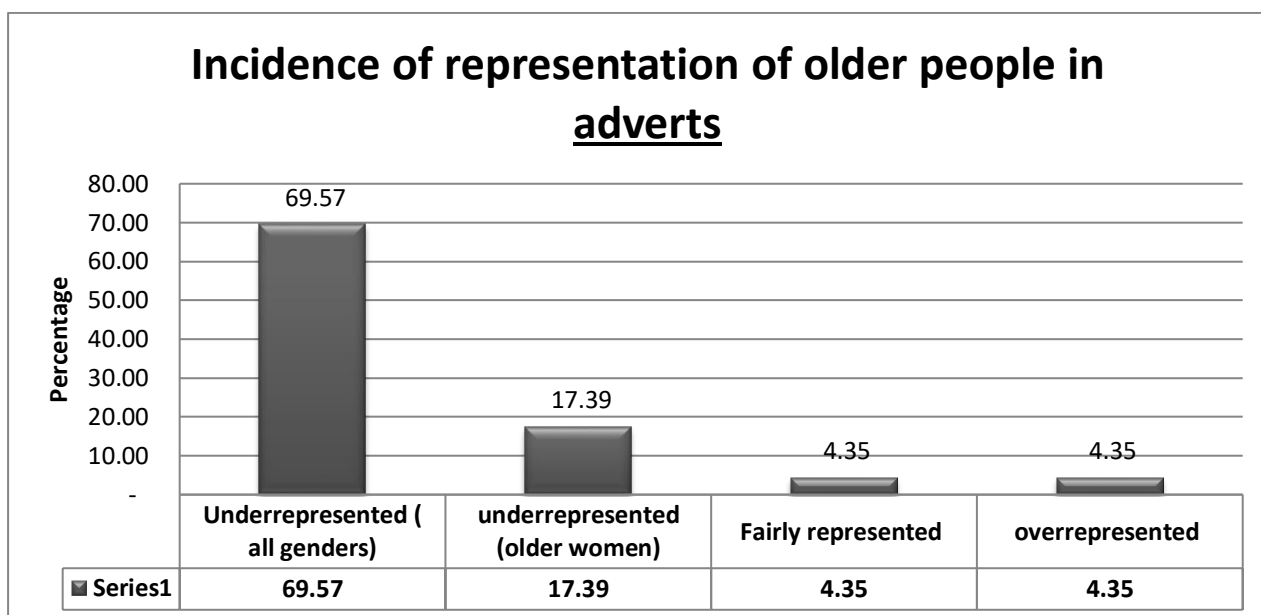


Figure 2: Synthesised results of the representation of older people in reviewed studies

To this end, there seems to be a suggestive consensus among researchers (e.g. Prieler et al. 2011; Raman et al. 2008; Sudbury and Simcock 2006 etc.) on this theme and that is, older people compared to their population figure are generally under – represented in commercials. For instance, Raman et al. compared the portrayal and representation of older consumers in USA and India and concluded that compared to their respective populations, both countries had less frequency of older models representation in their dataset than younger models. The USA had the most of the population-representation imbalance (-9%) even though this was an improvement on the deficit of 5.9% a similar study by Gantz et al. (1990) recorded. The authors (Raman et al.) concluded that the common underrepresentation of older people in the findings of USA magazine adverts was largely replicated in India with the latter having the most underrepresentation of children and teenagers compared to younger adults. Contrary to the general consensus that older consumers are underrepresented in adverts, some studies (e.g. Lee et al .2007) have proffered evidence to suggest that previous assertions of underrepresentation could at best be described as an over exaggeration of the situation. Thus, older consumers are fairly underrepresented and that suggestion of underrepresentation was not as pervasive as it has been proffered. Notwithstanding these arguments, researchers (e.g. Greco 1993; Kvasnicka et. al. 1982) believe that whichever side of the argument one leans toward, there has been a significant improvement. For instance, Greco discovered that the number of older people in their data set in 1990 compared to that of 1985 had improved

significantly. The author concluded that advertisers are willing to feature older models than they have previously done. The issue is why this development now and what is driving it?

Greco postulates that the development could be due to the fact that advertisers are increasingly becoming “Comfortable” with older people as “background characters” or as “providers of advice”, however, on “limited basis”. It will therefore be significant to know the factors which seems to be driving sponsors of advertisements’ seemingly increasing usage of older people in adverts. Could this be because of the socio – cultural impact they fear marginalising the older population in adverts could have on their brand image or this is due to the believe that featuring more older people will help enhance the propensity to sell more products? This line of argument could be plausible especially when there has been some suggestion (e.g. Ream, 2016) that the older consumer group is becoming a *force majeure* numerically and financially.

2.8.3 Representation of older women in advert

A cursory look at figure 2 above will affirm the assertion held by some discussants that though older people are not featured frequently in adverts, older female models are more likely to be marginalised in adverts than their male counterparts. 70.58% (N=12) of the reviewed studies which considered the gender representation of older people reported that older women were indeed underrepresented in their data corpus. Undeniably, this is a confirmation of past studies (e.g. Lee et al. 2007; Simcock and Sudbury 2006). It can therefore be inferentially suggested that, although given the choice advertising sponsors will generally give preference to younger models, when there is the need to include the elderly they will opt for older men than women to promote their products in the media. Studies (e.g. Barker and Goggin, 1994), which reported that older people compared to their population representation were overrepresented in commercials, interestingly also reported fewer older women in their dataset although they (older women) outnumbered their male counterparts in the population census. This phenomenon of older women generally considered less desirable to advertisers than older men seems to transcend cultural and geographical settings. For example, a study by Prieler et al. (2011) in Japan discovered that despite women over 50 years making up 44.5% of the population in 2005, they represented just 13.2% of sampled adverts while men made up 30.5% though their population census was 39.8%. Predating the study by Prieler et al. (2011) was a study by Carrigan and Szmigin (1998) which reported that the disparity between older people’s incidence of representation and census representation was 4% in excess for older men and a deficit of 26% for older women. Similarly, a study by Baumann and Laat (2012) concluded on the

same note as discussed before that though older people were underrepresented in adverts, the phenomenon was more acute for older women than men.

Baumann and Laat in their study uncovered from their dataset that the representation of gender groups in adverts varied based on the age groups being looked at. For instance, at the lower age groups (0-30's) women outnumbered men in adverts but the representation equalized in the forties and men overtook women in the 50's and above. Indeed, some older celebrities such as Mariella Frostrup has complained about losing half of her advertising contracts when she turned 50 years and whiles she saw this as a good riddance for achieving a work life balance, she alludes to ageism especially against women as “the last frontier of acceptable discrimination” (Glennie, 2014).

The question to be posed based on the forgone discussion is, what makes advertisers prefer younger to older women models even when there have been deliberate attempts on the part of advertisers to increase the number of older people featured in commercials? One supposition offered by Baumann and Laat (2012 p.28) is that older women themselves suffer from low self- esteem which makes sponsors of advertisements unwilling to feature them as models in adverts. But what was the source of this low self-esteem as opined by the authors? The authors conjectured that the cultural schema older women were associated with in their data corpus pointed to an older woman who was “unfit for socially valued roles” and this could be a contributory factor to the low self-esteem with its associated effects. The argument that older women have low self-esteem and for which reason advertisers are sidestepping them for younger women has been discounted by some authors (e.g. Greco et al., 1997) who have argued that there is no concrete conclusion as to whether older people would or would not want to see people their chronological age in adverts. Notwithstanding whichever way the arguments seem to swing, there is overwhelming evidence to suggest that older women suffer from ‘symbolic devaluation’ (Baumann and Laat, 2012 p.28) by their underrepresentation in adverts. Perhaps the issue to consider is whether there has been an evolvement of the roles, settings and products association of older women so as to correctly situate the issue of older women’s representation in the face of changing cultural schemas especially here in UK. This study sought to investigate if these schemas which seem to be more accommodating for older women has succeeded in indexing the increase in older women as models in adverts, especially in recent years.

2.8.4 Product association of older people in adverts

In considering whether older people are positively or negatively stereotyped in the media, contributors to the extant literature have analysed the product they are used to advertise.

This was probably due to the assumption that one way the media tries to typecast a demographic group is by consistently linking that group to a particular product category in commercials.

It was therefore imperative that researchers in the field used product associations as one of the indicators of older people’s image in the media. The current study therefore as part of the review of scholarship on the topic, using a rule of thumb pulled together the top three products – association of the elderly from each study and calculated their frequency of appearance across the studies as well as their percentages. As can be gathered from table 1 below, the most product category older people featured in was Food & Beverage (32.14%) followed by Financial / insurance products and Health / Beauty product which made up 17.86% apiece.

Table 3: Products categories older people were associated with in the reviewed literature

Product	Frequency	Percentage
Food & Beverage	9	32.14
Financial/ insurance	5	17.86
Health & beauty	5	17.86
Travel	1	3.57
Care aid	1	3.57
Holidays	1	3.57
Utilities	1	3.57
Help / support	1	3.57
Cameras/ film	1	3.57
Government	1	3.57
Household	1	3.57
TV promotions	1	3.57
Total	28	100.00

Notwithstanding earlier studies (e.g. Swayne and Greco 1987; Kvasnicka and Beyer 1982) which postulated that older consumers were mainly used to advertise ambulatory care and health related products, recent studies such Simcock and Sudbury (2007) and Zhang et al. (2006) have concluded that older people feature in a more age – neutral product categories. Indeed the results of this review points to the fact that older consumers are associated with great variety of products and although health and beauty products featured in the top three categories, their association with the elderly seems to be ebbing (see Roy and Harwood, 1997). That said however, a recent study by William et

al. (2010) found out that the older consumers group were mostly associated with ambulatory care and health products in their dataset.

A second look at their dataset will nevertheless reveal that most of the health and ambulatory care products came from *Saga Magazine* (an over 50's magazine), which was the comparative medium of study. Thus, the inclusion of this product category should not come as a surprise to anyone. Therefore their conclusion was that when older people featured in adverts which predominantly targeted audience of similar age profiles, they were associated with products that could be seen as perpetrating negative typecasting. However, there is another school of thought (e.g. Carrigan and Szmigin, 1998) who argued that considering the fact that the products which feature the elderly are needed for mitigating age- related health issues, it will be a hypothetical exaggeration to consider this as an evidence of negative stereotype against the elderly.

Relatedly, the discussion on stereotype of the elderly through product – associations must not only focus on the products older people feature in but also the ones they are conspicuously absent from like automobiles, cosmetic and other beauty products as suggested by some scholars such as Roy and Harwood (1997 p.14). The authors were of the opinion that the absence of older people in certain adverts amounted to a “stereotyping of omission”. This “stereotyping of omission” was commonly prevalent in older women than men. For instance, some studies in this review (e.g. Prieler et. al., 2011) discovered that older women were absent in financial products as well as food and beverage but were frequently represented in domestic and cosmetic product. Similarly, an investigation by Furnham and Paltzer (2010) in which they reviewed thirty studies published since 2000 found evidence to aver that across Europe, women were likely to be featured in cosmetic and toiletries adverts whereas men were associated with food and non-domestic products commercials. Are these findings enough for one to conclude that sponsors of advertisements especially in western countries are perpetrating stereotypes against the older people in general and women particular? This study, sought to investigate the extent to which older people are stereotyped not just by the products they are associated with in commercials but also the ones they are not likely to be seen promoting.

2.8.5 Settings of advertisements featuring older consumers

Although not a prevalent theme in the literature, the physical and social settings in which some advertisers feature older consumers have been discussed by some researchers (e.g. Kay and Furnham 2013; Lee et al. 2006; Kvasnicka et. al. 1982). Location in the scholarly work on the topic has generally been either home (indoor), recreation (outdoor) or occupational (work).

A synthesised analysis of results from the studies in this review which considered this theme showed that older people were mostly featured in a domestic rather than non- domestic setting (38.7% vs. 31.62%). Although the variance between the two settings may not be so statistically significant, juxtaposing this results with some past studies (e.g. Furnham and Paltzer 2010; William et al. 2010; Swayne and Greco1987), there seems to be enough evidence to posit that older consumers are location - stereotyped in adverts. For instance, William et al. concluded that their dataset corroborated existing findings, which opined that ‘home’ (rather) than outdoor was likely to be the setting of older people in commercials. Older women were however likely to be featured in a traditional home settings than their male counterparts who were mostly featured in adverts within an occupational settings (Prieler et. al. 2011; Ursic et al., 1986). If older women are indeed more likely than their male counterparts to be depicted in a traditional home setting in adverts, this could be tantamount to a subtle affirmation that older women are more likely than men to be cast in a conventional way. Despite this widely held supposition in the on-going debate, caution must however be exercised in concluding that the propensity of advertisers and their sponsors to cast older people (especially women) in a traditional domestic setting is tantamount to any form of stereotype. Indeed, the product they were associated with has to be considered in arriving at any such conclusions. For instance if an older woman is depicted in a household item advert, any setting apart from home may not be the appropriate and hence, assuming a stereotyping on the part of advertisers may not be accurate. Thus, conclusions on settings in adverts and their role in perpetrating stereotyping must not be reached without a consideration of the product being advertised.

2.8.6 Roles played by older consumers in advertisements

The last of the themes to be considered in this review is the roles played by older people when they feature in advertisements. According to William et al. (2010), numerical representation alone is inadequate to determine how older people are portrayed in the media. Thus, in the view of the researchers, it is essential that the roles this demographic group play in adverts be combined with the other units of measurement to conjecture any stereotypical stance on the part of advertisers. The literature categorises ‘roles’ into various forms such as ‘advisors’, information receivers or

givers. Some studies (e.g. William et al. 2010) hypothesised that roles played by the elderly could be ‘Major’, ‘Secondary’ and ‘peripheral’. Other studies (e.g. Idris 2016) have categorised “role” under “minor”, “background” and celebrity endorsement”.

As can be appreciated, the literature has various descriptions and categories for what constitutes ‘role’ although most of these have been synonymised and, thus, points to the same activity undertaken by the elderly in adverts. In view of the complex and diverse categories of roles older consumers could play, it was therefore necessary that this review simplified the constitution of ‘role’ so as to facilitate a synthesised result reflecting on the theme. For instance, the classification of ‘advisor’ as used by Greco (1990) was found to be synonymous with ‘major role’ which was the elderly role description used by William et al. (2010). Relatedly, the activities which defined a ‘minor role’, were found to be similar to that of ‘background roles’. In summary, this review chose to use the role classifications ‘major’; ‘minor’ and ‘background’ to simplify the analysis on this theme. The results are depicted in figure 3 below:

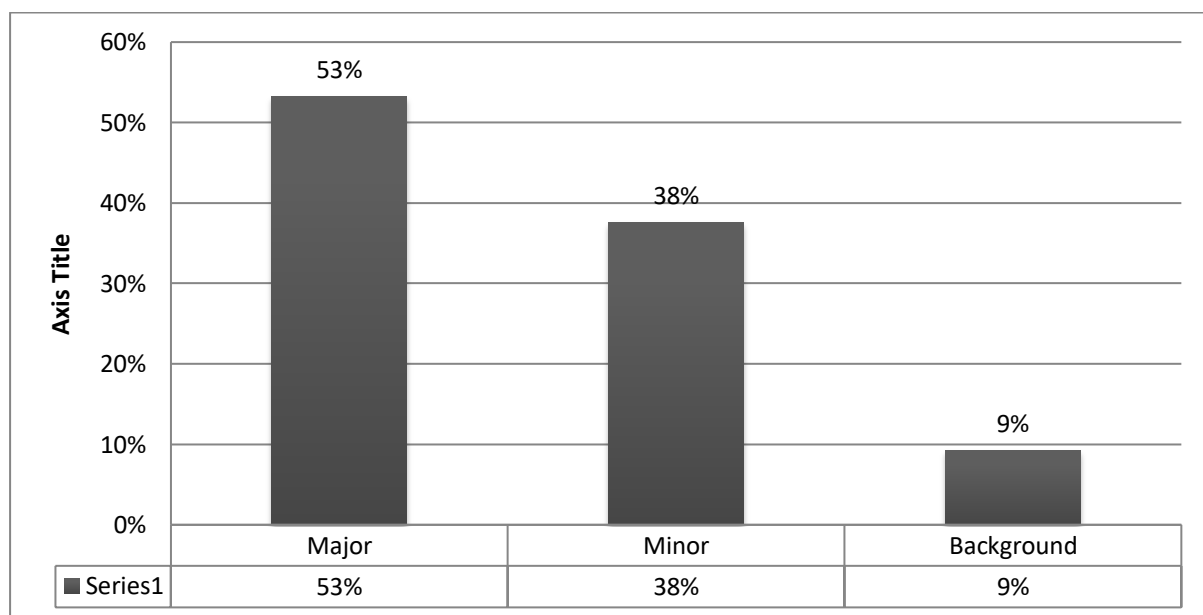


Figure 3: Roles played by older consumers in reviewed studies

It can be seen from the above graph that the review has older people playing mostly ‘major’ roles (53%) which means *inter alia* they demonstrated their knowledge through the provision of extensive product information. 38% and 9% of the group were found playing ‘minor’ and ‘background’ roles respectively. It is worth mentioning that the high percentage of the older people population in major roles in this review could be due to the media vehicle some of the researchers (e.g. William et al., 2010; Kvasnicka et. al. 1982) studied. For instance, William et al. content analysed adverts in magazines with two audience types - one aimed at the over 50’s (*Saga*) and the other with

mainstream audience appeal. Older consumers were found to be playing 50.2% major role in *Saga* as against 22% in the other age – neutral magazines.

Judging from the forgone discussions, probably it will not be a far-fetched supposition that older people are likely to play major roles in adverts targeting similar age segment. However, the same hypothesis cannot be established for mainstream adverts. Therefore, this supposition of age – specific media vehicle indexing the role played by the elderly in adverts requires further investigations.

2.8.7 Perception and response towards the portrayal of older consumers in Advertisements

The image portrayal and incidence of representation of older consumers in advertisements has been an issue of discussion for the academic and practising world. With the exception of few studies (e.g. Kolbe and Burnet 1992; Festervand and Lumpkin 1985) which have concluded that the elderly are cast in negative roles in adverts, most studies have asserted that there is no evidence of substantial inappropriate portrayal of older consumers. What the vast majority of the contributors in this review seem to agree on is that the incidence of representation of the elderly in adverts of all genres is not commensurate to their population representation. These arguments notwithstanding, does not discount the fact that audience of adverts and especially the elderly have a perception about adverts they are exposed to and, indeed respond appropriately whether positively or negatively. If the argument that the older people's group view mass media as a vital source of product information (William et al. 2010; Festervand and Lumpkin 1985) is to be upheld, then it is worth understanding how this affects their attitude towards products they feature in adverts (Festervand and Lumpkin). This chapter discusses the second major theme of the review which covers how the elderly and mainstream target audience of adverts perceive and respond to the older images in adverts.

Several scholars (e.g. Kolbe and Burnet 1992; Festervand and Lumpkin 1985; Langmeyer 1984) have examined how the elderly and younger adults perceive and respond to images of the former in adverts. Most of these studies have been predicated on a number of hypotheses one of which is the fact that how younger adults perceive older images in adverts feed into the formation of deep settled “impression about the advertiser” which could lead to some form of product abandonment (Kolbe and Burnet, 1992 p. 77) based on the extent of the typecasting. The researchers interviewed a total of 283 young adults between 19 - 23 years and 236 older adults above 65 years. The collective

opinions across all age segments surveyed were that the appropriate depiction of older people in adverts was a matter of interest to target audience across all age groups.

Thus, purchase decisions by both the young and old consumers could be affected by the portrayal of older people in commercials. The researchers however, made interesting findings which was that whereas younger buyers are appalled by how players in the advertising industry portray the elderly, unlike the elderly, younger buyers did not have their decision to buy a product influenced by the manner in which an older person is cast in adverts. The unwillingness of younger adults to translate their reservations about the negative depiction of an older person into product boycott was, according to the authors due to the fact that the products were not directly targeting them. A dilemmatic issue the authors were confronted with was that whereas the elderly will vent their disapproval of negative images about them through product abandonment, they did not indicate any effect of appropriate portrayal on their purchase decision. Juxtaposing the impact of an appropriate portrayal on the purchase decision of both young and older adults reveals one thing, that is, target of adverts irrespective of age group expects no marginalisation of any age segment. Thus, although they (older people) will not show their approval of appropriate images through their purchase decision, inappropriate images are responded to through product boycotts.

Few limitations of this study must be brought to the fore before the findings are adopted. Firstly, the scholar's focus was to elicit the intentions to either patronise or abandon a product which carries negative images about the elderly. In this regard, the findings are purely based on speculations as the researchers did not undertake any experimental study in a real buyer – producer settings to ascertain the actualisation of the intentions. Secondly, the researchers investigated how members of each age segment studied, perceived adverts with older images but not the second person's perception of such images (see Neuwirth and Frederick, 2002). Thus, the views held by society about the portrayal of the elderly should not be solicited from just older people but also from the young as this will help situate the societal perception of what constitutes old age. Prior to this study, Festervand and Lumping (1985) had undertaken a similar study into the way older consumers responded to their depiction in the media using a set of self-administered questionnaires to poll the views of 271 seniors from 60 years and above. The crux of their study was an investigation into whether negative portrayal of the elderly resulted in an adverse perception about the sponsor of the adverts and whether this perception did lead to subsequent negative purchase decision. The findings of the researchers indicated that 51% of the elderly had reservations about offensive adverts and will cease using the advertised products. Thus, advertisers who present the elderly in a somewhat negative way could suffer some form of negative economic consequences though not a total

consumer boycott. A significant revelation about this study is that older people viewed the portrayal of the elderly in adverts as the overall policy of the sponsoring organisation towards them. To this end, 46.8% of respondents affirmed their decision not to patronise related products from the same company. A latter study giving credence to the findings by Festervand and Lumpkin (1984) was undertaken by Robinson et al. (2003) who used a combination of Q sort methodology (Brown, 1996) and personal interviews to ascertain how 39 older people with the median age of 71-75 years perceived commercials featuring older people and how these perceptions influenced their decision to purchase or abstain from the products advertised. When asked if they would discontinue the patronage of advertised product which they deemed offensive, 61.5% (N = 24) responded in the affirmative while 38.5% believed an offensive advert would not make them stop buying or using the product. 67% thought that when older people were stereotyped in an adverse manner it did harm their psychological strength. One interesting finding which was gathered by this research was that in as much as older people felt offended by negative stereotypes, they perceived nothing untoward about an advertiser highlighting a natural old age – related problem and offering a remedy for it. Thus, according to the study, older people recognise that there are unavoidable health and other psychological issues as one ages and therefore will not be offended neither will they abstain from the products of sponsors of advertisements who are deemed to be “positively portraying seniors overcoming the problems” (Robinson et al. 2003. p.11). This assertion by Robinson et al. had earlier on been made by Peterson and Ross (1997) that advertisers sometimes choose to depict older consumers in a ‘negative manner, so as to help them overcome age – associate problems. This position by the two authors however has been contested by Bradley and Longino (2001) who in their study quoted an earlier work by Gunter (1998) to the effect that older people are appalled by adverts that highlight their imbecility even if they are necessary for alleviating old – age challenges. It is in this regard that Robinson et al. (2003) postulated that there is no dichotomy between the desire of advertisers to promote and sell their products and the need to uphold social values devoid of negative stereotypes of any social groups. Thus, a contravention of this could result in a reprisal in terms of older people’s purchase intentions and probably a societal backlash against such adverts. Although an exhaustive study especially in terms of gauging the subjective intention of older people towards adverts with older models, the finding of the study should be adopted alongside some inherent shortcomings, especially with the number of respondents in the study. The study used 36 older people recruited from the locality and obviously this cannot be representative of the perception of the larger population of older people. Moreover, similar to the research by Kolbe and Burnett (1992), the study measured the intended response of the volunteers towards adverts they found offensive in the data set.

Therefore, there is no evidence that the intended response will be actualised in a real – world scenario especially with a product they consider as needful for alleviating the problems that naturally arise as a results of old-age.

2.9 Discussion of issues and debates regarding scholarly works on older people and the media

The significance of appropriate portrayal and incidence of representation which has been at the centre of the debate by scholars and practitioners in the advertising industry is discussed in this section together with issues around which the debate has centred.

2.9.1 Portraying older consumers in adverts

A large body of literature has provided quite insightful conclusions on the image portrayal of the older consumer in adverts. As has been established previously in this chapter, with the exception of few earlier studies (e.g. Kolbe and Burnet, 1992) most researchers who considered the question of older people and their image in adverts concluded that there is no negative stereotype against them. The key issue in the debate among researchers is the constitution of negative, positive or in some cases neutral portrayal. The practice in the extant literature (e.g. Kay and Furnham 2013; Prieler et. al. 2011; Simcock and Sudbury 2006; Lee et al. 2006; Swayne and Greco 1987) has been to use product association to gauge the image association of the elderly in adverts. For instance, with the study by Williams et al. (2010) in which they compared the portrayal of older people in *Saga Magazine* and six other mainstream magazines, it was the expectations of the researchers that *Saga* which was devoted to the over 50's will portray this group appropriately. However, the researchers discovered more negative portrayals in *Saga* than the other mainstream magazine (3.6% vs. 1.8%). An earlier study by Carrigan and Szmigin (1999) however, found favourable depiction of the elderly in all four magazines targeting the over 50's. It is interesting to note that Carrigan and Szmigin discovered over 50% property and financial services product - association with the elderly and only 16% of health related adverts in their dataset. This is probably why researchers have based their conclusion regarding the portrayal of the older consumer cohort partly on the product which they are associated with. The crux of the issue here is whether advertisers of age-related products can be suspected of negatively portraying the older consumer group or they should be seen as merely helping older consumers to mitigate age - related health issues.

Indeed, the main reason proffered by William et al. (2010) which had earlier on been postulated by Robinson et al. (2003) and Peterson and Ross (1997) is that sponsors of advertisements in recognising that old-age comes with its related health issues, deems it a responsibility to highlight these issues in their copies and proffer products to help mitigate those problems. Therefore, It will be unfair to accuse creative writers and other stakeholder of advertisements as marginalising older consumers simply because they are (as they claim) working to mitigate an unavoidable health issues which come with old age. How then can advertisers offer product benefit to the elderly without being accused of negatively stereotyping older people? Thus, there is no deliberate effort on the part of advertisers to marginalise the elderly especially as they are increasingly becoming a significant consumer segment per their number and the supposed economic benefit they offer by their increasing disposable income

Besides their portrayal through product associations, the literature has also captured how they are portrayed in advertisements through the various roles they play when they feature in adverts. For instance, in their studies, Peterson and Ross (1997) defined “desirable and undesirable” images of the elderly in their data set based on the roles they played whether exemplifying mental lucidity, physical impairment or any form of creativity. In other studies, (e.g. Kessler et al., 2010; Swayne and Greco 1987) the discussions has been around whether older consumers have played ‘background’; ‘major / spokesperson’ or ‘minor’ roles. Whichever direction the discussion of the issue tilts, there is incontrovertible evidence that although older people have played some major roles in adverts (see William et al. 2010; Greco1990), they have played more of background and incidental than major roles (e.g. Simcock and Sudbury 2006; Swayne and Greco 1987; Moore and Cadeau, 1985 etc.). Irrespective of the role played by the elderly in adverts, the body of literature has more women playing background and incidental roles than older men. Although the roles they play are supposed to reflect social realities (Baumann and Latt, 2012). The issue is whether sponsors of advertisements have a deliberate policy to use older people, and especially older women in background and incidental roles than major roles as has been suggested (e.g. Greco1990). The researchers suggests that in the absence of any empirical studies lending credence to the positive implications of older spokesperson on product acquisition by the target consumers of similar age groups, advertisers are not inclined to offer major roles to them. What then should inform the choice of communication models for advertisements, the author’s quizzed? Their suggestion is that when deciding the roles in advertisements, the “transgenerational approach” (Greco1990, p. 13) should be used.

The approach, pragmatic in nature, suggests that the allocation of roles in adverts should be more target-audience driven. Thus, if the product is appealing to the old-age segment, older models should be used.

However, if the product is targeting the multi – age segment, spokespersons should cut across the young and old segment. This position was later reiterated by Long (1998) to the effect that older people will prefer their age mates as advertising characters rather than younger models.

The challenge with this approach however, is in its definitive assertion that older consumers will be attracted to products advertised with their age – mates as major spokespersons. Indeed, (Schiffman and Sherman 1991; Barak 1987; Barak and Schiffman 1980) opines that some older consumers who see themselves as cognitively younger than their chronological age will prefer to see younger models promoting products targeting older people. Role allocation in adverts should therefore consider the reality of cognitive age in its mediating role in the believability of adverts.

2.9.2 Underrepresentation of older people in adverts

The scholarship on the topic under consideration is replete with evidence pointing to the fact that compared to their respective populations; both older males and females are underrepresented even in products that are targeted at them. So pervasive is the issue that studies (e.g. Prieler et al.2015; Lee et al. 2006) conducted in countries with Confucian beliefs which emphasise a more tolerant opinion of older people have not reported anything contrary to what has previously been known. The significance of a fair representation has gained scholarly attention due to the position by some researchers (e.g. Gebner et al. 1980) that underrepresentation has the potentiality of undermining the perception of older people and the younger generation about the former. The underrepresentation of older people has been attributed to several factors which have in themselves been subjects of debate among academics. One of the triggering factors which has accounted for the low incidence of older people in adverts has to do with how older people view themselves, age wise. The literature draws a distinction between chronological and cognitive age and thus, depending on how an older person views his or her age, they may want to see models in adverts who are reflecting the age quadrant they belong. To this end, few researchers (e.g. Stephen 1991; Greco 1989) postulates that older people who have a younger cognitive age prefer seeing younger models in commercials instead of models they share no cognitive age with. Indeed, Stephen believes that some older people see themselves as five to ten years younger than their chronological age and as such prefer seeing models their cognitive age in commercial. Latter studies (e.g. Prieler et al.

2017) corroborating the position of previous scholars argued to the effect that older people would rather see aspirational images in adverts which depict good healthy and active lifestyles hence the penchant of advertising executives to promote their clients products using youthful models.

Another argument advanced for the underrepresentation of the elderly is the fear by advertising executives that older models in adverts will alienate the interest of younger viewers in product being promoted. Thus, when younger people have a preference for a product, such preference may not last when the same products are known to be targeted at older people. Perhaps this position is symptomatic of “society’s cult of the youth” (Tynan and Drayton, 1985 p. 83), which has reflected in the advertising industry’s propensity to feature more of younger models than older ones in their adverts. If this is the case, then it seems less blame should be put on the advertising industry as they are but transmitters of societal values and perception in their copies. They thus, reflect but not necessarily mold the views held by society about a demographic group like the elderly. This view is further explored under chapter three.

2.9.3 Low incidence of older women than men

The low incidence of older women comparative to their male colleagues in commercials has been a matter of discussion among scholars within the consumer behaviour and advertising discipline (e.g. Abby et al. 2018; Kay and Furnham 2011; Simcock and Sudbury 2006; Ganahl et al. 2003; Greco and Swayne 1987). This interest could be because even studies (e.g. Kay and Furnham 2013) which have reported a fair representation of older people in commercials did conclude that older women than men have been found less represented in adverts. This could be classified in the opinion of Baumann and Latt (2013. p.538) as a “symbolic devaluation” of this and indeed any demographic group when they are less featured compared to other groups. The effect of the low incidence of older women in especially fashion adverts have been the development of negative body image with its attendant emotional disorders such as depression (Grogan, 2016). But what are the factors which trigger this “symbolic devaluation” especially when some studies (Baumann and Latt, 2013) have found women to have outnumbered men and children in their twenties and thirties in commercials but largely lagged behind men from forties onwards. The decreasing sexuality of older women compared to women in their 20’s and 30’s has been seen as the underlining factor of the supposed "symbolic devaluation". According to the author’s, their findings points to a diminishing social value for older women leading to their low incidence in adverts even though in they always outnumbered men when in before reaching the age of thirty (Edström, 2018). Thus, younger women

had a higher chance of getting into the media space than their older counterparts although older men continue to enjoy more media attention (Edström, 2018). A similar position had earlier been put forward by Lee et al. (2006 p. 28) that provided evidence from their data set that there seems to be a “subtle sexism” leading to the clamour for younger females compared to older models. Younger female models are also utilised more than older women due to the decline of the “physical attractiveness” of the latter as they age (Furnham and Paltzer 2010; Mazis et al.1992) and become “obsolete” (Wolfe, 1997. p.1). Thus, it seems society’s inordinate affection for youthfulness as perfectly demonstrated through advertisements has resulted in the near obliteration of the older consumer in adverts. That said, it could be fair to assume that some older people object to models their age in commercials and are rather comfortable relating with younger models promoting mainstream products. The question is whether older women will rather see younger women promote their products in the media or are comfortable with models their age. Even though older people are conspicuously absent in commercials (especially mainstream) there is some suggestion that some advertising executives deem them suitable for promoting financial products (Szmigin and Carrigan, 2000). This then opens up another discussion as to the right products advertising executives are comfortable featuring older models as major roles.

2.9.4 Older People’s perception and reaction to their portrayal in the media

One of the themes in the literature is the perception of the elderly to older images in advertisements and how this translates into the end desires of all commercials which is patronisation of advertised products. Some earlier studies (e.g. Langmeyer, 1984) have concluded that based on their findings, older consumers have no issue with how they are incidence of representation. Whereas incidence of representation may not necessarily be an issue to some older consumers especially those who have a younger cognitive age and will desire to see younger characters, the converse however, is said of their image portrayal. This position has been contested by latter studies (e.g. Carrigan and Szmigin, 2000) that not only are older consumers concerned about their image portrayal, they will also cherish to a large degree, a recognition of their numerical influence by advertisers through the featuring of major spokesperson their age in adverts. Furthermore, Zhang et al. (2006.p.278) asserts that although older people place premium on positive images, “if they are uncommon or inaccurately depicted in adverts, this will lead to inaccurate feeling or perception of older individuals”. Before this study, an earlier one by Festervand and Lumping (1985) had reported that the elderly were becoming increasingly sensitive to how they were portrayed as characters in adverts. The authors reported that 51% of their respondents in their study indicated their willingness

to discontinue the use of any product which is advertised using reprehensible older images, although they will patronise such products if it offers a solution to a problem. Thus, unless advertisers have provided substantial beneficial evidence that an undesirable advert offers some form of health benefits to the elderly, they risked the danger of the elderly unreservedly refraining from patronising a product they would have hitherto shown positive attitude toward (Kolbe and Burnet 1992). Thus, older people are not only agitated about the effect of negative portrayals (no matter how minimal in number) of them but also on the perception of the younger generation. This is notwithstanding the fact that adverts that were deemed as assuaging the problem of aging were not necessarily considered as offensive by both generations. This position has been affirmed by latter studies (e.g. Robinson et al. 2003) who in their study reported that when participants were asked if they thought there was any danger to the future generations' perception of the way older people were portrayed, 74% responded in the affirmative. It seems older people are mindful of the reality that excessive exposure to media images is a recipe for either a construction or a perpetuation of younger people's perception of them (Morgan and Shanahan, 2010) and thus, will expect nothing but a positive image about them in advertisements (Kolbe and Burnet 1992). And this image of older people which fuels societal perception to some extent alternates between the overt image and the related text associated with it (Robinson et al. 2003). The authors' conclusion was that analysis of the response from their participants showed that they were indifferent regarding the use of active and attractive images even if the text was opprobrious. Contrasting this argument, Bytheway (2011) postulated that the formation of elderly perception is predicated on both the textual and visual elements of the advert. Thus, older people expects to see no element (textual or pictorial) of an advert appearing to stereotype them and carve an image of old-age which did not represent their contemporary selves. Contrasting this with the findings by Langmeyer (1984) that the elderly gave more prominence to image than numerical representation in adverts, it seems the issue of image is central to the formation of the older consumers' perception of adverts which featured models their age. This position must be interpreted within the fundamental framework that older people's own perception about their images in adverts is grounded on a collection of psycho-demographic factors such as age, gender and the cognitive strength of the audience (Bradley & Longino, 2001).

2.9.5 Are advertisers deliberately ignoring older consumers in their advertisements?

As there is a growing body of scholarship on older people and how the media is portraying them, the issue of low representation of this group which has largely been lower than other age groups has

taken the centre stage of the debate. To a large degree, the debate on the low incidence of older people which has engaged academics is, who to blame? Not surprisingly, the advertising industry has been at the receiving end for any stereotypes of the elderly as well as the low representation of the same.

For instance, Carrigan and Szmigin (1998) have opined that the younger age segment of most advertising executives automatically lends some form of predisposition on the part of advertising executives to feature younger models rather than older ones in commercials. A situation the authors conceptualised as *Peter Pan Syndrome* which means there is a generational disconnect between advertising executives and matured models hence the former's inability to relate with the generation of the latter. Some scholars (e.g. Kessler et al. 2010) have alluded to the fact that when old age is associated with a depressive connotation, advertising executives are likely to dissociate their brands from such. In a related supposition, it has also been suggested by some researchers (e.g. Lee 1997; Ursic et al. 1986) that underrepresentation of older people in commercials is due to the age band of advertising executives most of whom are in their 20's and 30's and thus, have a penchant for models their generation. However, in trying to link the youthfulness of advertising executives to the high incidence of younger characters in adverts, the above scholars seem to have ignored the reality of a dichotomous relationship between chronological and cognitive or subjective age (Bradley and Longino, 2011). On the veracity of cognitive age, Mathur et al. (1998) opined that some older people have a younger cognitive age of 12 years lower than their chronological age and will as such prefer younger and healthy-looking models to promote products especially those that perpetuate their desire to "stay young" (Carrigan and Szmigin, 1998 p.16). A latter study by Kohlbacher et al. (2011) postulates that mature customers in UK, Germany, Japan and Hungary felt between 5 and 7 years younger than their chronological age. Moreover, unless older people have a younger cognitive self-image, marketing communications designed with them in mind will not avail much (Moschis and Mathur, 2006). The researchers postulate that the probability of younger characters promoting a product patronised by older consumers exists and indeed works when the latter is looking for some form of exuberance to compensate for an ebbing zeal and buoyancy. Juxtaposing this argument with evidence that most executives are in the younger age segment, it could therefore not be a surprise that advertising executives find it more convenient featuring younger than older characters especially in their mainstream commercials

Another side of the argument is that some advertising executives have indicated their willingness to increase the representation of older models in their copies but have not had any empirical evidence to support the impact of such communication strategy on the sale of their clients (Greco, 1990). This is especially so when the creative industry has perpetuated the idea that "older people

are less open to change” (D’Amico, 2007 p.1). Furthermore, advertisers are mostly torn between embarking on communication strategies that on one hand, conforms to ethical and social standards and commercial viability on the other (Greco, 1990). Faced with such a dilemma, it seems the latter is naturally the preference.

So if there is no viable commercial reason to feature older people in adverts, will it not be unfair to accuse the advertising industry of deliberately featuring less old models in their creative copies?

Moreover, Evidence proffered by some contributors (e.g. Szmigin and Carrigan 1998; Peterson and Ross 1997) suggests that some advertising executives are willing to include older models in commercials but their clients are inherently reluctant probably because of the perception that older models in adverts will dissuade younger potential patrons from adopting the advertised products (Zhou and Chen, 1992). Thus, the blame seems to be put on the sponsors of advertisements for the low incidence and portrayal of older people in commercials. However, the attempt to exonerate the creative industry from the low incidence and in some cases negative portrayal of older people in commercials, have informed the narrative in some past studies (e.g. Miller et al. 2004; Roy and Harwood 1997; Swayne and Greco 1987) who have opined that advertisements should not only be seen it its ability to convince consumers to patronise a product but also must be able to mould the perception of societal groups such as the youth and children who look to the media to gain insight into old age and the older people who use the media to negotiate the aging process. In conclusion, the growing societal concern about how the media is shaping (or re-enforcing) our perception towards the older consumer group cannot be ignored by creative writers in the advertising industry (Zhang et al. 2013). Thus, although the advertising executives could be absolved on the basis that they merely act on the instructions of their clients as to whom they will want to promote their product in the media, their latitude to vary clients preferences taking into consideration the unwritten social and ethical duty to society to promote social inclusions through their copies, cannot easily be ignored in the debate.

2.10 Discussion of gaps in the extant literature and generation of research questions

2.10.1 Introduction

Having reviewed the extant studies on the topic under consideration in this study, this section now considers the paucities in the scholarship and brings to the fore the point at which the current study is different from the existing ones and thus, how knowledge was extended. As previously stated,

the extensiveness of the subject of older people and the media which first gained authorial attention in USA has indeed spread to other geographical areas as the issue of a growing older population has assumed a global dimension (UN, 2015). Despite the significant attention the topic has attracted, their collective findings should be adopted alongside their limitations.

This section will be discussing the key gaps which have been identified by the researcher as part of the systematic review of the scholarship in the area. The rationale for this was to facilitate the generation of the research questions for the study and ultimately extend the knowledge on the knowledge on the subject.

2.10.2 Imbalanced in the geographical context of studies

Generally speaking, whatever there is to know about older people and advertisement has emanated from the United States of America. Thus, most of the authorities in the area (e.g. Abby et al. 2018; Mason et. al. 2010; Simcock and Sudbury 2006; Miller et al. 2004; Roy and Harwood 2000; Swayne and Greco 1987) conducted their studies within the American cultural context. This therefore means that research work situated within the cultural settings of The United Kingdom is embryonic compared to the US (Williams et al. 2007; Simcock and Sudbury 2006; Zhang et al. 2006). Some scholars (e.g. Kohlbacher et al., 2011) have posited that since there is no significant cultural and linguistic dichotomy between older people in America and the UK, the findings in the latter can be extrapolated into the situation in the former. This assertion cannot be far from truth especially as the two countries have some shared history and for that matter adducing commonality in values and norms could not be an overstretch of the issues. The issue however is that the key factor of interest in this study which is “chronological age” seems to mean different things to each of these countries. Thus, the definition of “old” between the two countries is worth the mention. Indeed, whereas most studies in the UK (e.g. Williams et. al. 2010; Simcock and Sudbury, 2006) settled on 50 years and above as the preferred age of measurement, studies in the US (Swayne and Greco 1987) used 65 years and above. Thus, irrespective of the supposed cultural and historical harmony between the USA and UK, the latter’s lower age definition has the potentiality of impacting on incidence of representation. If a researcher in one country used a lower chronological age in his / her study, the incidence of representation of older people in that study was likely to be somewhat different from a scholarship that defined “old” using a higher chronological age. This inconsistency in the literature partly provides a justification for further studies and indeed one within the United Kingdom context.

2.10.3 Choice of media in past studies

The systematic literature review uncovered that studies involving television constituted 61% (N=25) followed by 27% for magazine (N=11). Thus, there seems to be a proclivity on the part of researchers to tilt their research works more toward the television genre than the other media. The penchant researchers have for television could be due to Gebner's (1993) cultivation theory which suggests that people's stereotypical attitude towards the elderly and by extension other demographic groups is directly related to the constant exposure of positive or negative images imbibed from the mass media (Furnham and Lay, 2019). In what seems to corroborate the scholarship of Real et al., it has also been suggested by some contributors (e.g. Davis and Westbrook, 1985) that television is a major source of information for making purchase decision as well as entertainment by many. The prevalence of television – based studies in USA could also be due to the belief that television supersedes all other forms of media (Lee et al. 2007) and that the elderly depends on it as a reliable window into the outside world and a replacement of the social isolation some of them experience (Roy and Harwood, 1997). Indeed, Neilson Media Research (2009) discovered that television stays on for almost 8 hours a day in the average US home. Thus, older people in general due to their so called discretionary time (Kay and Furnham, 2013) are heavy television viewers (Furnham and Lay 2019, Festervand and Lumpkin 1985). In UK, TV adverts are frequently studied due to their large viewership which has been accentuated by Ofcom (2018). Judging from the large viewership of television as compared to other media, to a large extent, it is understandable how previous researchers have chosen to study this media genre with the aim of identifying its role in either propagating or reflecting any stereotype that is held about the old age and the aging process by society.

Notwithstanding these forgone arguments, If the assertion by Peterson and Ross (1997) that television and the other forms of print media have the capacity to perpetuate negative or positive stereotypes against older people is to be upheld, then the over concentration of past studies on television alone to the neglect of other genres does not present a comprehensive picture of the topic. Interestingly, where other media genres (e.g. magazine) have been the choice of some studies, the results have curiously contrasted preceding ones. For instance, Williams et al. (2010) who studied *saga Magazine* (a magazine devoted to the over 50's in the UK) and 10 other general magazines concluded that most of the images connoting negative stereotypes were sampled from *Saga Magazine*. A significant gap may also be existing in the corpus of literature with the exclusion of newspaper adverts in previous studies considering the fact that older people, besides being heavy viewers of television (for which reason most studies have focused on this medium) are also believed

to be the largest patrons of newspaper publications in UK (ONS, 2004). Moreover, a McKinsey (2010) news survey in UK made a discovery that daily newspapers were the third source of news for the over 55's in UK after television and web sites. In this same study by Mckinsey, newspaper adverts were the most trusted among all other forms of media. According to the report, 66% of respondents regarded newspaper adverts to be more “informative and confidence inspiring” than the other genres.

Despite this glimmer of hope given to newspaper readership in UK, there has not been enough scholarship on how the medium though not on the same scale as television, plays a role in stereotypes perpetuation against the older consumer group. For instance, besides Szmigin and Carrigan (1998), to the best of the knowledge of the researcher, there has not been any UK based study that has content analysed newspapers with the rationale for identifying negative traits against older people. This pioneering study however was limited by the scanty number of newspapers studied which does impact on the conclusions drawn in terms of its generalizability.

The case for a more comprehensive study on newspaper is further strengthened by the suggestion that television advertisements typically has few seconds to sell salient benefits (Shimp, 2000) of products and it is unfair to criticise television advertisers for enforcing stereotypes. Unlike the medium, an average newspaper by its form is able to carry more information than television. Moreover, the medium unlike television advertisement can be read and re-read and thus, generally have large latitude when it comes to the exposition of images that may be deemed socially distasteful.

In conclusion, although television is prominent in terms of its consumption, the influence of newspapers notwithstanding its ebbing readership (Ofcom, 2014) cannot be underestimated. Indeed, a study by McKinsey & Company (2010) revealed that besides television, daily newspapers was the next most patronised media by people of all ages in UK. It was the understanding of the researcher that a comprehensive study on newspaper adverts and how they either shape or mirror negative perception against older consumers was apt, principally because the consumption of the medium although receding, is still a central part of news consumption and commercial source by the demographic group under consideration in this study.

2.10.4 Methodological limitations

Conclusions drawn by the extant literature have mainly been arrived at through the content analysis of newspapers units of measurement (such as image portrayal, incidence of representation, role and product association of the elderly). Notwithstanding its effectiveness in ensuring a human – free influence, the content analysis method has some intrinsic shortcomings. For instance, Kolbe and Burnett (1991 p.244) avers that the methodology when implemented in its conventional form, omits vital “subtleties in communication” beyond the overt units of the adverts. Similarly, William et al. (2010 p.87) points to the loss of “contextual complexity” of adverts when they are simply subjected to strict coding frameworks without investigating the latent circumstantial evidence in which the observed data was grounded. Still on methodological shortcoming that has been identified in the body of scholarly work on the topic, some studies (e.g. Greco, 1990) have questioned the approach of eliciting the response of older people to negative stereotypes and low representation. The position of the author is that the absence of empirical evidence to establish any objectified response by the elderly to their portrayal has probably accounted for the prevalence of studies reporting not actualities but rather probabilities of adverse response. Besides these two limitation identified by the researcher regarding the adaptation of the content analysis method, there is also the issue of some researchers (e.g. Branchik and Chowdury 2012; William et al, 2010) doubling as coders of their own data corpus, a phenomenon described by earlier authorities such as Kolbe and Burnett (1991) and Kassarian (1977) as having a major impact on the overall objectivity of the study. For instance, Kassarian in his recommendation on how the method is to be effectively implemented emphasised that to uphold the independence of any content analytical study, it is imperative that the researcher(s) are completely decoupled from the coding process. The rationale behind this recommendation by some of the method’s major researchers is to prevent the imposition of researcher’s values and in some cases expected outcomes on the data set.

To conclude, the researcher in this section did attempt to catalogue and scrutinised some of the gaps in the previous studies with the intention of addressing them in order to advance the discourse on the subject under scrutiny in the current study. In the following section, the researcher discusses the research question and their significance to the overall aims and objective of the study.

2.11 Discussion of Research Questions

The previous section has reviewed the scholarly works on the topic alongside their limitations. The current section draws on the limitations of the extant literature as well as the overall aims of this study to develop the questions the researcher sought to answer.

2.11.1 Image of older people in adverts

The debate as to whether the elderly are still being negatively stereotyped in the media continues unabatedly and the forgone discussions in this chapter have brought to the fore the key issues engaging discussants. Ultimately, the issue pertaining to the image of older people in the media contrary to what seems to have been the case historically, is largely positive, at least when one considers just the overt image used by advertisers to typify the present day older consumer. The line of thought however appears to be limited by the overconcentration of studies on one media genre – television. Thus, the large scholarly works on the topic (e.g. William et al. 2010; Mason et al. 2010; Robinson et al. 2008; Raman et al. 2008) have concluded that older consumers are depicted with a non-opprobrious image in advertisements have generally arrived at such conclusion through the content analysis of mainly television adverts. Consequently, it was the belief of the researcher that studies on older consumer's portrayal focusing on other media genres such as newspaper advertisement will help expand the on-going debate. Moreover as it has been adduced in the discussions in this chapter so far, despite the fact of population aging being a global phenomenon, their portrayal in the media has largely been known from studies grounded in the American culture. This, as has been discussed by the researcher means a deficit of knowledge on the topic especially within the British context. To this end, RQ1 was framed as: **What is the image portrayal of older consumers in British print advertisements?**

2.11.2 Older women and negative images

Although the literature is very explicit that older models' images in advertisements are largely positive in nature, some evidence (e.g. Formanek 2008; Harwood, 2007; Kogan and Mills, 1992) has suggested that the association of negative images with older models (although not prevalent), when present are largely associated with older women than their male counterparts.

And indeed, this has informed some scholars (e.g. Raman et. al. 2008 p.223) to conclude that “older men might be seen as having higher vitality than older women”. Indeed Baumann and Laat (2012 p.534) postulated that older women were largely depicted as “vulnerable and disposable” and even in adverts that were meant to have a humorous tone, older women were unfortunately shown as having low social vitality. Probably this notion was grounded on the premise that as they age, older women more than men, have their natural beauty receding faster (Kjaersgaard, 2005). This ultimately led to their frequent portrayal as homemakers (Nassif and Gunter, 2008) and generally playing traditional roles (Miller et al., 2004). But can these conclusions that have mainly emerged from American television context be generalised to be the universal view? The current thesis will examine this issue to establish whether there is any evidence that the unfair positioning of older women in advert is not universal especially in UK newspaper adverts. RQ1b was therefore framed as: **Are older females in UK likely to be cast in negative images than their male counterparts?**

2.11.3 Numerical representation of older people in advertisements

Related to the image portrayal of older people is their frequency of representation in commercials. To this end, the researcher thus far has adduced enough evidence to conclude that contributors to the literature are unanimous regarding the enormous disparity between the representation of older people in advertisement and their composition in the population census. Older people are less featured in adverts compared to their population in society and also the younger age consumers (Prieler et al. 2011). This situation is prevalent despite their being heavy viewers of television (Kay and Furnham, 2013; Kessler et al. 2004) which has been the traditional media of study in the existing literature. The findings of the extant studies have been largely skewed toward television, which may pose a problem in its generalisation. Indeed, William et al. (2010) studying the print media (magazine) discovered a somewhat contrasting findings from that of the extant literature. That is, there was some form of improvement in the frequency of older people discovered in their dataset. The issue however is that the protocol of ‘independence’ of content analysis studies was violated when the authors doubled as coders (see Krippendorff 2013; Kassarian 1977). This study therefore sought to extend the current debate by looking at whether sponsors of newspaper adverts (unlike other media genres) will have an increased preference for older models. RQ2 therefore was: **What is the numerical representation of older consumers in British press adverts?**

2.11.4 Incidence of older women in UK newspaper adverts

Following on from the low incidence of older people as an issue engaging scholars on the topic, the literature (e.g. Daalmans and Odink 2019; Kay and Furnham 2013; Baumann and Laat 2012; Ganahl et al. 2003) has discussed the underrepresentation of older women in advertisements. Older women although outnumber their male counterparts in most societies, yet are least preferred by advertisers compared to men (Kessler et al. 2010). Brooks et al. (2016) for instance found in their studies that despite identifying older models in their dataset compared to other studies, older women were significantly underrepresented. Thus, the young face is generally valued in most cultures especially if the gender of the face is female (Jerslev, 2018 p.350). In other words, older females are less likely to enjoy prominence in the media space compared to their male counterparts. Jerslev (2018) accordingly opines that the invisibility of the older female consumer is commonly pronounced in the literature. The author does suggest that “The elderly female body is made either invisible or hypervisible, meaning that old age is all there to be seen”. That is when advertisers feature older people they are likely to manipulate the model to suit their desired goals. This is despite efforts made by sponsors of advertisements to increase older models population in their commercials (Baumann and Laat 2012; Szmigin and Carrigan 2000). The extant literature besides considering the general representation of older people has also focused on older women in particular. And indeed where some studies (e.g. Lee et al. 2007; Baker and Goggin 1994) have concluded that older people were fairly represented in commercials, older women models were clearly underrepresented. Whereas television advertisements have contributed to the large body of knowledge on the underrepresentation of older women, newspapers in UK has not been studied in order for us to have a balanced view of the issue. Moreover, considering the time period since some of these studies were undertaken, could it be possible that there has been a shift in the position particularly in UK? Thus, to investigate the incidence of older women in newspaper commercials in UK, the proposed RQ3 was: **Compared to their representation in society, what is the incidence of older women in UK print advertisements?**

2.11.5 Older models and product associations in adverts

Although, older people are largely underrepresented in commercials, advertisers prefer to feature them in some selected product adverts when a decision to involve them in commercials is taken. However, the literature is inconsistent on the category of product advertisers will prefer to have older consumers promote in commercials.

Though, past studies have generally congregated around ‘food’, ‘financial services’ and ‘help and support’, some authors (e.g. Raman et al. 2006) have proffered evidence to the effect that comparative studies in USA and South Korea found adverts in the cultural setting of the latter associating the older consumer group with ‘financial services’ more than ‘food’. Moreover, as can be deduced from table 2 above, this review found the demographic group under study to be mostly associated with food / beverage products (32.14%) with financial services including insurance being second with 17.86%. In view of the fact that a large amount of the studies on the subject were situated within the American socio-cultural context and mainly content analysed television adverts, a corpus of knowledge based on the UK context was expected to expedite an advancement of the frontiers of the debate on the topic. RQ4 of this study was therefore formulated as: **When older people are featured in UK press advertisements, which products are they associated with?**

2.11.6 Roles prominently played by older models in ads

Some studies (e.g. Prieler et al., 2011; Raman et al. 2008) have examined the key roles played by older models and concluded, for examples, that minor roles are largely associated with older female models. Similarly, it has been asserted by Kay and Furnham (2013 p.53) that advertisers prefer to assign incidental roles to older women and children while major roles have been assigned to younger adults mainly due to the latter’s “autonomy” especially as pertaining to financial capabilities. Similarly, the extant studies (e.g. Williams et al. 2007; Harwood and Anderson 2002; Greco and Swayne 1987) have also concluded that compared to older females, older males are likely to be cast in major roles owing to their perceived possession of domestic and social authority. The challenge with accepting some of these findings is that their (older people’s) roles in adverts have been examined independent of other generations. Thus, a large part of these studies have examined older model’s appearing alongside models of similar ages groups. Thus, a paucity of knowledge on how advertisers depict older models compared to other generations exists in the extant scholarship. The essence of this discussion (and the derived question) is that the roles played by older models appearing alongside younger models either re-enforces or rebuts stereotypes about the latter (Zhang et. al 2006; Roy and Harwood 1997). This perhaps might have formed the basis of the conclusion by Lee et al. (2005) that due to their frequency in incidental roles within the intergenerational role plays in adverts, older models more than younger models are likely to suffer substantially in terms of social segregation. Although there has been some attempted studies on this issue (see Kessler et al. 2010), this has however been scanty and in all cases culturally different from the UK context. Besides, the choice of media studied (television) seems to have presented a one-sided view of what

is known within the media landscape. The current research attempted to extend previous scholarly works by focusing on the topic within the UK context. Thus, roles played by older consumers in commercials within the intergenerational role in newspaper adverts were investigated. **RQ5** therefore was formulated as: **When appearing alongside younger models, what are the roles older models prominently feature in?**

2.11.7 Settings of newspaper adverts featuring older people

In studying the stereotyping of older people, the extant literature (e.g. Kay and Furnham 2013; Greco 1993) has considered the physical settings (i.e. outdoor, indoor) and the social settings (i.e. alone, with family members or other groups) or occupational settings the group is cast in. The intention has been to gauge whether within the inter-age demographic collaboration older people more than younger ones are cast on the backdrop of indoor settings. The importance of this is that if older people are settings-stereotyped, like all other forms of stereotyping, people (especially the young) will grow with a set of mind set which limits the location where they can spend most of their old days at. Most of the extant studies as has been discussed in section 2.7.5 have considered the location of adverts comparing older and younger people and indeed, concluded that the former is likely to be cast in home and mobility – limiting settings than the latter. As can be seen in section 2.7.5, older people more than the younger, were cast in domestic settings, and although the difference is not very great (5%), the desire to stereotype older people through location in adverts cannot be discounted. The challenge in generalising the findings of some of the past studies as has been explained in section 1.4 is the fact that most of these studies were conducted in USA and moreover few have studied newspaper as an influential media in perpetuating distorted images of old age and the aging process. For instance, whereas most of the studies (e.g. Harwood and Roy 1999; Swayne and Greco 1987) conducted in USA have concluded older people are portrayed in residential and domestic settings, comparative studies that have been conducted within Malaysia (e.g. Idris 2016; Kessler et al. 2004) have concluded that the group was portrayed in outdoor and activity oriented settings. Thus, they were not less active and passive than any of the other age groups. They indeed exuded passion and strong social vitality by the adverts they appeared in. To the best of the knowledge of the researcher, this study is the first in UK to have content analysed large number of newspapers and hence can help us understand the issue of stereotyping of older people by location, at least within the UK context.

Overall, the results in this area have been somewhat inconsistent and thus, **RQ6a** was formulated as “**What settings are older people featured in when they appear in newspaper adverts?**”

2.11.8 Gender imbalance in the settings of adverts featuring older people

Although they are designed to primarily influence purchase intentions, adverts have inherent abilities to impact societal perceptions about a demographic group. This is especially so when elements of the adverts such as settings, tone, image and interactions are tilted to present one demographic group in a somewhat better position than the other. Though the issue of the settings of adverts older people appear in has received extensive literature consideration, there seems to be scanty knowledge on the settings advertisers cast older women in as compared to their male counterparts. In a review of 14 content analytical studies which considered the settings of adverts featuring older women and men, Furnham and Paltzer (2010) concluded that although there were evidence of leisure and occupational settings featuring equal number of older men and women, the latter more than the former was mostly cast in domestic and non-occupational settings. Similarly, Idris (2016) concluded that compared to older men, older women were cast in residential settings and were likely to be found engaging in sedentary duties than men. Additionally, Furnham and Mak (1999) avers that men more than women are most likely to be cast in occupational settings, which further perpetuate the gender stereotyping of older women. Thus, if older women are consistently cast in traditional and domestic home settings whereas older men are presented in outdoor settings, this presents a gender-biased view of older women as against men. However, results in this area have been mostly media biased. Indeed, Prieler et al. (2015) affirmed that where newspapers have been studied, the results have been more residential than outdoor for older women where the media of choice was magazine. In view of the growing number of societal agitation against gender biased adverts, the current study therefore sought to establish the extent to which advertisers are more likely to cast older women in a domestic setting than men. **RQ6b** was “**Are older women more likely than men to be cast in domestic or sedentary settings in newspaper adverts?**”

2.12 Summary of Research Questions

The following are the summary of the RQ's that were derived based on the current study's objectives and the identified gaps in the literature on older models and newspaper adverts:

RQ1a: What is the image portrayal of older consumers in British print advertisements?

RQ1b: Are older females likely to be cast with negative images than their male counterparts?

RQ2: What is the numerical representation of older consumers in British print adverts?

RQ3: Compared to their representation in society, what is the incidence of older women in UK print advertisements?

RQ4: When older people are featured in UK print advertisements, which products are they associated with?

RQ5: When appearing alongside younger models, what are the roles older models prominently feature in?

RQ6a: What settings are older people featured in when they appear in newspaper adverts?

RQ6b: Are older women more likely than men to be cast in domestic or sedentary settings in newspaper adverts?"

LITERATURE REVIEW ON MODEL - TARGET CONGRUITY IN ENHANCING ADVERTISING EFFECTIVENESS

2.13 Introduction

It has been suggested by some scholars (e.g. Susan and Logan, 1988) that advertising as a form of non-personal communication is effective when the target audience are able to draw positive conclusions about the model(s) in the adverts. This could be the underlining reasons why advertisers use models of different ages to promote their products. Indeed, the knowledge that the presence of a known or unknown model in a commercial help to re-enforce the intended effects (Chevalier and Lichtlé, 2012) through a plurality of roles such as offering advice (Friedman and Friedman, 1979) is well documented in the various scholarly works on the topic. These authors thus, deduced from the extant literature that sponsors of advertisements should strive to establish an affinity between the models and the advert on one hand as well as the intended target audience. This affinity is not just in terms of the content and tone of the advert but also “features such as physical persuasion” (Chevalier and Lichtlé, 2012 p.2). In pursuance to the role of the model in enhancing believability in adverts, the literature has grouped “older models” into two categories. These are cognitive-older and cognitive-younger models. With the increasing use of younger models in adverts due to their perceived physical attractiveness (Bisseil and Rask, 2010) some contributors have suggested that it is time the academic and the advertising community considered the use of older models in advertisements. This school of thought seems to be underpinned by the perceived increasing physical attractiveness of some of the over 50’s in UK (Ahmad, 2000). Equally important is the fact that some researchers (e.g. Kozar 2010) have postulated that older models are rated high when it comes to model attractiveness as a characteristic of model choice.

Despite the somewhat convincing argument advanced by some academic authorities on the topic regarding the integration of older people in commercials, the challenge seems to have been their heterogeneity. For instance, Szmigin and Carrigan (2000) avers that the over 50 market in UK is dichotomously constituted in terms of their financial capabilities that any conclusion pointing to a uniform financial situation may be an argument too far stretched. The authors again suggests that some of the over 50’s extend their retirement age as well as child bearing responsibilities and therefore may still be having low discretionally income and by extension low consumption rate of advertised products. This argument seems to have been predicated on the report by Mintel (1995) that some of UK’s over 50 consumers still have delayed parental responsibilities regarding children of school-going age living with them although a small percentage are free from these

responsibilities. Notwithstanding this argument, there is another constituency of older consumers who possess a much greater discretionary income for which advertisers will be willing to harness (Ahmad, 2000). Besides describing the older consumer group in terms of their financial and parental activeness which are considered as objective classification, there have been some classifications in the literature which may be considered as more subjective in nature. For instance, Bond et al. (1993) offered their perspective on age classification by advocating the need to consider old-age in terms of their psychological or subjective awareness of their age. Thus, any comprehensive study on older people should take cognisance of their heterogeneous subjective composition, failing which any conclusion drawn cannot be generalised in its implementation. This section of the chapter 2 reviews the literature on the heterogeneity of the older consumer group and how the different groups of the over 50's respond to different models in adverts. Subsequently, the hypotheses for the second stage of the study are discussed.

2.14 One but many: breaking up the over 50's consumer group

In recent times there has been a plethora of theories which appear to suggest that addressing the older population segment through the use of the singular factor 'chronological age' can be problematic (see Kuppelwieser 2016; Wood and Armstrong 2006; Ahmad 2000). These authors postulated that people who are fifty years and above should be defined by their ability to control and manage the natural events of aging and not solely by their calendar or chronological age. Thus, a segmented older people's market will ensure that the knowledge gained from each group are reflective of who older people think they are and not what has been imposed on them using their chronological age. Indeed, using lifestyle and other non-chronological age variables as predictors of 'old' help provide more information in academic studies (Peterson and McQuity, 2001). To this end, contributors who have recognise the significance of non – chronological age predicators have relied on using various methodologies to describe the 'one but many old-age group'. For instance, Wood and Armstrong (2006 p.7) using how older people negotiate life events and attempts to ameliorate the physical effects of ageing, identified three groups of 'old': "impervious" who are considered still in active working life and have mental dissociation of "aging"; "the opportunity minded" - constituting the older person striving to adopt to the vicissitudes of life and finally the "survivalist" older consumer coping with the extreme restriction of old-age. Interestingly, Hummert et al. (1992) had earlier postulated the "Coper" who is an older person with a number of health, financial, emotional and mobility problems but is doing all s/he can to survive. Indeed, Dychtwald (1997 p.12) categorised the older person who allowed the natural sequence of aging to go

uninterrupted as adopting the “Barbara Bush model” typifying no dying of hair, no plastic surgery etc. Conversely, the author labelled those who take actions to mitigate the unwanted physical signs of aging as adopting the “Cher model”. In summary, the above works reviewed so far demonstrate the view that research works on old age and how this variable is engaged by advertisers should therefore be situated around the heterogeneity of the older consumer segment and not a single factor of age.

Although the above authors have enriched the existing literature with the typologies of older people, the factors used to categorise them seems to have been largely concentrated on the demonstration of some sort of physical strengths and weaknesses in negotiating the natural challenges that are associated with aging. It is in this regard that a number of scholars (e.g. Choi and DiNitto 2014; Chang 2008; Szmigin and Carrigan 2000 etc.) have proposed the cognitive approach of segmenting the heterogeneous aging market to ensure effective communication between them and product advertisers.

2.15 The subjective-age approach of segmenting the aging population

Scholarship (e.g. Teller et al., 2013) on the involvement of older people in advertising has largely preferred to use subjective or cognitive age rather than the chronological age which is “the length of time since one’s birth” (Chingching 2008 p.1). Despite the preference of some scholars to use cognitive age, the prevalence of the chronological–age approach in the extant literature is due to its strength in predicting future decisions accurately (Stephen, 1991). Besides, the approach is simple in its adaptation in consumer research (Barak and Schiffman 1981). Developing this line of argument further, Kuppelwieser (2016) opined that that the chronological age factor helps in explaining the various aspects of old age and therefore supports any segmentation decision of the older market. In spite of this, the use of chronological age has been criticised in its usage within the consumer research community as lacking the potency for predicting future behaviour of consumers (see Sherman et al. 2001; Barak and Schiffman 1981). Moreover, the factor (chronological age) as an indicator of consumer decisions is intrinsically deficient in helping us understand the older consumer market especially when older people age at varied rates with different family and marital issues; making any marketing and communication approach, difficult to homogenise (Hubley and Russell, 2009) In addition to these shortcomings with the chronological age approach, the overriding deficit associated with the factor is that it fails to recognise evidence of the likelihood of people identifying themselves with their feel, look or interest age rather than their year of birth

(Barak and Schiffman, 1981). Thus, using chronological age as a predictor of response to advertising messages could make academic conclusions difficult to generalise especially when the factor does not corroborate lifestyles of individuals (Bell, 1972) and hence guarantees no homogeneity in behavioural patterns for the group under study (Sudbury and Simcock, 2009).

To correct for the shortcoming associated with chronological age, increasing number of gerontological as well as consumer behavioural researchers have adopted the use of non – chronological age variables such as subjective or cognitive age of older people. Cognitive or subjective age is the age which an individual perceives him or herself to belong to (Sudbury and Simcock 2009, Barak and Schiffman 1981). Advocates of this age variable labelled by Katstenbaum et al. (1972) as ‘personal age’ grounds their argument in the fact that with age being a by–product of the mind set (Schiffman and Sherman 1991) the use of cognitive age in consumer communication presents a more appropriate index in measuring behaviour and response towards marketing stimuli such as advertising (Cleaver and Muller, 2002). Similarly, cognitive age has been upheld by some scholars (e.g. Gwinner and Stephen 2001) as being a superior indicator of older people’s behavioural patterns and hence, effective in reaching them with product information. Unlike the chronological age variable which lends itself to fewer misinterpretations, the same cannot be said of cognitive age. Indeed, the variable and its usage in consumer research seem to be largely susceptible to series of misinterpretation especially when no definitive figure is associated with it. Although it has already been established as the “age people perceive themselves to be”, that definition itself is intrinsically problematic if not vague. This is because of the inconsistencies that may arise in its implementation. It is in this regard that some scholars (e.g. Barak and Schiffman, 1981; Linn and Hunter 1979) have used self – reporting measures such as physical appearances and interest and in some cases social involvement (Age Concern UK , 1999) as indicators of one’s cognitive age. Additionally, the willingness of a person to adopt innovative products has been used in the extant literature as a measuring index of cognitive age (see Chaouali and Souiden, 2019; Szmigin and Carrigan 2000; Schiffman and Stephen 1991). Indeed, the term “new–age elder” was coined by Schiffman and Stephen to represent the consumer who was innovation–averse and thus, likely to have a cognitive age same as or above the chronological age. It therefore seems obvious, at least from the scholarship that studies on the methodology for capturing ones non-chronological age is still developing but has mostly relied on self–reported measures.

One of the pioneering studies which seem to have helped consumer researchers accurately capture the cognitive age of participants was undertaken by Barak and Schiffman (1981). Their studies developed the four – dimensions of “look”, “do”, “feel” and “interest” of people. Using a self – reporting questionnaire, respondents were instructed to indicate which of the age ranges of 20, 30,40,50,60 and 70+ they associated with when using the factors of “look”; “feel”; “do” and “interest”. The questionnaire then asked them their real age bracket which was subtracted from the average of the above. The robustness of this measure was latter affirmed by some similar studies (e.g. Hong et al. 2013; Chevalier and Lichtlé 2012; Guiot 2001, Stephen 1991). Notwithstanding its major contribution to the literature, the measure is not specific in explaining how to ascertain the cognitive age from the chronological age. For example, although it has been proven that cognitive age is mostly lower than chronological age (Chevalier and Lichtlé, 2012), Barak and Schiffman did not indicate which age one is considered cognitively young. Consequently, this has led to some authors postulating their own quantitative definition of what constitutes subjective age. For instance, Szmigin and Carrigan (2000) put this age at 12 years lower than chronological age, Chevalier and Lichtlé (2012) in their research concluded that people who feel at least 10 years younger than their real age where qualified to be considered as cognitively young. Similarly, Stephen (1991) underscored the fact that older people who felt and acted 15 years below their real age could be deemed as cognitively young. Thus, the absence of a precise quantitative definition of the cognitive age factor in the literature makes it a bit problematic in its usage and perhaps this is the underlining reason why some scholars (e.g. Sudbury and Simcock, 2009) have found it convenient to adopt the traditional age measure of chronological age. Challenging though it may be in its implementation, cognitive age is predominant in the literature probably due to the fact that in dealing with the heterogeneous older market, scholars have found its usage more convenient and conclusions based on its usage, largely robust.

2.16 Cognitive age of models and advertising effectiveness – the connexion

The role of the model in ensuring advertising effectiveness has been widely discussed in the literature with particular reference to their ability to offer professionally-based advice (Friedman and Friedman 1979), support an intelligence–based evaluation of the brand (Petroschius and Crocker 1989; Kanungo and Pang 1973) and in some instances, helping with the internalisation of the advert for future decision making (Petroschius and Crocker, 1989; Debevec and Iyer 1986).

Moreover, models appearing in adverts have been known to support the intention to purchase by consumers (Caballero and Solomon 1984; Bush et al. 1979) especially when the model(s) exhibits physical qualities which promotes some form of congruency with the target audience (Bisseil and Rack, 2010). The physical qualities of the model as proffered by Chevalier and Lichtlé (2012) is encapsulated in the variable ‘perceived age’ and known to play a major role in consumer behavioural indicators (Stephen, 1991) such as the propensity to seek more information about the brand advertised (Gwinner and Stephens, 2001) and the overall attitude exhibited towards the advert. Within this topic, there has been a number of studies (e.g. Chevalier and Lichtlé 2012; Hoffman et.al 2012; Korza 2010; Sudbury and Simcock 2009; Nelson and Smith 1998; Milliman and Erffmeyer 1989 – 1990; Rotfeld et al. 1982 etc.) that have considered how the perceived age of an advert’s model and the targets own cognitive age integrates to enhance the effectiveness of the product communication. Most of these contributors have attempted to investigate, as it may, whether target audience internalise adverts more when there is a congruency between their own cognitive age and the perceived age of the advertising models. The focus of these contributors has been to offer some empirical basis why advertisers should align the perceive age of an adverting model with the cognitive age of the target audience. Indeed, this should be done in consonance with the product category. For instance, Chevalier and Lichtlé (2012 p.9) who could be considered as probably one of the latest contributors to the topic postulated that when targeting younger audience, “a young model is better” and conversely “it is recommended to avoid an elderly model” when the target is the subjectively-young senior. Advancing the debate further, the researchers adduced evidence to the effect that when planning marketing campaign which involves the use of older models, the subjective age of the target audience must be considered in order to achieve the maximum effects. When considering the level of congruency between the subjective age of adverting targets and the perceived age of the model (s), as already indicated, it is essential for scholars to do so without alienating the product category in question. The literature (e.g. Chevalier and Lichtlé 2013; Chevalier 2010; Simcock and Sudbury 2009) indeed has considered this to a larger extent and have drawn varied conclusions as far as their congruity is concerned. The reason for this, as expounded in the extant studies (e.g. Hoffman et al. 2012) is that people of varied self – perceived ages tend to have product preferences based on their unique values which turn to be largely grounded in their subjective age. For example, Simcock and Sudbury (2009) in their experimental studies concluded that consumers who had a younger subjective age tend to have preference for products that support their quest for enjoyment (such as vacation) whereas the cognitive-old consumer placed high premium on products which guaranteed their security such as insurance and other protection guaranteed products.

Similarly, Chevalier and Lichtlé (2012) in their experimental studies discovered significant differences between the responses of the subjective-young and the subjective-old to two different product adverts which were coffee and mineral water. Indeed, age-consciousness of older people does have an effect on lifestyles choices which by extension have an impact on their product choices (Szmigin and Carrigan, 2000). Szmigin and Carrigan additionally discovered that subjective-young seniors are more pre-disposed to patronizing innovative products (such as latest cars and high technology gadgets) than those with a cognitive age equal or higher than their chronological age. It can therefore be inferred from the extant studies that an analysis of product categories is essential for deepening our understanding of the reality of any congruity which exists between the subjective age of advertising models and the targets audience and the impacts of these two combined factors in eliciting positive affective reaction.

In conclusion, the use of subjective age in consumer research has gained prominence in the literature due to its effectiveness in capturing especially the unique values of older consumer. Of much significance is the awareness that those values are heterogeneous in nature for which purpose chronological age measurement may not suffice (Choi and DiNitto 2014; Simcock and Sudbury, 2009). Consequently, when the subjective age of advertising targets integrate with the perceived age of the model, it is likely to result in a stronger advertising effect (see Chang 2008; Swan et al., 1987) more so when the product being promoted corresponds with the core interest of targets.

2.17 Development of hypotheses

The current study focused on the extent to which two UK age groups (the subjective-young seniors and the objective-seniors) exhibit varied emotional responses and beliefs towards adverts featuring three models (young, middle –age and the old). The current study follows a similar one which had been conducted by Chevalier and Lichtlé (2012). This study sought to measure the response variable of emotions and beliefs towards adverts of two products (mineral water and coffee) which features three models of different ages (young, matured and the elderly). The significance of their study was the bridging of the knowledge chasm in the literature by examining how the issue was prominent among the older consumer group in France. Additionally, the researchers made a major contribution to the subject when they investigated the issue of subjective age and how it reflected in the effects envisaged by advertisers of selected product categories. Subsequently, the study confirmed that regarding the emotions elicited by adverts and the beliefs towards the adverts, there is a significant difference between that of the subjectively-young and the objective-senior consumer particularly

when the model in the advert was perceived to be youthful. Conversely, the objective-senior exhibited more pleasure and arousal (elements of emotions) in adverts which featured models their age. Thus, perceived age of models should be adapted to that of the target audience if the product is age – specific. However, there is no need for adaptation when the product is designed to appeal to mainstream audience.

Although the study made a major contribution and extended the debate on the topic, generalising the findings must be cautiously made; due to some limitations which the current study sought to address. By using only mainstream products, the researchers might have overlooked the effect of age-related products in eliciting emotional effects of adverts (see Hoffman et al. 2012; William et al. 2010; Cleaver and Muller 2002; Szmigin and Carrigan 2000). The collective postulations of these scholars were that the issue of model choice in advertising decisions should not be made devoid of the demographic age group the product was aimed at. The question therefore is, could the inclusion of an age-sensitive product category have presented alternative results in any way? Indeed, the authors (Chevalier and Lichtlé) themselves admitted that the inclusion of an age-sensitive product category could have enhanced the generalisation of their findings and, indeed, recommended that this issue be considered in any future research works. Moreover, having conducted the study in the French context, the adaptation of findings may be somewhat problematic within the British context. This is because the two countries (UK and France), based on their separate history and identity, are likely to have little in confluence in terms of their core values, beliefs and attitudes. This study aimed to fill the scholarly chasm emanating from the two cultural contexts.

2.17.1 Product category, age and the variables of emotions and beliefs – the combined effect on ad effectiveness

Evidence (e.g. Hoffman et al. 2012; Madrigal and Kahle 1994) suggests that based on our own cognitive age, we all exhibit different emotions and beliefs towards adverts featuring models of varied perceived age. To this extent, it is believed that those with a younger cognitive age are predisposed to placing a higher value on products which promise pleasure and other forms of present gratifications (Hoffman et. al.2012). The researcher’s proffered evidence to suggest that even within the same product category, advertisers should ensure that both age groups (cognitive-young and objective-old) are presented with benefits to suit their values and preferences.

For example, when offering financial products, security and freedom from danger should be highlighted when the target is considered to be cognitively old. This is because, life insurance has been considered to be of high importance to consumers who are cognitively old (Stephen, 1991). Conversely, a financial advert that emphasises high gratification is suitable to the cognitive-young audience. Similarly, the extant literature (e.g. Szmigin and Carrigan 2000; Stephen 1991) have postulated that people with a younger cognitive age have a predisposition to try products deemed innovative than their older counterparts. The dichotomy in the attitude towards and adoption of innovative products between these two age groups was later confirmed by Hong et al. (2013) in their study which examined the attitude towards mobile phone products. Thus, not only are older consumers heterogeneous in terms of their subjective age (Drolet et al. 2007), their subjective age to a large extent act as predictors for the values they attached to certain products categories (Escalas and Bettman, 2003) . This has therefore enhanced the need for advertisers to align factors of model and product category to the internalised values of their targets (Neilson and Curry, 1997) which are the results of how they view themselves in terms of age.

2.17.2 Emotions and beliefs - the consumption predictors

The point at which the subjective-young and the objective-seniors differ in their consumption patterns is not just at the product categories but also the emotions they express when exposed to a commercial stimuli. Indeed, emotions are known to be one of the key components of our consumption processes (Panda et al., 2013) and there are several viewpoints and definition of what constitute emotions especially within the consumer environment (Tapan et al. 2013; Tapas et al. 2013; Lee et al. 2007). For instance, Tepas et al (2013 p.9) posits that emotions constitute the "universal set of internal processes" activated by events or stimuli related to the consumption pattern of an individual. Similarly, Dubé and Menon (2000 p.4) defined emotions as a set of complex integration of "subjective and objective factors" leading to some activation of consumption behaviours by the individual involved. As can be deduced, scholarship has not been consistent regarding what constitute emotions especially as it pertains to consumption experience. One thing which can be gleaned from the various definitions however, is that the "feelings" consumers have post-exposure to marketing stimuli is indicative of their emotional state. Indeed, Mehrabian and Russell (1974) who could be considered as one of the earlier scholars on the concept of emotions in their scholarship, outlined the three pillars of emotions which are pleasure, arousal and dominance. The authors averred that central to these three dimensions was "the feeling that can be assessed readily" (p.18).

The current study drawing on the extensive work on consumer emotions, operationalised the construct as constituting the overall feelings older consumers have towards adverts. Specifically, the emotions of the experimental subjects were captured using questions 8 - 14 of the questionnaire (see appendix 7 page 253). Ultimately, the emotional state of a target audience post-exposure to an advert helps to re-enforce the message and enhances the effectiveness of the advert. There are some suggestions that the emotions expressed by the subjective–young senior generally differ from that of the objective-senior within the advert – target environment (see e.g. Chevalier and Lichtlé 2012).

Besides the variation in affective reaction of the subjective-young and the objective-senior, another significant view worth mentioning is how the two groups express diverse beliefs toward adverts (Rotfeld et al., 1982). Whereas emotions in marketing communications is generally captured by the self-reported feelings, the construct of ‘belief’ is significantly different. There has been so many views on what constitutes beliefs in the consumer scholarship. For instance, According to Lutz et al. (1983), ‘beliefs’ constitutes the ‘recipients’ appreciation of the advert which are largely underpinned by its (i.e. the ad’s) unique features (Chevalier and Lichtlé, 2012) such as the design, message and general atmospheres (Derbaix, 1995). For this study, the amount of information in the advert, the strength of the arguments raised in the adverts, the quality of the adverts produced and the extent to which the model exudes believability among the target audience constituted the operationalisation of the construct ‘belief’ (see questions 1-7 of appendix 7, page 253). Research (Chevalier and Lichtlé 2012; Lutz et al. 1983) postulates that belief in an advert generally turn to be high where there is a strong congruity between the product being advertised, the perceived age of the model in the advert and the subjective age of the target. Thus, the variable of ‘belief’ is a function of the composite effect of product-category, and the cognitive age of the model and the recipient (Cheng, 2008). This narrative was later confirmed by Lichtlé (2007) who discovered variations in the beliefs about the advert based on the model in the advert and the target’s own subjective age. In summary, the mediating role of the variable ‘belief’ in the advert has thus gained and continuous to gain authorial significance in the area of consumer behaviour. However, studies on how this variable is supported by other variables such as the model’s perceived age in influencing the older consumer group’s behavioural pattern is still scanty, although increasing. As pointed out earlier in section 2.16, although one of the few recent contributors in this area, Chevalier and Lichtlé (2012) scholarship cannot be generalised due to the failure of the scholars to consider age-sensitive products alongside the chosen mainstream product. This deficit in the authors’ work was a gap which the current study attempted to address by the inclusion of an age-sensitive product (Helvetia insurance) advert in the questionnaire.

In conclusion, it can be inferred that the effectiveness of an advert is generally underpinned by the perceived similarities between the respondents subjective age and the perceived age of the model (e.g. Hoffman et. al. 2012; Chang 2008; Schiffman and Mathur 2001; Stephen, 1991). Undoubtedly, the concept of advert congruity is a function of the emotion and beliefs expressed toward the advert (Chang 2008). However, such congruity is not measured without a consideration of the product category being advertised. Thus, the extant literature has evidence to suggest that there is a relationship between the emotions and beliefs expressed toward adverts by the subjective-young and the objective-senior consumer. For instance, older consumers are known to exhibit intense likeness for old- age-oriented product adverts that have models their age (Szmigin and Carrigan 2000; Rotfeld et al. 1981). Consequently, the review of the literature on the model-audience and product congruity indexed the formulation of the following hypotheses:

H1: Towards a mainstream product advert, subjective-young seniors and the objective-seniors will exhibit varied affective reaction and belief depending on the perceived age of the model.

People's cognitive age have a number of implications for the advertising community. Predominantly among them is the expression of emotions towards all components of the adverts and the trust and the confidence they have in the same (Loureiro and Roschk 2014; Stephen 1991; Szmigin and Carrigan 2000; Schiffman and Sherman 1991). Indeed, the age we perceive ourselves to be, largely have a direct correlation with how we evaluate marketing messages and the confidence we have in those messages (Chaouali and Souiden, 2019). For instance, when we have a cognitive age far lower than our chronological age, we are likely to be drawn to adverts with models that represent our quest to remain young in mind and interest (Bradley and Longino, 2011) and will be usually hesitant to associate with models that do not represent our age aspirations (Moschis and Mathur, 2006). This may not be the case however when it comes to products that are specifically designed for them (Szmigin and Carrigan, 2000). Thus, the subjective-young respondents will have preference for models they perceive to be younger than them or, at least known to have the same cognitive age as they have. It is perhaps in this regard that Swayne and Greco (1987 p.57) postulated that choice of models in adverts should be based on the age aspirations of the target audience. Consequently, if a marketer is targeting buyers of all ages (i.e. mainstream product adverts) the "transgenerational approach" as opined by Greco (1990) should be adopted. This approach requires that adverts with an all-age appeal should consider the use of models of all ages. Similarly, when targeting only older consumers (i.e. age-sensitive product advert), models perceived by the target audience to be cognitively-old should be preferred. These assertions are backed by empirical data

(e.g. Taylor and Francis 2014; Weiss and Freund 2012; Weiss and Lang 2012) which supports the fact that subjective-young seniors tend to dissociate themselves from objective-seniors and by extension, models they perceive to be older than them and therefore do not represent their aspiration to identify with the younger generation. This ensures that marketing communication strategies are not misplaced. A misplaced marketing communication (where the unsuitable model is used to target the right group) has been identified as one of the reasons for the failure of marketing communication (Moschis and Marthur, 2006). In view of the plethora of evidence that younger people are attracted to younger models when it comes to mainstream products and likewise older models appeal more to older audience than their younger counterparts (Mazis et al., 1992) the following three hypotheses were deduced from **H1**:

(H1a) Subjectively-young seniors compared to objective seniors will exhibit positive beliefs and emotions toward mainstream adverts featuring models they perceive to be younger than they are.

This hypothesis was predicated on the fact that unlike older consumer targets who are predisposed to negative belief and emotions in adverts with models perceived to be cognitively young; their younger counterparts are likely to identify a congruity in such adverts and thus, generally respond positively towards such. This is because the cognitive-young older consumer will view the association with younger adverts models as a means of perpetuating their own imbibed age of themselves. Conversely older people who have an objective view of their age are likely to show low or negative emotions and beliefs in mainstream adverts with younger models who do not in their view represent their unique values and contemporary aspirations.

(H1b) Compared to objective-seniors, subjective-young seniors will exhibit positive beliefs and emotions toward mainstream adverts featuring models they perceive to be in their age cohort

The thrust of this hypothesis was that there will be no difference in the beliefs and emotions that the subjective-young will exhibit in mainstream adverts which are featuring models who are perceived to be subjectively-young. That is, an older person with a young cognitive age will gravitate towards mainstream adverts with younger targets as a means of nurturing their own cognitive age. This study hypothesised that the situation will be different with an older person who has an objective view of his or her age.

(H1c) Compared to the subjective-young, objective-seniors will exhibit positive beliefs and emotions towards mainstream adverts featuring model(s) considered to be in the same age as them.

This hypothesis was premised on the fact that unlike the subjective–young audience, objective-seniors will exhibit positive beliefs and emotions in adverts when they perceive themselves as sharing the same cognitive age as the models featured in the advert they have been exposed to . Thus, when a mainstream advert with an objective-senior as a model is exposed to both older age groups, this thesis hypothesised that the subjective-young model will show less beliefs and emotions unlike their older counterparts. In the case of the subjective-young, the expression of negative emotions and beliefs will probably be because of the need to avoid any association with older models as this was synonymous with a devaluation of their quest to remain young cognitively. This notwithstanding was not the case with the objective-senior who are predisposed to advertising models considered to be objective-seniors who shared their unique values and aspirations.

(H2) Towards age-related products advert, the subjective-young and the objective-senior will exhibit varied affective reactions and beliefs depending on the perceived age of the model.

Although the subjective–young senior will have preference for younger models when the product being advertised is considered appealing to users of all age group (mainstream product in this study), There is evidence (Kuppelwieser 2016; Hoffman et al. 2012) that using younger models to reach the older generation (irrespective of their cognitive age) can be somewhat problematic. Thus, older consumers are likely to respond positively to adverts targeted at them with models they share the same cognitive age with when the product being advertised is old-age related. For instance, some authors (e.g. Plutzer and Berkman 2005) averred that older people are generally more altruistic than younger people and are likely to express high emotional concern toward adverts which reflect their gratuitous nature. This interest is further enhanced when the model in the advert reflects the target’s own cognitive age. However, although there is a large corpus of literature (e.g. Chevalier and Lichtlé 2012; Hoffman et al. 2012) on how older people will react emotionally to and express belief in mainstream adverts featuring models of all ages, there are not enough studies of their affective reaction and beliefs in age-centric advert featuring models they share no affinity with in terms of perceived age. In view of the paucity of knowledge on the model-target congruency and how it impacted on age-related product advert; the following three hypotheses were formulated from H2:

(H2a) Both the subjective-young and the objective-senior alike will exhibit negative emotions and beliefs toward age-related adverts featuring young models.

The premise of the hypothesis was that incoherency in advertising can be caused by elements such as the featuring of models who do not share the same cognitive age as the target audience, especially when the product is targeted at a specific age group. In this regard, the study conjectured that emotional expression and belief in the end of life product (Helvetia insurance) advert will be negative if a model considered by both the target audience (objective-senior and subjective-young) in the study is younger than their own perceived age. This could probably be because of the issue of credibility in terms of the authority the models had to recommend a product they knew little about and indeed were not regular users

(H2b) The subjective-young and the objective-seniors will exhibit positive affective reaction and belief towards adverts featuring subjectively-young seniors.

The hypothesis was developed on the backdrop of the current literature that end of life product adverts will induce higher emotions and beliefs in older people from diverse cognitive age backgrounds when the model in the advert is perceived to be either cognitively young or old. Thus, the objective senior will not dissociate him/ herself from older product adverts modelled by a subjective-young audience.

(H2c) Compared to the subjective-young, the objective-senior will exhibit positive affective reaction and beliefs toward adverts featuring models perceived to be objectively-old.

The last hypothesis of the study sought to investigate whether unlike the subjective-young target audience, the objective senior will prefer products targeted at them to be endorsed by models who themselves are objective-seniors. Considering the fact that final arrangement or end of life products are mostly patronised by older people (see Williams et al. 2010; Zhang et al. 2006) it was the expectation of the researcher that the objective-senior more than the subjective young will show more emotions and beliefs when it comes to age-related adverts featuring a model they can identify with.

2.18 Summary of hypotheses

H1a: Subjectively-young seniors compared to objective seniors will exhibit positive beliefs and emotions toward mainstream adverts featuring models they perceive to be younger than they are.

H1b: Compared to objective-seniors, subjective-young seniors will exhibit positive beliefs and emotions toward mainstream adverts featuring models they perceive to be in their age cohort

H1c: Compared to the subjective-young, objective-seniors will exhibit positive beliefs and emotions towards mainstream adverts featuring model(s) considered to be in the same age as them.

H2a: Both the subjective-young and the objective-senior alike will exhibit negative emotions and beliefs toward age-related adverts featuring young models.

H2b: The subjective-young and the objective-seniors will exhibit positive affective reaction and belief towards adverts featuring subjectively-young seniors.

H2c: Compared to the subjective-young, the objective-senior will exhibit positive affective reaction and beliefs toward adverts featuring models perceived to be objectively-old.

2.19 Summary of literature review chapter

The entire chapters 2 attempted to systematically review the extant studies on the subject of older people and how they are engaged by the advertising community especially in the advanced countries which has been at the forefront front of a growing aging population. In doing so the researcher did review the scholarly works on how consumers considered to be old (fifty years plus) are portrayed with diverse images in the advertisements, their numeric representations and how this is gender biased, the roles they play when in adverts, the product they are mostly associated with and lastly the physical settings of the group when they feature in adverts. The intention for analysing all these variable was to gauge a comprehensive view of how this growing consumer segment are portrayed within the UK context. Moreover, recognising the diversities within the old-age segment, the researcher in the second part of the same chapter 2 attempted to review relevant studies on the impact of cognitive age vis-à-vis chronological age and how the recognition of this dichotomous age definition by the advertising community can and does ensure congruity in product adverts aimed at the older population.

The chapter, besides the review of the corpus of literature on the subject and identification of the gaps in the studies, also presented the research questions and hypotheses which were answered and tested in the current study. In the next chapter, the researcher discusses the theoretical underpinnings of the study after a review of the myriad of theories that have informed previous scholarly works.

3 THEORIES ON THE PORTRAYAL OF OLDER PEOPLE IN ADVERTS

3.1 Introduction

Myriad number of theories have been developed to help us understand how the portrayal of older people in the media can be measured. These theories also provide insight into the extent to which the advertising community is impacting our perception of what constitutes old age and the entire aging process. It is instructive to note that most of these theories have their foundation from external disciplines such as psychology and sociology. This is perhaps to help us appreciate the fact that the fundamental principles underpinning the level to which older people are engaged by the advertising community, are not different from how society expects older people to be treated. To this end, the first part of the study was largely supported by two theories - the 'cultivation theory' and the 'ethnolinguistic vitality theory', and this chapter is dedicated to discussing these two theories and their various trajectories, why they were selected and their limitations which must be considered when adopting them for studies such as the current.

3.2 The cultivation hypothesis and older people

The cultivation theory which was first proposed by Gebner et al. (1980) is part of the many viewpoints of the socialization theory which holds the view that when older people recognise their role loss; they look to models in the media for a clue as to how to interact with and view one another (Greco and Swayne, 1987) and how to function within the intergroup fraternity. The theory has a foundation within the social cognitive theory (Bandura, 1977) which proposed a composite framework to help us analyse the various psychological processes that we go through to negotiate the unavoidable aging process. Moreover, the theory aids our understanding of the development of behavioural patterns we go through as we age and how this behaviour can be modified by human mechanisms. In this regard, it is believed that what we know as a society does not originate from any overt group such as families and schools but as Gebner (1998 p.176) posits, from a "distant conglomerate with something to sell". Thus, the impact of advertisements is beyond influencing potential consumers to make a product choice. It has a covert efficacy, through its stories to shape our perception about other groups such as older people. The theory of socialization therefore has a number of trajectories one of which is the cultivation hypothesis details of which are discussed in this section.

Cultivationists hold the view that the more time we spend watching television or being exposed to a communication medium, the more our real world gets substituted by the world being created through the intense exposure to the medium (Morgan and Shanahan, 2010). For example, Morgan and Shanahan argues that the more time one spends watching crime scene programmes, the more he or she develops a phobia of being attacked in the community due to the perceived presence of crime. As averred by Zhang et al. (2006), the cultivation theory is one of the most cited in studies on media and old age (e.g. Harwood and Anderson 2002; Harwood 1999; Greco and Swayne 1987). Indeed, what we know as a society as indicated above, does not originate from any overt group such as families and schools but as Gebner (1998 p.176) posits, from a "distant conglomerate with something to sell". Thus, the impact of advertisements is beyond influencing potential consumers to adopt a product choice. Consequently, product advertisements to a large extent have a covert efficacy, through its stories to shape our perception about other groups. This is because the views we hold about ourselves and other are largely offshoots of the sustained images we are exposed to through various media genres. It is in this regard that the study lends supports to the assertion that within the media fraternity where the older generation seems to be ostracised, their influence within the intergroup interaction is likely to be weaker than other groups' (Gebner et al. 1980). This study therefore assumes that the images depicted by the advertising community have a somewhat powerful impact on social groups, be it racial, gender or age. A critical analysis of the tenets of the theory leads one to adopt the supposition that the media cannot be entirely absolved from the cultivated views of one demographic group about another. Thus, they do play a major role in our knowledge of one another. This could be because the media has become a central part of our learning process through which our perceptions are moulded and perpetuated. Thus, going by the suppositions of the adherents of the cultivation theory, advertisers could be responsible for the perception and stereotypes society holds about older consumers, through their commercial images and frequency of representation and other decision such as roles and product associations of the group.

Despite the seemingly pervasiveness among the marketing communication contributors, the assertion that the media is largely responsible for our perception of older people has been discounted by some other perspectives such as the "mirror" hypothesis which was originally postulated by Holbrook (1987) and later accentuated by (Eisend, 2010 p. 196).

The "mirror" school of thought, a contrast to the cultivation theory opines that images and cultural meanings of adverts merely reflect and represents the values inherent in society.

Thus, there is no evidence of a deliberate effort by institutions to mould values, beliefs and opinions that are not already embedded in society. Consequently, according to Holbrook advertisers have little control in formulating beliefs and values about any demographic group including the elderly (Pollay 1986; 1987). In view of this, it will therefore be intellectually inaccurate to hold advertisers solely responsible for the image we hold about others within the inter-age group interaction. Our views as society according to the advocates of the “mirror” hypothesis were internalised without any subtle or overt role of the media. Although as posited by Holbrook (1987), some section of the advertising fraternity do indeed attempt to manipulate our perceptual position as a society about the older consumer group in their attempt to communicate product knowledge and elicit purchase intentions, ultimately the images about older people we see in media is, but just a reflection or mirror image of a pervasive perception about the group.

Contrasting the ‘mirror’ hypothesis is the “mold” perspective which seems to corroborate the cultivation hypothesis. The ‘mold’ perspective avers that advertisers actually try to influence (mold) the values they intend to see perpetuated in society in order to sell their product. This is because of the knowledge that consumers like imitating what is seen on television and read in newspapers especially when there is a perceived reward in the form of product satisfaction and other forms of personal aggrandisement. Subsequently, this results in the perpetration of age-related stereotypes (Kay and Furnham 2013). Even though some authors (e.g. Eisend, 2010) have concluded that the mirror view holds more than the “mold” view in advertising, the debate is irrelevant as both hypotheses lead to stereotypes either being reinforced or introduced. Therefore, both views exist and must be considered in any studies on advertising and older people. In addition to these contentions that have been associated with the cultivation theory, some critics such as Potters (1983) have opined that the theory failed to properly conceptualize the ‘effect and relationship’ and rather proposed the development of various topologies of effects. According to Potter, a cogent typology defining any causal effect of media images on our perception by the proponent of the theory would have advanced the discussion and afford researchers the latitude in adopting its tenets in their work.

Notwithstanding the shortcomings with the cultivation theory and its associated trajectories, its strength in helping us understand the relationship between image and perception has been corroborated by a number of scholars. Example, Harwood and Anderson (2002) asserts that the critiques of Potter is somewhat lacking in substantiation since there is evidence that Gebner did indeed discover a small but significant relationship between images seen in the media and our perception of one another.

Thus, considering the fact that the thematic components of cultivation analysis relative to perceptual cultivation through exposed images are still intact and effectual enough to underpin *inter alia* research works on older people and the media (Zhang et al., 2006), it was adopted for this thesis

3.3 Ethnolinguistic Vitality Theories (EVT)

Ethnolinguistic Vitality Theory (EVT) was first formulated by Giles et al (1977) and is premised on the assumption that groups that are frequently seen in the media turn to be seen as more valuable than groups that are not. Specifically, proponents of the theory defines the vitality of an ethnolinguistic community group as “that which makes a group likely to behave as a distinctive and collective entity within the intergroup setting” (Giles et al. 1977 p.308) The theory is important in considering the vitality of one demographic group as against the other groups within the intergroup interactions. This vitality is premised on three fundamental factors: status, institutional support and demographic representation. These are factors; especially the last two according to McConnell (1991) play a significant role in group survival. Figure 4 below therefore depicts how the two factors of “institutional support” and “demographics” were adopted to direct this study. Proponents of the EVT list the media as one of the powerful Institutional support which is vital in ensuring the survival of any demographic group. Thus, the language and image choice of the media when featuring any demographic group and the frequency of the group in the media contributes to the survival of the particular group. Additionally, proponents of the vitality rationale describes the variable "demographic" as the frequency of one group in the media as a proportion of other groups. Additionally, this factor (demographic) is how frequent a particular group is seen in the media (Zhang et al., 2006). The more a particular demographic group is seen in the media the more vitality that group is believed to possess. Thus, within the inter-age group interaction, groups that are frequently seen in the media are thought to be more valuable than those that do not, as the “presence or absence of a group in the media” is indicative of the groups vitality (Zhang et al., 2006 p.266). According to the proponents of EVT, this construct offers a significant negotiation tool for any demographic group within the intergroup scheme of things. A demographic group with high incidence of image portrayal was therefore held in society as being more relevant and hence desirable than the group that is seen less frequently. The media in this regard is seen as by some scholars (e.g. Prieler et al. 2015; Gebner et al. 1980, Giles et al. 1977) as being the sole determiner of the frequency of a group in the media. Therefore any study which is focused on measuring the vitality of a group cannot ignore the groups’ presence in the media, hence the adoption of this theory for the current study.

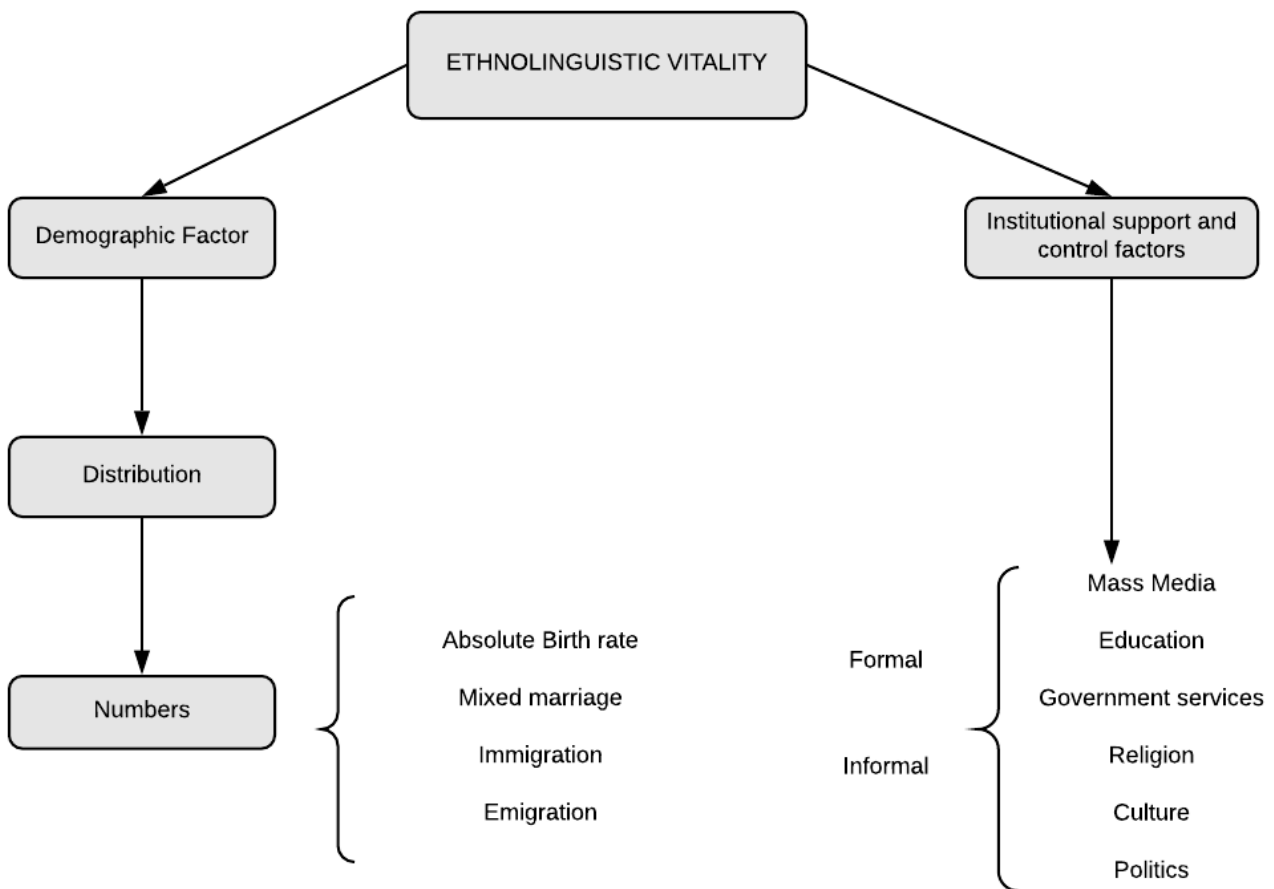


Figure 4: Factor structure of vitality construct (adopted and revised from Harwood et al. 1994)

3.4 EVT and studies on older people in the media

Although EVT in its fundamental form was postulated for understanding the rationale behind the annihilation or sustainability of some minority languages (Yagmur, 2011), the theory has gained currency in the literature regarding how older people are engaged by the advertising community (e.g. Abrams et al. 2003; Harwood and Anderson 2002). As proffered by Prieler et al. (2015), the media has become one of the institutions which determines the vitality of any demographic groups. Indeed, the proponents of EVT had made assertions to this effect. Thus, a “content analysis of groups in the media indicates the groups’ value and respect within a society” (Prieler et al. 2015 p. 867). This no doubt makes the media a focal point in analysing how older people are engaged by advertisers and perceived in society.

Therefore, any studies on the stereotype of the older consumer group must also consider their numerical presence against their census population to establish their social vitality.

Thus, the strength of a group within the-intergroup relationship is largely influenced by the role of the media as one of the institution with the ability to inject or extract strength (vitality). Although as depicted in figure 4 above, the media is not the only institution which influences the vitality of a demographic group; their influence is considered to be significant (Luia et al. 2013). And this is rightly so especially as its pervasiveness that has come to define us as a society (Zhang *et al.* 2006), make studies such as this impossible to ignore the communication tool.

Despite the vitality rationale being touted as providing constructs to aid our understanding of the underlining causes of vitality loss of a democratic group; it has been critiqued by some scholars. For instance, Husband and Saifullah (1982 p.193) criticised the theory as proffering a framework with “gross and inexact tools of analysis” although this assertion was latter discounted by Johnson et al. (1983). These criticisms are not exclusive to scholarly works predating 2000. Pavlenko and Blackledge (2004) opined that the idea of a correlation between a groups’ vitality and the role of the media is too farfetched. Thus, the authors aver that the media may not necessarily index the presence or absence of a vitality within a democratic group as the media may just be reflecting what has already been embedded in the society. Thus the media does not mold but reflects. Despite the criticisms of the EVT, it was selected to underline this study due to the following reasons:

- (1) It has been used to support similar studies (e.g. Prieler et al. 2015; Hoffman 2012; Harwood and Anderson 2002) that have sought to understand how a democratic group may / may not have social vitality. The theory according to Harwood and Anderson (2002) has been used in the past 20 years to inform a number of studies on the intergroup tension as well as informing our understanding of ethnic and language perpetuation. Perhaps, this is due to the theory’s proposal of institutional support as one of the indexing factors of a demographics’ group vitality. To the extent that the current study focuses on how older people as a demographic group are portrayed in the media, the use of EVT was considered appropriate. The theory although has not been very applied much to the content analysis of media contents (Harwood and Anderson 2002), it was adopted for the current study as it will, at the most basic level, give us an insight into how socially vital older people in UK from the perspective of the Country’s advertising industry.
- (2) Moreover, with **RQ2a** which was “What is the representation of older consumers in British press adverts?” premised on the rationale that numeric representation of a demographic group, in comparison with other groups was indicative of the vitality of the group under study, the

theory was deemed the most appropriate. EVT was also applicable in view of the fact that the theory proffered the frequency of a demographic group (as indicated on figure 4 above) as a measure of vitality.

In conclusion, both the cultivation and EVT hypothesis have been adopted to support our understanding of how older people and other generations internalise perception about one another through media contents indexed by advertisements. The theories provide a framework which aids our understanding of how older people despite their surging influence may not have equal societal vitality as that of other groups and how this perception of lack of vitality cultivates opinions about old age and the aging process

3.5 THEORIES ON OLDER PEOPLE'S BELIEF AND EMOTION IN ADVERTS

3.5.1 Introduction

A number of theoretical concepts have been proffered to help us understand how the age of models / audience and the product category interact to enhance advertising effectiveness. Predictably, some of these theories have emanated from the sociology, psychology and the gerontology fraternity (e.g. Hoffmann et al., 2012; Simcock and Sudbury 2009), perhaps, to support the assertion by Bond et al. (1993) that people age in three ways: biological, sociological and psychological. This therefore means that a theory to support a study such as this should have embedded in it aspects of the various ways in which we age as humans as rightly expounded by Bond et al. To this end, the second stage of the study used two theories: the “self-verification theory” (Swan, 1987) and the Congruity theory (Mandler, 1982) to explain the interactions between the perceived age of models and the cognitive age of targets and how this culminates into achieving advertising effectiveness. This section will discuss the two relevant theories that have been selected to underpin the second stage of the study of the current study.

3.5.2 The Self – verification theory (SVT)

One of the theories that have gained authorial attraction especially in explaining the connection between advertising elements and the emotion and beliefs of target audience is the self-verification theory (SVT) propounded by Swan et al. (1987). The fundamental tenets of SVT are that people preserve their self-verification by interacting with partners and elements which can affirm their own self-conception. Thus, when confronted with environmental elements, we are likely to prioritize coherence and reduction in anxiety over any promising gains so as to perpetuation our own self-view. The preference people have for confirmatory feedback from the environment somewhat forms the basis for social negotiation such as their information preference, retention of information and how the retained information directs their future actions. Consequently, consumers are likely to align their internalised self-views with their behaviour. Thus, they are likely to reject any disconfirmatory environmental offers when it comes to purchasing decisions.

Alternatively, they may look for transaction partners who they share the same set of beliefs and values with so as to maintain their own self-inculcated values, perceptions and credos. Subsequently, we are attracted to marketing stimuli which confirms beliefs about ourselves and promotes a sense of security for the future. Thus, our behavioural decisions are largely underpinned by a positive interaction of self-view and the other factors within the negotiation process. For example, according to Escalas and Bettman (2003) when making major purchase decisions, consumers chose brands which confirms their self-conception and are likely to reject disconfirmatory brands. The self-verification theorist further opines that in supporting the individuals to make the desired decision, marketing communicators, for example should base their approach on a segmented self-concept view of the people they intend reaching through their stimuli. Thus, people's self-concepts should be measured and addressed effectively rather than manipulating those views. When individual's self-concept is measured and addressed, their self-verified identity within the in-group and out-group components is identified. Subsequently, adverts with elements including the model which are identified by the individual as sharing similar in-group traits are likely to lead to some form of positive outcome (Hoffmann et al., 2012). Conversely, incoherent communication elements are abhorred when seeking information to support decision making (Gregg, 2009). Consequently, SVT acts as the filter through which environmental stimuli are accepted or rejected (Wright et al., 2014). Advertisers and marketing communicators must therefore strive to ensure harmony between the communication elements and the targets audiences' own self-verification cues.

Although developed by the psychology fraternity, SVT has been used by a number of consumer behaviour scholars (e.g. Hoffmann et al. 2012; Drolet, et al. 2007; Grégoire, 2003) to underscore the need to align marketing stimuli with the internalised belief systems of targets. This was even essential when identifiable human models were used to advertise the brand. For instance, Hoffmann et al. (2012) drawing on the tenets of SVT, sought to investigate the extent to which the efficacy of an advert was enhanced where the targets inferred some form of perceived similarities between their internally-conceived views and the values the model seemed to exude. Their results confirmed that where the self-concept aligned with the models perceived self-view, the effects were positive, and by extension negative where the players in the communication process were divergent in internally-held views. Similarly, Aydınoglu and Cian (2014) underpinned their study on the impact of congruity between consumers and advertising models with SVT, and concluded that when models appearing in adverts were perceived to be sharing some similarities with the intended targets, the brand attitude was largely positive.

Indeed, the proponents of the theory upheld the propensity of people to perpetuate existing self-views and will exhibit some form of positivisms by seeking information which support such (Gregg, 2009). The theorist averred that the need for people to perpetuate their internalised views were non-negotiable even when those views were societally deemed as negative. Thus, when people have internalised low self-esteem, they will seek for information and negotiation partners who will help to confirm rather than disconfirm those views. Indeed, advertisers must investigate the self – views of targets and align their model, messages and other elements to those views, whether negative or positive (Nelson and Smith, 1988).

Although the theory can be considered as suitable for providing explanatory basis for the connection between advertising elements and the internalised views of targets, the theory should be subjected to some scrutiny to ascertain its effectiveness in supporting the aims of this study. First of all as Gregg (2009 p.50) puts it, the theory is not a “statistical fluke” but premised on *inter alia* findings which have been widely replicated across a number of disciplines including psychology and marketing. Secondly, Gregg avers that although empirical evidence supports the core tenets of SVT, people do not necessarily seek for assenting offers but on the contrary, are prepared to accept offers which promises to compensate for the loss of some self-views. To this end, it could be assumed that proponents of the SVT failed to address evidence which has shown that when offered an attractive incentive, the internalised self-concepts of people can be substituted (Wright et al., 2014). Similarly, proponents of the theory also failed to proffer convincing reasons as to why people will seek to maintain their self-view (especially the negative ones) rather than trade them off for a higher offer from negotiating partners (Swan, 1987). Thus Swan identified evidence to support the willingness of target audience to swap aspects of their own internalised views for benefits that are deemed essential for their survival. To compensate for the shortcomings of SVT, the Self-enhancement theory (SET) (see Tesser, 1986) was postulated.

SET proposes that when people become conscious of unwanted internalised concepts, they seek for offers that will help enhance those views. Thus, unlike SVT which seems to suggest that negative self-views cannot be traded-off for positive offers from the environment, SET suggests otherwise. According to proponents of SET, it behoves advertisers to give cogent reasons (in the form of product offerings) to prospective consumers to trade-off any internalised self-views which seems to be hindering their imbibing of new communication stimuli. The lack of recognition of this fact by the SVT advocates has in a way made its adaptation for any study a bit challenging. Notwithstanding these gaps, SVT has been (as earlier indicated) used to support a number of studies (including consumer behaviour).

Moreover, to the extent that it helps to explain the underlining causes of consumers' likes and dislikes for communication elements (Hoffman et al., 2012), it was adopted for this study. Thus, considering the fact that this study has hypothesised that older consumers of diverse cognitive age-dispositions will exhibit diverse emotions and beliefs in communications elements, SVT was deemed appropriate. Indeed, the tenets of the theory have been harnessed by similar studies (e.g. Hoffmann et al.2012; Gregg 2009)

3.5.3 Congruity theory

First proposed by Mandler (1982), the congruity theory proposes that congruency between events and our schematised cognition forms the foundation of our decisions. Accordingly, our affective reaction to events and environmental stimuli are borne from the results of the congruity between ones' cognitive schema and the proposed offers from the environmental. On schema, Fisk and Linville (1980) opines that a person's schema underpins how he or she processes new information / stimuli and subsequently forms the basis of congruity or incongruity (Mandler, 1982) since "two entities go well together "(Chevalier and Lichtlé 2012 p.3). Depending on the degree of congruity between the two entities or parties, Mandler opines that two results are likely to occur. These are assimilation and accommodation. Assimilation is required when for instance a partner in the communication process is able to add new information to existing schemas without any schematic adjustment (Baum et al., 2016). Subsequently, the target of the communication stimuli is able to make purchasing decision in line with the demands of the information without disturbing the existing behavioural status quo. However, the accommodation approach is adopted when adjustment is made to a targets' schema because of the absence of congruency. Accordingly, Mandler hypothesized that due to the occurrence of a complete congruity between negotiating parties, there will be no need for either accommodation or assimilation but these two become essential when there is a "schematic incongruity" (1982 p.14).

The congruity theory has directed a number of studies including shopping mall image and the customers (Kaihatu and Spence, 2016); enhancing online shopping experience (Lee and Jeong, 2014), sponsorship research (Watson and Watson, 2001) and advertising (Baum et al., 2016 ; Choi and Reid 2016; Chevalier and Lichtlé 2012).

Within the advertising research community, the operational definition of congruity besides what was proffered by the proponent has been diverse. For instance, within the advertising sphere, congruity has been defined as “complete match between a product and an activated (product category) schema” (Baum et al., 2016 p. 265). Conversely, an advert is considered to be incongruent when there is no perfect fit between the target’s cognitive schema and the elements (such as model and message) of the advert. Similarly, Petty and Cacioppo (1986) opines that the higher the degree of congruence between an ads model and the target audience, the higher the persuasiveness of the advert as the targets are made to feel that the model (s) “share their values” (Chevalier and Lichtlé 2012 p3). The reasons attributed for this is that people respond positively to stimuli that does not disturb their cognitive schemas (Mandler, 1982) but rather promises a confirmatory returns (Swan, 1983) without any adjustments in the self-concept (Stayman, 1992). Grounding their study in this theory, Nelson and Smith (1988) discovered that older participants were predisposed to being apathetic to adverts which featured models they perceived to be cognitively younger than them. This led the scholars to conclude that unless the target shared similar cognitive age with the model, the choice of the latter is likely to be source discordance to the former’s interest in the advertised product. The component of congruency however is not a factor of just subjective age as some (e.g. Chevalier and Lichtlé 2012) has sought to suggest. Congruency is achieved through multi-dimensions of (1) emotional state (Chevalier and Lichtlé; 2012); (2) life fulfilment (Nelson and Smith, 1988) and (3) gender (Kozar and Damhorst, 2008). Perhaps, the essence of appreciating the heterogeneity of congruency as a factor for achieving advertising effectiveness is that when planning advertising campaign, managers have a duty to measure the degree of fitness (Watson and Watson, 2001) between the targets and the audience not only on the dimension of age but on any of the other three dimensions mentioned above.

Although a very cogent theory that has received a number of scholarly attentions, when adopting the theory for a study, its limitation must not be ignored. The proponent according to Barker et al. (2014) failed to account for the underlining mental process respondent go through to either accept or reject environmental stimuli. For instance, when communication elements are presented to targets audience, the process they go through to align or misalign their purchasing behaviour to the offered stimuli is unknown, hence, a challenge advertiser’s encounter which has not been addressed by the theory yet. Situating this gap in the theory, it can be inferred that although when partners in a communication process agrees in terms of value and self-view, the aim of the communication is likely to be achieve, the congruity theory according to Barker et al.(2014)does not address the mental processes supporting this decision.

In conclusion, the above limitation notwithstanding does not discount the usefulness of the theory in addressing the reasons why some advertising messages may not yield the expected results intended. For this study, the affective reaction of older people towards advertisement models of different perceived is well explained by the theory, especially as it has supported similar studies.

3.6 Theoretical framework

The described concepts in chapter 3.5 above are integrated into a framework to help us understand how older people of different subjective ages exhibit various emotions and beliefs towards adverts featuring models of different perceived ages. Figure 5 below was the proposed framework which was developed following the review of the literature and the theories underpinning this study. The relationships in these constructs are represented by the dependent and independent variables.

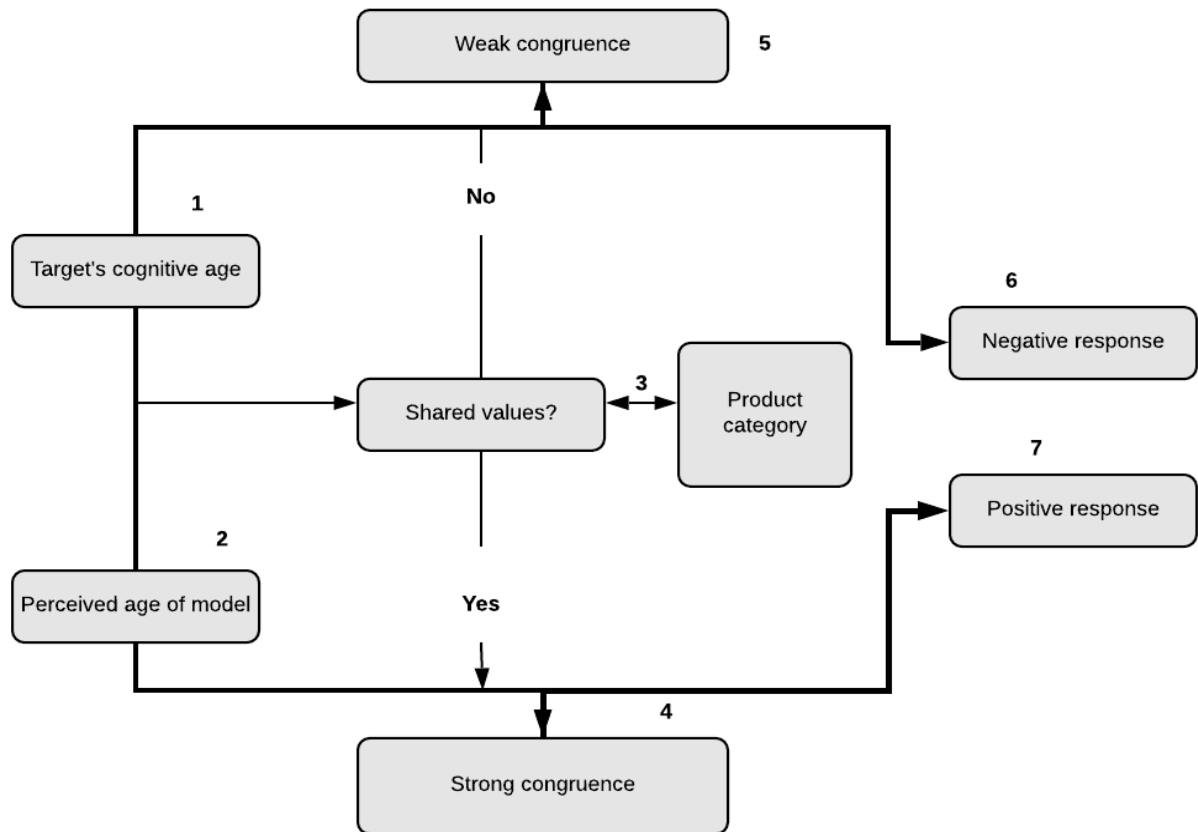


Figure 5: Conceptual framework, source: researcher

The following section will explain the framework and how the various elements interact:

- (1) The first component of the conceptual framework is the **target's cognitive age** which is the age the target audience of the communication process have assigned to themselves. For this study, as in line with Chevalier and Lichtlé (2012) this age category was one of two: objective-senior or subjective-young. It was proposed in this study that when an older person is exposed to an advert with a model perceived to be subjective-young or objective old, this age perception influenced the extent of trust reposed in the advert which affects the ultimate response.
- (2) Besides the component of the target's cognitive age another element in the conceptual framework is the **perceived age of model** which is a function of how the target's audience of an advert perceives the model to be. This component was included in the framework due to its impact in facilitating a commonality between the audience and the model who is endorsing the product. Research (e.g. Watson and Watson 2001) has shown that when there is identification with the model by the target audience, the effectiveness of the advert is enhanced due to the increase in the next component which is discussed.
- (3) The third component of the framework comprises the interaction of the target's cognitive age with that of the model's perceived age which results in the creation of a value system. This value system, according to the proposed model on its own is deficient in eliciting any affective reaction and belief toward the advert without an interaction with the product being offered. Thus, the framework suggested that when a target is exposed to an advert which features a human model, the target goes through the process of integrating his / her own cognitive age with that of the age s/he perceives the target is in order to establish any affinity (shared value) with the target. However, the absence or presence of any shared value alone is not efficient in eliciting a positive affective reaction and belief in the advert without an interaction (**component 3**) with the value system with the product being offered. For instance, there may (or may not) be any affinity but if the product being offered is considered mainstream (e.g. bottled water), a "no shared" value may not play any major role in the attitude toward the advert.
- (1) The framework's fourth component is a **strong congruity** which is the resultant effects of a shared value between the target's age and that of the model and their interaction with the product category. The attainment of congruency is imperative in this model because, as posited by Swan (1983), we all gravitate towards communication elements which confirm our own self-views.

This according to the author makes us predisposed to behaving in ways that preserves those views by ensuring that our purchasing decisions are underpinned by a strong congruence between all the partners and elements in the negotiations process. The proposal in this framework is that a perfect fit is required between the targets' cognitive age, the perceived age of the model in the advert and the product type.

- (2) Conversely, **component 5** of the framework is that when the target perceives the age of the model to be incongruous with his / her own cognitive age and the product category, a **weak congruity** is said to be prevailing between the communication partners. Thus, the framework suggests that an advertisement model whose age is not consistent with the age of the target's own age is the cause of lack of congruity especially when the product choice does not also confirm the needs of the target. In this study, a weak congruence is said to be caused, for instance, by a young models appealing to a cognitively older model with age – related product (such as funeral care plan)
- (3) The penultimate component of the theoretical model for the second stage of the study is the effect of a weak congruence among all the components of the adverts which In this case, is a **negative response** (element 6). Thus, there is the high possibility of older people rejecting a product which is associated with a model whose age they find to be disconfirming their own values.
- (4) The last element of the framework is a positive responses exhibited toward adverts with all the elements confirming the self – view of the target. Indeed, One way we verify our self-concepts is through our behavioural activities (Swan 1983) by ensuring that our decision are grounded in the strong congruity between our self - views and the people involved in the transactions. And this framework, thus, proposes that adverts with cognitively young older people are likely to be effective with perceived younger models, especially when the product is of mainstream nature. Similarly, objective - senior older people are likely to exhibit positive emotion and beliefs in advert with models of similar age groups, more so if the product is age-oriented.

In conclusion, the conceptual framework proposed by the second part of the study shows that, the exhibition of positive emotions and beliefs in adverts is not just the results of a positive interaction between the cognitive age of the targets and the perceived age of the model; but also the product category being advertised. Thus, the product category has to be integrated into the “perceived age” factor in order to effectively measure the response of the over 50’s target audience in advertisements. The introduction of the product category dimension into the framework was intended to build on the work of Chevalier and Lichtlé (2012) whose work could be one of the very few that have considered how the dimension of ‘product’ cannot be ignored when considering how ‘age’ congruity influences the affective reaction and beliefs of older people towards advertisements. The deficiency in the Chevalier and Lichtlé’s work, however, was that they used two mainstream products (water and tea). The current studies, as indicated in section 2.2.5 in bridging this gap, used one mainstream and one age-related product. In the next chapter, the research methodologies are discussed and details of the two methods adopted for the two stages of this study are provided.

4 METHODOLOGY

4.1 Introduction

Methodology is the theory underlining how a research project should be conducted. It outlines the philosophical assumptions influencing the research work and how these assumptions intend to support the methods deployed in the whole research study (Saunders et al., 2012). Some scholars (e.g. Weber, 2004) however have questioned the scholastic relevance in researcher's debating these philosophical assumptions. According to the researcher, instead of engaging in debates, scholars should just get on with the main task of selecting the appropriate method (s) for answering the research questions they have outlined in their studies in order to make substantial and implementable contributions to the extant knowledge. Nevertheless, Easterby-Smith et al. (2014) contends that knowledge of the various research philosophies present invaluable tools in helping researchers clarify their chosen research designs and how each design will help achieve the objectives of the study. Complimenting this position, Flick (2015) posits that a clarification and discussion of the theories underlining a research work is necessary in helping the researcher turn his / her research objectives into problems and then the eventual choice of method (s) to help solve the identified problems. To this end, this chapter presents a somewhat comprehensive methodological discussion and justification of paradigmatic choice directing the study as well as the methods which are largely dictated by the paradigm of choice.

4.2 The Paradigmatic Debate

Paradigms within the field of social science provide the researcher with a belief system (Biddle and Schafft, 2015) from which the study must proceed (Guba and Lincoln 1994). Although they do not necessarily provide any theoretical explanations, paradigms serve as a framework for postulating theories (Babbie, 2014). Thus, paradigmatic discussions are necessary in ensuring a congruity between the ontological, philosophical and methodological position of a research work (Houghton et al., 2012). These assumptions or beliefs direct the researcher on how the world should be viewed and data about its phenomenon gathered, analysed and interpreted (Saunders et al., 2012) with the intention of making sense of its somewhat convoluted phenomenon.

The underlining assumption according to Saunders et al. will ultimately influence the researchers' method in the entire study. Perhaps this school of thought might have informed Easterby-Smith et al.'s (2012) postulation of three reasons why a researcher should be interested in the philosophical issues surrounding his or her research work. These reasons according to the researchers are: (1) understanding how contemporary philosophical issues influence a study will enhance the design of the whole research project and help generate answers to the research questions (2) the researcher will be predisposed to choose between the possible research methods that are available within the particular area of study and (3) understanding of pending philosophical issues will help the researcher create and administer research designs which may be outside his / her experience. In a slightly specific way, Houghton et al. (2012) classifies a research paradigm / philosophy as the constellation of the reality (ontology), knowledge (epistemology) and method of conducting the study (methodology). Thus, when thoroughly undertaken, paradigmatic discussions provide shared beliefs among researchers (Morgan, 2014) which are, Indeed, indispensable for bridging the aims and methods which a researcher has chosen for a particular study (Houghton et al. 2012). Therefore, even the adoption of a mixed method with its pragmatic approach does not necessarily preclude the researcher from engaging in the paradigmatic debate as pragmatism in its basic nature, is a paradigm (Hall, 2013).

Not until recently, discussions have revolved around the two main traditional paradigms of seeking knowledge in consumer research - positivism and interpretivism / constructionism (Hudson and Ozanne, 1988). The positivist / interpretivist paradigms used in a study are labels which have their reference to all research philosophies and their individual versions which differ in their approaches (Hudson and Ozanne, 1988). Some of these philosophies are symbolic interactionism, feminism, postmodernisms, critical enquiry etc. However, as Gray (2014) correctly opined, positivism and interpretivism have been the most pervasive in the field of social sciences. And indeed, Easterby-Smith et al. (2008 p.57) has underscored the theoretical interrelations that exists between the two paradigms by conjecturing that, "occasionally an author from one school of thought may produce ideas which may be considered as belonging more to one of these opposing philosophies. The rest of this section is devoted to discussing these two traditional paradigms (positivism and interpretivism) and how their polarisation has given rise to pragmatism with its ability to compliment the two traditions without necessarily upholding their "metaphysical assumptions" (Morgan, 2014 p.1051). After all, all philosophical assumptions at best can be considered as "mere statements without direct empirical support" (Hudson & Ozanne, 1988 p.508).

4.2.1 The Positivism Paradigm

A pervasive paradigm among the social science fraternity in the 1960's (Gray, 2014), the positivism philosophy which was originally developed by French philosopher August Comte (Pearce, 2015). The paradigm is deemed adopted when a study is underpinned by the objectivist's ontological view and an empiricist's epistemological position. Gray outlines the main arguments of positivism which are that, there exists a reality beyond the natural sense, and an investigation into this reality requires the empiricist orientation. This philosophy indeed, upholds the existence of an affinity between natural and human science. Thus, to the positivist, there exists "a single, objective reality world" which is completely detached from the perception of the individual players (Hudson and Ozanne, 1988 p.509). Emphasising the assumptions underpinning positivism, Szyjka (2012) postulated that due to social facts having an objective reality which is inherently distinct from the researcher, the paradigm is gaining currency within the social science research fraternity. To the positivist therefore, knowledge gained from this 'world' will pass the credibility test only after the researcher like the natural scientist has grounded his or her conclusions on data that have been collected from social subjects who are inherently delinked from the phenomenon under study, to which end, the results is less likely to be opened to any biases (Saunders et al., 2012).

Saunders et al. (2012) argued that a positivist research study must adopt two strategies to ensure objectivity is sustained: **(1)** development of hypotheses from existing theory and **(2)** a value-free stance taken by the researcher. On-going debate and existing literature suggests that the positivist researcher must construct hypotheses which may be proven or refuted through the collected data and analysis process. A value-free research as a component of positivism is the assumption that the feelings and personal values of the researcher must be delinked from the whole research process. Thus, any research methods that will make it impossible for the researcher to subdue personally-held beliefs will not be the positivists' preference. Enhancing this line of discussion, Easterby-Smith et al. (2012) suggested that a positivist researcher should develop hypotheses and deductions from existing theories and fundamental laws which can be verified or controverted. In either way, when adopting the positivism paradigm, the key tenet of generalizability and replicability of results must be upheld (Szyjka 2012).

Despite the somewhat popularity of the paradigm, It seems positivism in its current meaning and application has, to an extent, been adulterated as alluded to by some scholars (e.g. Mackenzie, 2011). The author opines that the technical meaning of the paradigm with its assumption of an external world has been widely misapplied due to our misrepresentation of the true meaning of 'true'. Likewise, Holden and Lynch (2004) criticised adherents of the positivism paradigm for making inaccurate assumptions about the very nature of scientific enquiries. Another criticism that has been proffered against positivism is the claim that the theory is underpinned by the need to seek and indeed demonstrate causality in variables (e.g. Hudson and Ozanne 1989, p.3). However, Hunt (1993, p.34) contested this misrepresentation of what positivism is by claiming that the paradigm has, contrary to its critics, rejected the notion of causality by viewing "cause as an unobservable, metaphysical concept that violated their Human scepticism". Continuing, Hunt presents another misconception that has been associated with the paradigm which is the idea of 'realism' as proffered by some contributors to the debate (e.g. Flick 2015; Gray 2014). Hunt (1993, p.34) claims the originators of positivism were "most definitely not realist" and claims the paradigm's opposition to realism has been used by a large number of philosophers in the field of scientific research. Additionally, Bryman (2008) was critical of the criticisms raised against positivism claiming such criticisms are ambiguous in terms of their claim of an affinity between the philosophy and science. Thus, it is not clear whether opponents of the philosophy based their argument of affinity on the "philosophical term or a scientific approach generally" (Bryman, 2008 p.14). Hunt (1991) in exposing what he claims to be the "misconception about positivism (p.33) seems to have based his argument on the ideals and principles of what positivism was meant to stand for when it was originally postulated as against how it is used and viewed by modern day positivist. Thus, although the fathers of positivism might not have thought of it as meaning the existence of reality and causality (if one is to go by the argument of Hunt), the paradigm in its modern usage upholds such ideals for which the anti -positivist are right in their criticisms. For instance, some disputers of anti-positivism have grounded their position in the idea that the starting point for developing knowledge is not theories but problems (see Flick 2015, p21). Thus, scientific knowledge should be used to uphold or disprove theories and not the other way round.

In conclusion, as opined by Pearce (2015), even the fiercest critics of positivism have in their studies embraced some aspects of the paradigm, having realised that the philosophy somehow shares an underlining theoretical position with pragmatism and other anti-positivistic dogmas. It is in this regard that some studies (e.g. Fraser 2014; Weber 2004) have proffered that the concentration of researchers should rather be on using varied knowledge building methodologies as the adherence to a particular paradigm is more of an ego-enhancing than knowledge-advancing academic task.

However, this school of thought could be described as fundamentally flawed in the face of evidence highlighting the theoretical impact of a research underpinned by a paradigmatic discussion. This notwithstanding, probably it is time social science researchers adopted a more open and tolerant approach towards emerging theories and research approaches (Hunt, 1991).

4.2.2 Interpretivism

Contrasting the positivist paradigm, interpretivism denies the existence of an objectivised world with its players intrinsically excluded from the phenomenon under study. Whereas positivism focuses on data consistencies to draw conclusions, interpretivism which encapsulates the trajectories of phenomenology, symbolic interactionism, realism, hermeneutics and natural inquiry focuses on the actions and roles played by individuals (Gray, 2014). Thus, reality is socially constructed (Berger and Luckman, 1967) and indeed is multiple in natures and can only be understood by the immersion of the researcher into the 'world' of the subjects being investigated (Hudson and Ozanne, 1988). The researchers draw an axiological distinction between the interpretivist and the positivist to the extent that whereas the latter seeks explanation of associations between variables, the formers' axiological stance is the understanding that variables far from being an end results in itself is a composition of a set of procedure. Indeed, the interpretivist does not fundamentally disagree with the positivist about the veracity of 'reality'. The former holds the view that there is no dichotomy of relationship between the existence of reality and the researcher (Weber, 2004). According to Flick (2015, p.24) interpretivism as a research philosophy affirms the beliefs that "subjects" in the world of research ascribe diverse meanings which are "produced and exchanged in interpretive process". Moreover, the paradigm offers a researcher an invaluable body of knowledge in terms of exactness instead of assumptions (Flick, 2015). Critics (e.g. Flick 2004) however have raised concerns with the inability of the philosophy to enhance generalizability of research findings. Generalization, which is a scientific research process by which a researcher draws inferences through observable data, is thought to be consistent with the positivist paradigm rather than the interpretivist position as the latter is more focused on the provision of contextualization of our understanding of a phenomenon under studies (Polit and Beck, 2010). Despite its inability to allow for generalizability of results, the philosophy is known for its ability to help us as humans understand the underpinning reason that have informed our decisions (Crossan, 2003).

This is because the philosophy has an affinity with the methods such as in-depth interview which allows for more information to be extracted in the course of the research process. This perhaps seems to be the key pillar on which interpretivism stands.

4.2.3 Pragmatism

A growing paradigm in the field of management research, pragmatism is the belief that “an ideology is true only if it “works” (Gray, 2014 p.28) and that a research activity should be underpinned to a large extent by “actions, situations and consequences rather than antecedent condition” (Creswell 2014, p.10). Some of the fundamental basis of pragmatism as opined by Creswell (2014) and Morgan (2007) which has given the paradigm some form of credence among stakeholders in the consumer research community includes the following:

- (1) The paradigm has a non-aligned philosophical position to any of the two traditions and their respective methods (quantitative and qualitative)
- (2) Pragmatists have no absolute world view of reality. Thus, pragmatic researchers have an open mind when it comes to the issue of realism.
- (3) Researchers uphold the liberality of choice of research methods, techniques and all related procedures.
- (4) The “what” and “how” of research is the fundamental concern of adherents of pragmatism.

Thus, pragmatist upholds the mixing of a number of quantitative and qualitative research methods for as long as it fits perfectly into a given research objectives. Indeed, recognising the strength and shortcomings associated with each of the two traditional research paradigms, Hudson and Ozanne (1988, p. 519) advocates a “synthesis of two approaches, combining the strengths and minimizing the weaknesses of each”. The scholars recognised the intrinsic difficulty with synthesising paradigms that are inherently dichotomous in their assumptions and approaches. They therefore postulated that either their ingrained differences are ignored in their synthesis or a third approach is sought as a way of gaining knowledge. This line of thought seems to have latter been upheld by Morgan (2014,). According to Morgan (p.1046), researchers should consider “the practical aspect of a research method” in carrying out their studies, as the paradigmatic debate “no longer serves a useful purpose” (Weber, 2004 p. 9). Thus, there exist a shared understanding between the position

of pragmatism with its emphasis on the practicality of the problem and the available solutions. The simplistic stance of reducing pragmatism to workability (see Morgan, 2014) through the adoption of mixed methods to solve research questions has also been criticised as being anti-paradigmatic (Greene, 2007). The author avers that although the paradigm war among academics has not shown any sign of receding, the adoption of pragmatism cannot be a substitute for the avoidance of discussions on the on-going debate.

In conclusion, the rise of pragmatism seems to have fuelled the increasing adoption of mixed method research as the philosophy leverages on the flexibility to choose which method (s) is suitable for underpinning the aims and objectives of the research. Relatedly, Hall (2013) suggests that the increasing demand of research studies that have passed the acid test of credibility has given rise to the support mixed-method as a research method is gaining within academia. Despite this assertion, advocates of pragmatism have been urged by some scholars (e.g. Denscombe, 2007 p.274) to delink the philosophy from the mixed-method approach as “what work” may not necessarily suffice as a philosophical stance in research. Pragmatism should therefore not be seen as a philosophical system that researchers must align themselves with but rather a new way of thinking that eliminates differences in the traditional paradigms (Morgan, 2007). This is because a synchronized quantitative and qualitative method is better than their isolated usage as done in other paradigms (Shaw et al., 2010). Indeed, adopting entrenched theoretical positions will not inure to the benefit of the researcher but a “search for a useful point of connection” (Shaw et al., 2010 p.210) will help harness the research prospects leveraged by pragmatism.

4.3 Conclusion of the philosophical discussions and the choice for this study

This section attempted to discuss the fundamental philosophical debates that have engaged discussants. Predominate among the philosophies that have gained currency in the literature are positivism, interpretivism and pragmatism (which have been touted by proponents as a blend between the two). Primarily, positivists have been known to align their study strictly to “observable facts” (Pearce, 2015), which lends itself to generalizability of findings (Polit and Beck, 2010). The choice, however as to whether a study should adopt one of positivism, interpretivism or pragmatism must be underpinned by the aims, objectives and research questions and hypotheses of the study rather than the philosophical tradition the researcher is comfortable with. Therefore, considering the aims and objectives of this study as outlined in sections 1.5 and the subsequent outlined research

questions and hypotheses in section 1.6, it will not be implausible to consider the current study to be considered as tilting more to the positivistic paradigm of the debate. Moreover, the two research methods of quantitative content analysis and quasi-experimental design are largely grounded in the tenets of this paradigm.

4.3.1 How pragmatism influenced the choice of positivism for the study

As stated in section 4.3 the current study tilts toward the positivism paradigm and in this section, the researcher presents a brief discussion of how the choice of positivism was influenced by the core tenets of pragmatism. Guided by the belief that the choice of a research paradigm should be underpinned by “what works well” (Gray, 2014 p.28), the researcher was mindful of the aims and objectives of the current study which pointed to a quantitative account of the broad phenomenon under study. Ultimately, the paradigm choice of positivism was not determined *a priori* but was indexed by the research aims, questions and hypotheses. Indeed, real pragmatists consider “the practical aspect of a research method” (Morgan 2014, p 1046) in meeting the research aims of a study. On this basis, the current study with its aims largely pointing to the quantitative paradigm, was thus influenced by the choice of quantitative methods. Thus, the study could be deemed as pragmatically induced positivism.

4.4 Discussions of research approaches

Research projects generally assume one of two theoretical approaches. Research approaches are meant to support our understanding of the “relationship between theory and research” (Bryman, 2004 p.8). These two research reasoning or approaches are deductive and inductive. Although these approaches are not mutually exclusive in their application among researchers (Hanley, 2014), each has a link to a particular philosophical and methodological choice of the researcher (Saunders et al., 2013). For instance, deductive reasoning is believed to be largely grounded in the positivism paradigm (Matthews and Ross, 2010) whereas inductive reasoning tilts more to the interpretivist’ philosophy. This section will discuss each of the two approaches and offer a rationale for the approach(s) directing this study.

4.4.1 Deductive reasoning

A deductive approach focusses on testing theoretical positions using research questions or hypothesis (Gray 2014; Saunders et al., 2013). The deductivist proceeds with his / her research with a review of what is known in a particular field and based on the existing literature develops hypotheses to be tested or research questions to be answered. Thus, most deductivist will set off in their research work with a theory to be tested (Robson, 2011). Indeed, the hypotheses must have testable facts (Blumberg et al., 2014) before the research work proceeds. According to Blaikie (2010), a researcher adopting the deductive approach will follow the sequential steps from the development of testable hypotheses framed on the basis of a prevailing theory after which data is collected and analysed to either disprove or confirm the theory. The approach is largely positivistic in nature and relies on the deduction of theories and reasons from observable facts.

4.4.2 Inductive reasoning

Unlike the deductive approach, an inductive approach focuses on observing facts in order to develop a theory (Saunders et al., 2013). Whereas the deductive approach has been classified as being scientific and therefore predisposed to adopting a quantitative research method, the inductive approach is seen as social science approach with a bias towards qualitative data. The approach involves the collection of data to explore phenomenon, identify themes and explain patterns, to generate a new or modify an existing theory which is subsequently tested (Saunders et al., 2013). According to Saunders et al., the deductive approach which focuses on a cause-effect link between variable, betrays the appreciation of the context within which societal interaction takes place. This however is not the approach adopted by inductivist. Thus, the inductive approach views research subjects as animate rather than inanimate and therefore should not be studied from afar without any personal interaction and involvement in what constitutes their world. This seems to be the foundation of the approach and perhaps the reason why it is gaining some degree of acceptance in the academic fraternity.

4.4.3 Choice of approach for the study

Which is the best of the two research approaches will depend on the combined factors of the topic and the availability of literature (Saunders et al., 2013). According to Suanders et al., a topic on

which there is an increasing body of literature to support a theoretical framework can be developed and variables tested, will lend itself to deductive approach.

Although the subject of older people and how they are engaged in the media has not been the historical choice of consumer researchers, the body of literature is growing (see Major and McLeay 2013). Moreover, the alignment of the study to the paradigm of positivism supports the deductive reasoning. The operationalization of the theory in the study was (1) the systematic review of the existing literature on the subject of older consumers and the media as seen in chapter two (2) synthesis of the key findings of existing knowledge (3) identification of the gaps in the literature and lastly (4) development of hypotheses to be tested and research questions to be answered.

4.5 Research Strategy

Although there is an incontrovertible belief among researchers that empirically-based knowledge in the field of consumer research is good for both practice and theory (Szyjka, 2012), the method for gaining such knowledge is still a matter of debate among academics. Thus, as an offshoot from the paradigmatic debate, the issue of whether a quantitative or qualitative researched method is suitable for obtaining knowledge that can pass the empirical test. This section of the chapter will focus on the discussion of the two key research strategies and the rationale for using either or both.

4.5.1 Quantitative research strategy

A quantitative research strategy is grounded in the assumptions that the world the researcher intends investigating is fundamentally distanced from its players (Szyjka, 2012) hence the predictors of change in this world can only be explained through the use numbers and statistical packages (Gerrish and Lacey 2010; Glesne 2006). It has been argued by some researchers (e.g. Feuer et al., 2002) that studies that have adopted the quantitative research strategy have had their findings generally perceived to have a hierarchical supremacy in terms of believability. This is generally due to the strength of the method in allowing the researcher to use open ended questions to decipher phenomenological complexities (Creswell and Plano – Clark, 2007) Thus, the quantitativist must proceed on the assumptions that facts and figures when gathered from a population of study, can help in drawing some generalisabilities and inferential knowledge. However, if the assumptions that social phenomenon's cannot be studied without the involvement of the players is to be accepted, quantitative strategies can be considered as being deficient in providing evidential knowledge. Thus, in this argument resides the strength of the qualitativists, details of which are discussed below.

4.5.2 Qualitative strategy

A qualitative strategist will endeavour to decipher a social phenomenon not through an extrinsic research method but by immersing him / herself in the world of the individuals who interact with it (Glesne, 2006). Moreover, a qualitative researcher may engage in some descriptive exercises of the real-world situation (Silverman, 2014). Some examples of qualitative research are ethnography, case studies and grounded theory (Suanders et al., 2013, Creswell 2003; Patton 2002 Glaser and Strauss 1967). When adopting the qualitative research approach, the researcher proceeds on the assumption that “reality is socially constructed” (Szyjka 2012, p.2) and thus, very complicated to understand without some form of social immersion into this world. Thus, this strategy tilts toward the interpretivism paradigm and the inductivist approach towards social research. Earlier proponents of this strategy (e.g. Rossman and Rallies 1998; Lincoln and Guba 1985) have done so believing that knowledge is socially constructed and individually embedded. However, the qualitative results are thought to be deficient in its generalizability and replicability due to the absence of facts and indices to back it and guide future researchers.

4.5.3 Selected research strategy of the study

Saunders et al. (2013) postulates that researchers should adopt the idea of pragmatism where multiple philosophies and methods are used in a single research project provided they will help answer the defined research questions. Similarly, Silverman (2010) advocates that the pluralism of the debate regarding the methodological philosophies is although theoretically useful should not dissuade the researcher from aligning the studies to the philosophy that works best, given the specific tasks engaging the researcher. The current study used the two methods of content analysis and quasi-experimental design which seems to intrinsically align with the positivist stance and the quantitativist methodology.

4.5.3.1 Justification for the adoption of a quantitative research strategy

In this section, the researcher clarifies the rationale for adopting a quantitative research strategy for this study. Thus, the reasons why a qualitative strategy was excluded in the study is inherently embedded in the justification for the choice of quantitative strategy.

- a. The aims and objectives of the study:** The choice of quantitative strategy for this study was largely influenced by the overall aims and objectives as outlined in section 1.6 (page 8). Indeed, some scholars (e.g. Morgan 2007; Easterby-smith et al., 2007) have warned against imposing a research strategy on a study instead of allowing the strategy to be deduced from the study's objectives. In this regard, the current study adopted quantitative rather than qualitative strategy as the former allowed for the achievements of the aims and objective.

- b. The research questions and hypotheses of the study:** The study also adopted the quantitative strategy because the research questions and hypotheses outlined in section 1.6 focused on the counting and tabulation of phenomenon with the ultimate aim of drawing inferences and generalization (Vaismoradi et. al., 2013). As it was not the aim of the study to adduce reasons why older people are or are not appropriately engaged by advertisers in which case qualitative strategy would have been appropriate, the alternative strategy was quantitative. Thus, the research was not guided by a preference for one strategy or the other but was guided by the questions to be answered and hypotheses to be tested (see Quick and Hall, 2015)

- c. The influence of past studies:** Lastly, the current study adopted the quantitative approach to data collection, analysis and interpretation as most of the study on the topic of older people and the media have adopted the same strategy in approaching their study. Thus, as the current study was designed to replicate past studies with some variations, the quantitative approach was adopted so that results can be easily compared with previous ones.

The chart on the next page summarises the steps undertaken to implement the quantitative research strategy for the study.

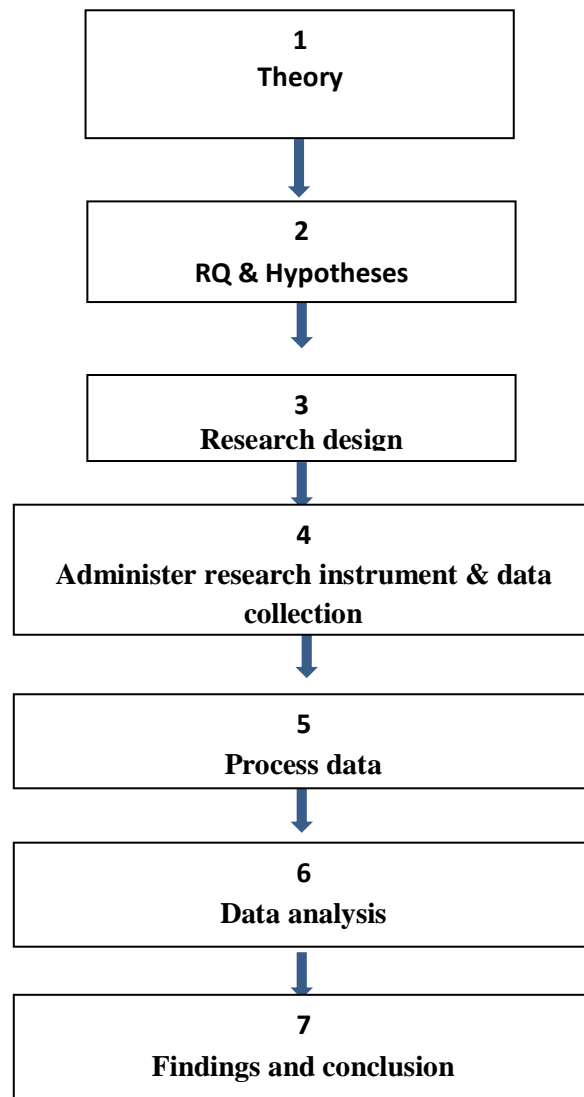


Figure 6: Quantitative research process used (adopted and developed from Bryman (2014))

RESEARCH METHOD 1 - CONTENT ANALYSIS

4.6 Introduction

The current chapter is focused on a thorough discussion of the first of the two methods – content analysis adopted for the study. In so doing, the justification for adopting the method as well as its prescribed implementation protocols as well as its operationalization in the current study are provided.

4.7 Content Analysis - Brief description and justification for the study

As a research method, content analysis has been used by a number of consumer researchers (e.g. Idris 2016; William et al. 2013; Belch and Belch 2013; Raman et al. 2008 etc.) to categorise patterns, themes in television, newspapers and other media genres (Kang et al., 1993). Although there is some inconsistencies regarding its definition, content analysis largely involves the dutious examination of words, images, models, information and other communication matters (Krippendorff 2013; Kolbe and Burnett 1991; Kassarian 1977). Kassarian (1977, p10) specifically defines the method as ‘the scientific, objective, systematic, quantitative and generalizable description of communications content’. Kassarian’s definition is predicated on the assumption that human values, norms, attitudes and skills are fundamentally exposed in the elements of our communication such as words, symbol and other textual matters. Thus, content analysts focus on the message rather than the one from whom the message is emanating (e.g. advertiser). Historically, content analysis has been used by anthropologist, psychologist, sociologist and other non-social science researchers to study communication content and to interpret meaning behind symbols, texts and images so as to draw conclusions to the original intent of the communicator (Krippendorf, 2013).

The literature is not consistent as to which side of the paradigmatic debate content analysis tilts toward. Kassarian (1977) and Berelson (1952) per their definitions seem to have postulated that content analysis belonged to the positivists’ paradigm. They seem to have derived their assertion for the very nature of the method which requires the counting of coded items for analysis and interpretation. This stance years latter was contested by Saunders et al. (2013); Vaismoradi et al. (2013). The researchers described the method qualitatively and as fitting better into the interpretivist / constructionist paradigmatic position.

Indeed, Vulpe (2017) in trying to understand the construction of aging the Romanian context adopted the use of qualitative content analysis. Additionally, Schreier (2012) leans toward the qualitative nature of content analysis with her reasons grounded in the latent rather than the manifest content of the coded adverts. However, Carney (1972) had previously argued that the qualitative or quantitative nature of content analysis is predicated on how the questions are coined. Thus, a qualitative content analyst will developed questions with an expected inferential outcomes. On the other hand, when researchers view themselves as quantitative content analyst, research questions will be developed to elicit quantitative outcomes. Some researchers (e.g. Phillip, 2014) however, chose to position the method neutral of all the paradigms by claiming the method adopts both the qualitative and quantitative approaches to investigations. Thus, giving the researcher some form of flexibility in analysing documented data (Cavanagh, 1997). This school of thought opines that quantitatively, the methods counts frequencies, symbols and images. Qualitatively, the method codes themes and tries to interpret their messages. The current study is oriented towards the last school of thought that content analysis could either be qualitative or quantitative based on the research questions to be answered. After all, the research questions should influence the choice of the method and not the other way round (Alvesson and Sandberg, 2011). In summary, due to the nature of the research questions for the first part of the study which are quantitative in nature, it will not be an exaggeration to say that the content analysis methods adopted for the study was innately quantitative.

4.7.1 Justification for adopting quantitative content analysis

Despite the paradigmatic debate surrounding the content analysis method, it was chosen for this study due to the following reasons:

1. The method allowed unobtrusive investigation into access to large communication units and hence provides a bias-free research while ensuring trends, frequencies and relationships are effectively determined (Vaismoradi et. al., 2013; Kolbe and Burnett, 1992)
2. Content analysis has been used by large number of comparable studies (e.g. Idris 2016; Kay and Furnham 2013; Baumann and Laat, 2012; Williams et al. 2010; Raman et al. 2008) that have considered issues of how older people are presented in the media landscape.

3. The method is inherently unobtrusive and, thus, afforded the researcher the opportunity to study a topic which is considered sensitive in nature (Prasad, 2008).
4. The method is useful when studying a topic likely to generate a large data corpus.
5. It provided an opportunity for a systematic, objective and quantitative means of studying the manifest content of communication matters (Berelson, 1952)

In summary, for the first part of the study, content analysis was the most effective method as to a large extent, this study sought to extend the knowledge on the subject of older people and the media, more so when all the extant studies have utilised the same method.

4.8 Discussion of content analysis protocols

A discussion of protocols governing the utilisation of any research method in a research project like this is essential, primarily to enhance the credibility of the study as well as its findings and recommendations. Akin to all research methods, content analytical studies should follow some set of protocols in order to satisfy its systematic prerequisite as suggested by Kassirjian (1977) so as to avoid biased material selection, coding and analysis. The literature largely abounds with the universal protocols that are observed by scholars who utilised the method in their study. The current study was therefore aligned to the extant literatures adaptation of these protocols. Specifically, the protocol governing the utilisation of content analysis in this study was based on the works of Kassirjian (1977) and Neuendorf (2002), which have been adopted by recent studies such as Chen (2011) and Williams et al. (2010).

- (1) **Sampling:** Considering the impracticality of analysing all materials from the population being studied, the researcher will need a reasonable, randomly drawn size from the population of study as suggested by Kassirjian (1977). What then is the appropriate sampling technique to use? Krippendorff (2013) proposed random sampling, although this technique had been previously contested by Kassirjian as being overly simplified and hence suggested cluster sampling, a framework which had been used by similar studies such as Gerhard et al. (2011). The caveat for using the cluster sampling method according to Krippendorff (2013) is that the content analyst must be cautious of the possibility of content units being unevenly distributed.

- (2) **Theory and rationale:** When utilising the content analysis in a study, Neuendorf (2002) suggest that the development of a relevant theory and rationale of studies is pivotal for developing the research questions.
- (3) **Coding scheme:** A coding manual is essential for helping the independent coders to correctly assign variables under their appropriate categories.
- (4) **Units of measurement:** Kassirjian considers the units of measurement as a key element in the advertising stimuli materials being considered. Examples of units of adverts that can be considered by the analyst, as expounded by Kassirjian (1977) include words, themes and characters.
- (5) **Training of coders and piloting of schemes:** Training “increases the coders’ familiarity with the coding scheme and operational definitions” and will enhance coders’ “accuracy and ability to detect subtle information cues” (Kolbe & Burnett 1991 p.245; Abernethy & Franke 1996 p.5).
- (6) **Conceptualisation:** The analyst must clearly describe the variables to be used and their respective definitions. These operational definitions of the coding units must be put in the coding manual for the coders.
- (7) **Reliability:** Reliability of content analysis results is underpinned by the minimisation of the analyst subjectivity. It is therefore important that the categories and Interjudge reliability of the study is clearly outlined. Kassirjian (1977) opines that a reliability of 0.85 and 0.90 should be the minimum although Berelson (1952) recommends 66 – 95 %.

4.9 The case for studying newspapers adverts

This section of the chapter attempted to advance the case for choosing newspaper as the media of interest in understanding how older people are portrayed in advertisements.

The discussion was thought to be significant due to the fact that television has consistently been recognised as the most patronised media in UK.

According to Ofcom (2018), 50 % of all UK adults preferred turning to television as a source for all news they considered as important for consumption. On the other hand, the report suggests that newspaper consumption in UK is on a 10 year low although there is evidence that the decline has been relatively stable. For instance the 2013 older adults' newspaper consumption rate of 40% remained unchanged in 2014 according to the same report. Even though it is prevalent among all age groups, the decrease in newspaper consumption especially by the over 50s has been attributed to the deterioration of certain senses of the body such as sight (Carrigan and Szmigin, 2000). Accordingly, the authors aver that this has made television to become the most convenient medium through which the older consumer group can (and do) rely on for information from the outside world. Thus, the impairment of sight has supposedly alienated newspapers as the preferred medium of the elderly. Another factor that has been attributed to the decline of newspaper consumptions in most developed countries including UK is the advent of the internet and other communication technologies according to Song and Chang (2012). The authors suggest that the focus of media consumers has shifted from the traditional media to some of the emerging media which seems to offer real-time information sources. The quest for real time information has meant that other sources such as television and websites have dominated newspapers as the medium of choice. These factors have contributed in the overwhelming popularity of television as the media of choice by scholars in consumer behaviour studies as compared to newspaper. Indeed, a systematic review undertaken as part of this study confirmed the popularity of television among scholars with around 94% of content analytical studies focusing on television in comparison with other media genres.

Notwithstanding the overwhelming scholarly attention given to television advertisement, this study chose to advance the extant knowledge on the topic from the perspective of UK national newspaper advertisements due to the following reasons:

- (1) Newspapers in UK remain the second most patronised media source among the elderly (Ofcom, 2014). According to the report, although the medium has seen readership plummeting, this has been stable and is still actively relied upon by the older consumer group in UK for all news and commercial sources. Indeed, circa 66% of older people in UK judge newspaper adverts as offering authentic product information than all forms other media (McKinsey and Company, 2010)
- (2) Newspaper ads are integral part of the overall integrated marketing campaign activities that an organisation may pursue. Studying newspaper ads will therefore help to provide about images of various demographic groups in the whole integrated communication campaign.

- (3) A plethora of evidence abounds to suggest that the medium is still relevant in terms of scholastic focus especially in consumer behaviour. For instance the medium has been studied for how alcohol pricing are represented in mainstream UK newspapers (Wood et al., 2014); how the pricing strategies adopted by producers and represented in newspapers are causing harm to consumers and their relations (Wood et al., 2014); content analysis of how UK newspapers depict the introduction of new vaccines against cervical cancer (Hilton et al., 2010) and how the value of vitamin D is represented in newspaper adverts in UK (Caulfield et al., 2014). These and other studies, thus, re- enforce the fact that the medium still enjoys some form of academic interest especially within the consumer research field despite the claims of disinterest in the medium.
- (4) The case for analysing newspaper adverts is also grounded in the fact that previous studies (e.g. Carrigan and Szmigin 1998, 2000; Smith and Carrigan 1988) on latter life consumer behaviours have considered the medium with the aim of ascertaining how older people are portrayed by the advertising community.
- (5) Despite the fact that newspaper trails all the news platforms (i.e. TV, Social media, Radio) relied upon by adults in UK (Ofcom, 2018), there is evidence (see Sweeney, 2018) that the downward trend newspaper adverts witnessed from 2010, is reversing. Thus, the interest of especially major supermarkets such as Tesco and international brands like Unilever and Procter & Gamble are gradually turning away from social media towards newspaper adverts.
- (6) Lastly, it is believed that older consumer have a penchant for “the traditional media which are ideally suited to advertising for products largely used by that age group” (Ross et al., 2011). Ultimately, to appreciate the extent of this groups’ supposed alienation by the advertising community, a study focusing on their medium of choice was to be preferred.

To summarise, the decline in newspaper readership has not devalued the academic interest in the medium, at least judging from the above arguments. Indeed, “the British are among the heaviest consumers of newspaper in the world” in spite of the decline in readership (Aldridge, 2007 p.21-22). Therefore, any study aimed at understanding how older people are engaged by the advertising community will benefit immensely from an analysis of communication units depicted through newspaper adverts, more so when the medium functions as an “advertising delivery system” (Picard, 2008 p.704).

The case for studying newspaper can therefore not be overemphasised especially when a plethora of evidence suggests academic attention especially within the consumer research community is still strong.

4.10 Sampling Framework used in the content analytical studies.

A major theme in the methodology of content analysis is the development of a sampling framework and yet, literature on the most appropriate sampling framework is embryonic (Uribe and Manzur, 2012.). Therefore when deploying the content analysis method, researchers turn to use a variety of sampling sizes in selecting the materials to be coded. Thus, there seems to be no uniform sampling methods considered acceptable by the content analysis research community. Notwithstanding, Kassarian (1977 p.16) recommends a sample size which is “manageable” and reflective of the population being studied which in this thesis was the older consumer group in UK. This, thus, allowed the researcher to use the final results as a basis for “generalization”. Additionally, the protocol governing the selection of samples is that reasons are proffered for the selection or rejection of categories and quantities of magazines or press adverts to be content analysed (see example Belch and Belch 2013 p.345; Stern et al.1981 p.40). Issues such as number and page size of adverts to be used are thus, generally governed by factors such as the theoretical background of the subject under consideration and the questions directing the studies. To conclude, Krippendorff (2013) outlines the possible sampling framework content analyst can use such as: random sampling where all potential documents are listed and a “randomization device” is applied to afford the probability of each being selected. For instance, Gerhard et al (2011) in their studies, applied this method of sampling were twelve issues of consumer electronic magazine were selected randomly. However, Kassarian (1977) considers this sampling technique as being too simple and rather recommended a more rigorous techniques such as cluster sampling which Krippendorff later upheld as being convenient for content analysis as documents or units of communication can be organised in clusters which the analysts can then extract the elements using other sampling method such as random sampling. This sampling technique has been adopted by past researchers such as Al – Olayan and Karande (2000) in which they considered three categories of magazines (family, general interest and women) in US and the Arab world. Also, Alexander et al. (1998) content analysed adverts on children’s show in the 1950’s using this sampling method. The caveat for using the cluster sampling method according Krippendorff is that the content analyst must be cautious of the possibility of content units being unevenly distributed.

Following the discussion on the debates on sampling issues in content analysis, the researcher using factors such as social class, age-band of readers and editorial content, proceeded to develop the sampling framework for the study. Specifically, UK newspaper categories were deployed in drawing the sampling frame for the study. According to Cridland (2009), UK newspapers are categorised into three groups: 'Higher quality' made up of Daily Telegraph, The Times, The Guardian, The Independent and Financial Time; 'Mid – Quality' made up of Daily Express, Daily Mail and 'The Populars' made up of The Sun, Daily Mirror and the Daily Mail. To capture all social classes of older consumers and also to ensure that the sample is large enough to fairly "represent the phenomenon under investigation" (Neuendorf 2002 p.73), the most recent NRS report which was 2014 (at the time the data collection was being done) was used to select the top two newspapers with the highest readerships from each of the categories. NRS report (2014) and the Ipos Mori data (2014) data suggested that 'Daily Telegraph', The Times representing the 'higher - quality', Daily Express and The Times representing the 'mid- quality' newspapers and The Sun and Daily Mirror which formed the 'populars' were to be used. The two sources used in the selection of the newspapers provided a breakdown of the percentage of people who consumed each of the three categories identified in the study by Cridland (2009). For instance, in one of its latest edition (NRS, March 2014), 40% of GB adults over 15 consumed 'broadsheet' or 'high quality' newspaper, 39.3% consumed mid – quality and 42.2% the 'populars'. The NRS data provides the weekly readership for each of the newspapers in the three categories. For instance, as at March 2014, the Sun with 6 million (11%) was the most widely read newspaper among the tabloids followed by the Daily Mail, 5 million (7.9%) being the widely read among the mid – quality newspapers and the Daily Telegraph being the most read among the high quality papers with 1.4 million (2.5%).

4.10.1 Extraction of adverts

Following the identification of the newspaper publications to be used in the study, the researcher between the two periods of October - November 2014 and August - September 2015 visited the British Library to extract adverts from the six newspaper publications (Daily Telegraph, The Times, Daily Mail, Daily Express, the Sun and Daily Mirror) which were the widely read across all three categories in the country. To control for seasonality, a years' edition of each of the publications were scanned for adverts featuring human models of all age groups. The decision to extract all advert featuring human models of all ages was to ensure that the researcher was not biased toward models 50 years and above who were the focus of the study. The decision to determine which model was over 50 years was left for the coders to take so as to uphold the independence of the study as postulated by Krippendorff (2013). Additionally, a decision was taken to exclude Sunday editions due to the fact that two of the publications (The Daily Express and The Times) did not at the time have Sunday editions. Thus, to ensure uniformity across all newspapers in the Study, Sunday editions were excluded from the study. Another decision taken in respect of the extraction was the acceptable size of advert to be included in the coding process. To avoid biases in the extraction of adverts to be coded, scholars have discussed the minimum duration (in the case of audio) and size (in the case of print) adverts to be used in studies of this nature. Unlike studies using TV adverts (e.g. Lee et al. 2010; Swayne and Greco 1987) which seem to be consistent on the minimum adverts duration to be included in the data corpus, the extant literatures on print adverts are inconsistent on the applicable size of advert. When they content analysed Chinese magazine advertisements, Rice and Lu (1988) chose to gather a total of 472 advertisements from 349 magazines within China. Unlike other researchers such as Gerhard et al. (2011); Stern et al. (1981) and Belch and Belch (2013) that excluded some adverts based on size, Rice and Lu (1988) included all advert sizes in the magazines selected for their analysis. The researchers' reason was the limited number of ads appearing in each sampled magazine. Moreover, the focus of their study (informational / non-informational adverts) might have underpinned their decision. A latter study by Evans et al. (2013) also took a non – discriminatory position in terms of the advert size. Unlike these two authors, Stern et al. (1981) preferred adverts that were at least 1¼ page. However by excluding ads that were smaller in size, they might have underestimated the possibility of smaller-sized adverts carrying one or two of the 14 Resnik – Stern (1977) information cue which they were using as a yardstick for their studies. Similarly, Al – Olayan and Karande (2000) selected only full-page adverts from two three-month's issue of magazines. Corroborating the assertion by Resnik-Stern (1977), Abernethy and Franke (1996) opined that smaller sized adverts also have the possibility of carrying significant amount of information.

The issue of the appropriate advert size for a content analysis studies has therefore not been clearly defined in the literature partially due to the fact that there is paucity of studies that have considered print media adverts.

To summarise, considering the fact that there is not enough scholarly precedence on advert size to have guided the current study, the researcher settled on a minimum of a ¼ page sized advert. By settling on this size, all “recognisable human figure” (Williams et al. 2010 p.15) was captured for the coding exercise. “Recognisable” denotes the adverts must depict sufficient part of the human face for coders to be able to accurately, and consistently determine variables such as gender, age and expression of the characters depicted in the advert. Moreover, the choice of the advert size was underpinned by a 2014 pilot study by the researcher using editions of three of the publications (The Daily Express, The Sun and The Telegraph) which revealed that majority (93%) of the adverts were a ¼ page in size. It was therefore appropriate for all extracted adverts to meet this minimum size especially as the current study compared to past ones was on a somewhat larger scale and scope. Table 3 below gives details of the total extracted adverts used in this study. Overall, a total of 1424 adverts from 2178 editions across all six newspapers were extracted. Taking a cue from Rau et al., (2014), repeat adverts were not excluded for the reason that they did to a certain extent influence the perpetuation or reinforcement of stereotypes held about the group of interest in this study which was older consumers.

Table 4: Newspaper used in Study *(HQ=High Quality; MQ = Mid – Quality; P= Populars)

Newspaper	Editions	Number of adverts extracted
Daily Telegraph (HQ*)	363	329
The Times (HQ)	363	170
Daily Express (MQ*)	363	244
Daily Mail (MQ)	363	183
The Sun (P*)	363	326
The Mirror (P)	363	172
Total adverts	2178	1424

4.10.2 Coding of Adverts

In this section, the researcher discusses the coding process undertaken in the study. The discussion will revolve around the key protocols involved in coding exercises which includes the development of a coding framework, coding of adverts and the issue of inter-coder reliability.

4.10.3 Coding Framework used in the study

The coding exercise was preceded by the development of a coding framework in line with the protocols underpinning the content analysis method. Coding framework adopted by previous scholars in analysing overt and covert advert contents have been varied but each has somewhat been an improvement on existing ones. For instance, the scholarship by Hummert et al. (1994) did inform the coding framework of content analytical works of subsequent researcher (e.g. Prieler et al. 2015; Williams et al. 2010; Miller 2004) with appropriate modifications based on the respective objectives of the individual studies. The challenge however with existing frameworks is that they are largely developed for content analysing adverts extracted from television. Thus, there is a paucity of frameworks suitable for analysing print adverts in the literature.

Besides the difficulty with imposing an *a priori* coding framework on a study such as this, another issue is the challenge content analysts have when it comes to the accurate determination of the age-bands of people featured in commercials. The issue of age determination has gained prominence amongst researchers in view of the fact that most content analytical studies have sought to determine the proportion of older consumers featured in their data set compared to their census representation and how this group is portrayed. In this regard, the work of Gantz et al. (1980) which outlined a number of criteria for determining the age of people in adverts have been used by some researchers (e.g. Robinson et al. 2006; Roy and Harwood 1997; Swayne and Greco 1987; Kvasnicka et al., 1982) to accurately identify the age of models in advert. The criteria includes but not limited to (1) direct mention of age (2) extensive grey hair (3) noticeable wrinkles around the face and hand and (4) the use of various forms of mobility aids such as wheel chair, canes, hearing aids and stair lifts. Where this approach has been adopted, the rule of thumb has been to determine a person's age based on the presence of majority of these criteria in a particular advert. Not all studies have used the combination of a set of objective criteria in judging the age of persons featured in adverts.

Some scholars (e.g. Peterson and McQuity, 2001) resorted to the subjective judgement of the coders in determining the age-band of models shown in adverts. The challenge with this approach as the authors themselves admitted is the lack of replication of the results considering the subjective nature of the approach.

With the current study being conducted against the backdrop of a deficit in UK-based studies, the framework for coding sampled newspaper adverts needed to be adopted and redeveloped from studies on other media genres such as television and magazine and within other geographical context such as the USA. Thus, sampled adverts were coded using frameworks developed by authors such as Williams’s et al. (2010), Lee et al. (2006) Swayne and Greco (1987). As previously stated, the adopted age for this study is 50 years and above and for a person to be coded as meeting this age criterion, a large amount of the body should have been visibly shown (William et al.2010) to enable coders agree on the age and other units of the adverts to be coded. Table four below summarises the coding framework adopted for the current study. It has been developed based on the key frameworks used in the similar studies.

Table 5: Summary of coding framework to be used in current study

Variable for analysis	Categorization of variable	Identification of variable
Age	<ul style="list-style-type: none"> a. 50 years and above b. 49years and below 	Direct mention of age, use of ambulatory aid, extensive wrinkles on body, evidence of being a grandparent shown by the presence of grandchildren and grey hair.
Gender	<ul style="list-style-type: none"> a. Male, b. Female c. unrecognisable 	Judgement of / and agreement of coders
Image Portrayals	Positive portrayal	
	a. Active	Older person shown actively engaged in youthful activities such as sports as well as dressing and mingling with other younger actors in sampled adverts.
	b. Adventurous	Older person depicted in audacious activities such as mount climbing, marathon, etc.
	c. Healthy	Older person shown in a healthy and abled manner either pictorially or in the content of the advert
	d. Well – informed	Elderly depicted in adverts authenticating the qualities of a product
	e. Skilled	Older person featured in skilful activities
	f. Family – oriented	The elderly playing a homely role such as playing with children & grandchildren
	g. Grateful	Elderly shown as extremely contented in life with no regrets
	h. Knowledge	The elderly depicting extensive product knowledge
	i. Wise	The elderly providing intense intellectual capabilities
	j. Mentors	Older people giving recommendation to products
k. Advisor	Older people providing information on products	

	l. Humour	Older person involved in reversed stereotypes, laughter and jokes
	m. Mental lucidity	The elderly shown as possessing mental strength and clearly expressed thoughts
	n. Affluent & Happiness	The elderly depicted in financial product (e.g. insurance & investments)
	Negative portrayal	
	a. Feeble	Elderly shown in a sickly or disabled manner either pictorially or in the advertising message
	b. Incompetent	Elderly showed as struggling to accomplish tasks help.
	c. Inarticulate	Older person struggling to express self
	d. Naïve	Older person shown as not being able to inexperienced and unproductive
	e. Dependent	Elderly shown as largely dependent on others for daily support
	f. Timid	Elderly shown as unwilling and incapable of venturing into unknown areas
	g. Depressed & inactive	Elderly depicted as
	h. Lonely & neglected	Older person depicted in a solitary demeanour & place without any family member (e.g. children grandchildren etc.)
	i. Confused / lack of mental lucidity	Elderly shown as disorientated and unable to clearly articulate thoughts.
	j. Regrets	Elderly depicted in commercials as having regrets about life due to non – achievement and squandered opportunities.
Role portrayal	Major Role	Elderly was at the forefront of advert and seen as providing product information.
	Minor role	Elderly hidden amongst other people and not giving any information
	Background role	Elderly not playing any role but hidden in adverts with other people
Representation	Underrepresented	Percentage of older persons featured sampled adverts less than percentage in national population.
	Equally represented	No imbalance between proportion of older persons represented in adverts and census representation
	Overrepresented	The proportion of older persons in sampled adverts exceeding their proportion in national census.
Product associations	Retail product, financial products, food and beverage, domestic, utilities and government products	Products advertised in sampled adverts featuring older people recorded and categorised.
Settings of advert	Home settings, office settings, outside setting such as field, roadside, camp site, hotel)	The physical location where older people are standing in the advert should be recorded. If home specify where in the home. Example kitchen, or living room or garden. If occupational setting, please specify.

In conclusion, considering the pivotal role of a coding framework in ensuring a successful coding exercise, a content analytical study must be preceded with a well-developed coding framework to assist both the analyst and the coder to accurately undertake the entire coding exercise.

Subsequently, a coding framework was developed for the current study which included the following components: **(1)** the provision of unambiguous operational definitions for the variables to be coded (Neuendorf, 2002) and ensure that the coders were able to identify them and **(2)** a clear outline of the steps to be followed in coding the adverts. These were part of the coding manual which was developed and used for the training of the coders and their personal referencing during the coding exercise.

4.10.4 Selection of coders

Content analysis requires coders who are capable of placing communication units under their appropriate categories (Krippendorf 2013; Neuendorf 2002; Kassirjian, 1977; Kassirjian 1977). According to Krippendorf, the coders should be unaware of the aims and objectives of the study to avoid compromising the study and to uphold its independence. Besides the principle of delineating coders from any knowledge of the research aim and objectives, another issue that have been considered in the literature is the appropriate number of coders to be recruited for the coding exercise. In this regard, the number has been rather fluid and largely dictated by the scope, geographical and cultural context within which the study is taking place. For instance, Gerhard et al. (2011) recruited two independent judges who had no idea of the research goals and were entirely oblivious of the field of research to code their categorised contents. A content analysis by Rice and Lu (1988) into the Chinese magazines likewise used two judges to independently code selected magazines. Some researchers have however used more than two judges in their studies. For instance, Alexander et al. (1998) used four coders to analyse sampled television commercial. Al – Olayan and Karande (2000) used three judges to content analyse sampled magazines from USA and the Arab World. Finally Nelson and Paek (2005) also recruited two female independent judges for each of the seven countries they selected to analyse magazine advertisements. Nelson and Paek (2007) for instance had fourteen female coders as these reflected the peculiar audience of ‘*Cosmopolitan*’ - the global magazine from which they were content analysing adverts. Additionally, Al – Olayan and Karande (2000) used three graduates with one who was fluent in English, another in Arabic and a third in both languages. The choice was driven by their studies which had a cross-cultural emphasis. Similarly, all two judges used in the study by Rice and Lu (1988) were of Chinese origin as the focus of the study was advertisements carried in Chinese magazines. Some studies have however had the author as part of the coders. For example, Branchik and Chowdury (2012) had three coders including the first author who generally acted as the mediator in any dispute which ensued regarding the placement of adverts under their appropriate categories.

In summary, the extant literature on the topic is silent on the number of judges that can be used for a typical coding exercise such as this, as can be seen from the above examples. Besides the number to be used, another issue considered in the recruitment of judges for this study was the profile of the selected judges. This issue also seems to be silent in the literature. However, a cursory look at some studies lends credence to the fact that judges must have a fair idea of the environment or the audience type the analyst is studying so that they can correctly code the communication contents. An attempt was made by Krippendorf (2013) to provide some form of direction on this issue by suggesting that coders must meet three key criteria:

- (1) Cognitive strength which means coders should be able to appreciate the rules and categories that have been defined demonstrating the mental dexterity to work under repetitious conditions.
- (2) Appreciable knowledge of the background of the environment under which the whole research work is taking place and
- (3) Coders must come from the same population segment the study is considering so as to decipher the hidden elements in the adverts or the coding material.

In this regard, the current study underpinned by the work of Krippendorf (2013) used two British coders (aged 62 and 55 years respectively). Both coders had a minimum education of 1st degree and were employed as secondary school Teachers. The researcher acted as a third coder to resolve disputes that arose during the trial coding and the issue of non-agreement on category placement after the entire coding task. The details of the entire coding exercise including the time-constraints involved which were clearly explained to them at the recruitment stage in order to establish their availability and willingness. Lastly, they were made aware that the entire exercise was voluntary and for academic purposes only, thus no financial reward was to be expected. However, a surprise ‘thank you’ card and a gift voucher of 50 pounds each was given to them after the coding exercise.

4.10.5 Coder training

Coder training afford coders the opportunity to familiarise themselves with the operational definitions of variable and therefore enhances the extent to which they accurately detect “subtle information cues” (Abernethy and Franke 1996; Kolbe & Burnett 1991).

Additionally, Krippendorf (2013) accentuated the significance of the training session by suggesting that it provided the analyst the opportunity to revise the instructions and the identified categories. Training sessions also empowered coders with the ability to understand technical terms and also have the opportunity to code some adverts as a form of practice (see Belch and Belch 2013; Branchik & Chowdhury 2012; Gerhard et al. 2011 and Alden et al. 1999). In the studies by Alden et al. (1999) coders were generally trained in their native language to help them appreciate the terms that have been used by the researchers. To measure objectivity enhance generalizability, Kolbe and Burnett (1991) argue that it is important for coder training to be reported. In their examination to improve the reliability and objectivity of content analysis as a research methodology, they discovered that more than 48% of content analysts gave no evidence of judge training. However, this should not be concluded as an absence of it but perhaps a failure to report the training given.

For the current study, the coders underwent a three-hour training sessions over a two day period. The first day was devoted to introducing them to the content analysis method and specifically the coding framework. Coders were given explanations of the various variables and how to identify them in the adverts. The coding manual (see appendix 2) was used throughout the training period and taking cue from the literature (e.g. Prieler et al., 2017), the coders had the opportunity to make inputs to it while clarifications were provided on any ambiguous detail in the manual. The first session lasted for 1 hour with 10 minutes break. The second session (second day) saw the coders introduced to the coding form and the steps to the coding process (see page 7 & 8 of coding manual in appendix 2). Subsequently, the coder's independently trial-coded 20 adverts extracted from the 2004 editions of Daily Telegraph and Daily Mirror. The intercoder reliability (kappa) was 0.91 for straight-forward variables such as gender and product category which did not require high coder subjectivity and 0.84 for variables with high coder subjectivity such as age, trait and role. Evidently, based on the assertion of both Krippendorf (2013) and Berelson (1952) that an inter-coder figure of between 66% and 95% is ideal for the understanding of the coders about the tasks and their ability to accurately place variables according to their pre – determined rules (Kassarjian, 1977), the reliability figures recorded for the trail coding exercise were considered acceptable. During the training session, one issue which was raised by the coders was the length of time it took them to complete the form and thus, get one advert coded. On average, it was taking each coder circa 2 minutes to code an advert without an older person and 5 minutes to code an advert with an older model. Considering the number of advert (1422) to be coded by each coder and their busy schedules, they suggested that some information (coder ID, sponsor of advert, and the strap line) be filled by the researcher on receipt of the completed forms from them. This was acceptable to the researcher and done accordingly.

To implement this, the researcher assigned each advert with a code which was to be entered on the coding form by the coders so that the researcher could easily match each coding form with the respective adverts so as to complete the rest of the form.

4.10.6 Inter-judge reliability

The coders had to agree on the posting of communication elements under defined categories and a percentage of this agreement is described by Kassirjian (1977) as the Interjudge agreement. Both Kassirjian (1977) and Krippendorf (2013) argued that the intercoder / Interjudge agreement is central to the overall quality of content analysis. As one of the major methodological issues in content analysis, the agreement ensures “consistency of the interpretation and categorization of the object of interest” (Kang et al., 1993 p.251). Despite the fact that the issue of reliability measurement is still a matter of debate among content analysts (Krippendorf, 1980), at the onset of the research design of the current study, the researcher took a decision on the intercoder reliability measure and used this as part of the training offered to coders (see Belch and Belch 2013; Nelson and Paek 2007). In their study on the issue of intercoder reliability, Kang et al., (1993) discovered that most (65%) of studies considered used the percentage agreement. Indeed, Rice and Lu (1988) used this reliability method and found out that agreement level was 95%, 10% more than what Kassirjian had recommended as the minimum level. Similarly, Al – Olayan and Karande (2000) using the method, rated agreement level between 0.82 – 1.0 and Alexander et al. (1998) .75 – 1.0 hence they resolved coding discrepancies before coding continued. Even though, as seen from the few examples above, the percentage agreement seems to be popular among researchers, it has been deeply criticised by contributors such as Krippendorf (2013) and Kang et al., (1993) Kang et al. for instance criticised the percentage agreement or as Krippendorf calls it, “crude” agreement because of its inherently weak ability to correct for chance agreement. The only reasons why it may still be popular with researchers (at least for now) is that “the reliability coefficient cannot be the sole criterion for the quality of a study” (Kassirjian, 1977 p.14). To help the debate on the reliability agreement, Kang et al., (1993) in their study, presented properties of the various inter- coder agreement indices, their strengths and weaknesses.

Table 6: Properties of various intercoder agreement indices, Kang et al. (1993)

Index	Assumptions Weaknesses	Corrects for chance agreement	Handles Multiple Coders	Levels of Measurement
WIDELY USED				
1. Percentage agreement	Biased in favour of categorization schemes with small number of categories	No	Yes	Nominal
2. Contingency coefficient	Not sensitive to systematic coding errors	Not sensitive to systematic coding errors	Yes	Nominal
3. Pearson correlation Coefficient	Not sensitive to systematic coding errors	No	Yes	Nominal
RECOMMENDED				
1. Cohen's Kappa	Independence of coders and random coder effects; i.e. no systematic coding error	Yes	Yes	Nominal
2. Scott's Pi	Independence of coders and equal marginal	Yes	No	Nominal
3. Krippendorff's Alpha	Independence of coders and equal marginal	Yes	Yes	Nominal Ordinal interval
4. Bennett's S	Independence of coders, uniform and homogeneous marginal	Yes	No*	Nominal
5. Perrault's Pi	Independence of coders and equally reliable coders	Yes	No*	Nominal

Although very popular in the literature and simplistic in its applicability, 'percentage agreement' was not adopted for the study due to its inability to control for coding chances. The measure does not allow for the possibility that coder could assign communication matters to categories by chance rather than an exhaustive consideration (Krippendorff, 2013) Therefore, the current study adopted the Cohen Kappa measurement of reliability. This measurement has been used by a number of related studies (e.g. Williams et al. 2010; Raman et al. 2008; Swayne and Greco 1987).

According to Popping (1988), a Cohen Kappa of .80 for individual or composite variables should be accepted especially when the issue of chance agreement has been factored into the overall calculation.

4.11 Conclusions of chapter

This chapter attempted to discuss in details how the content analytical work for this study was operationalized. In doing so the, the reasons for the choice of the method was exhaustively discussed amidst the protocols required for the adaptation of the method for a study. Protocols such as the sampling methods, coding frameworks, issues involving the entire coding frameworks and reliability issues were discussed. Figure 5 below summarises the steps taken to operationalize the content analytical work for the study.

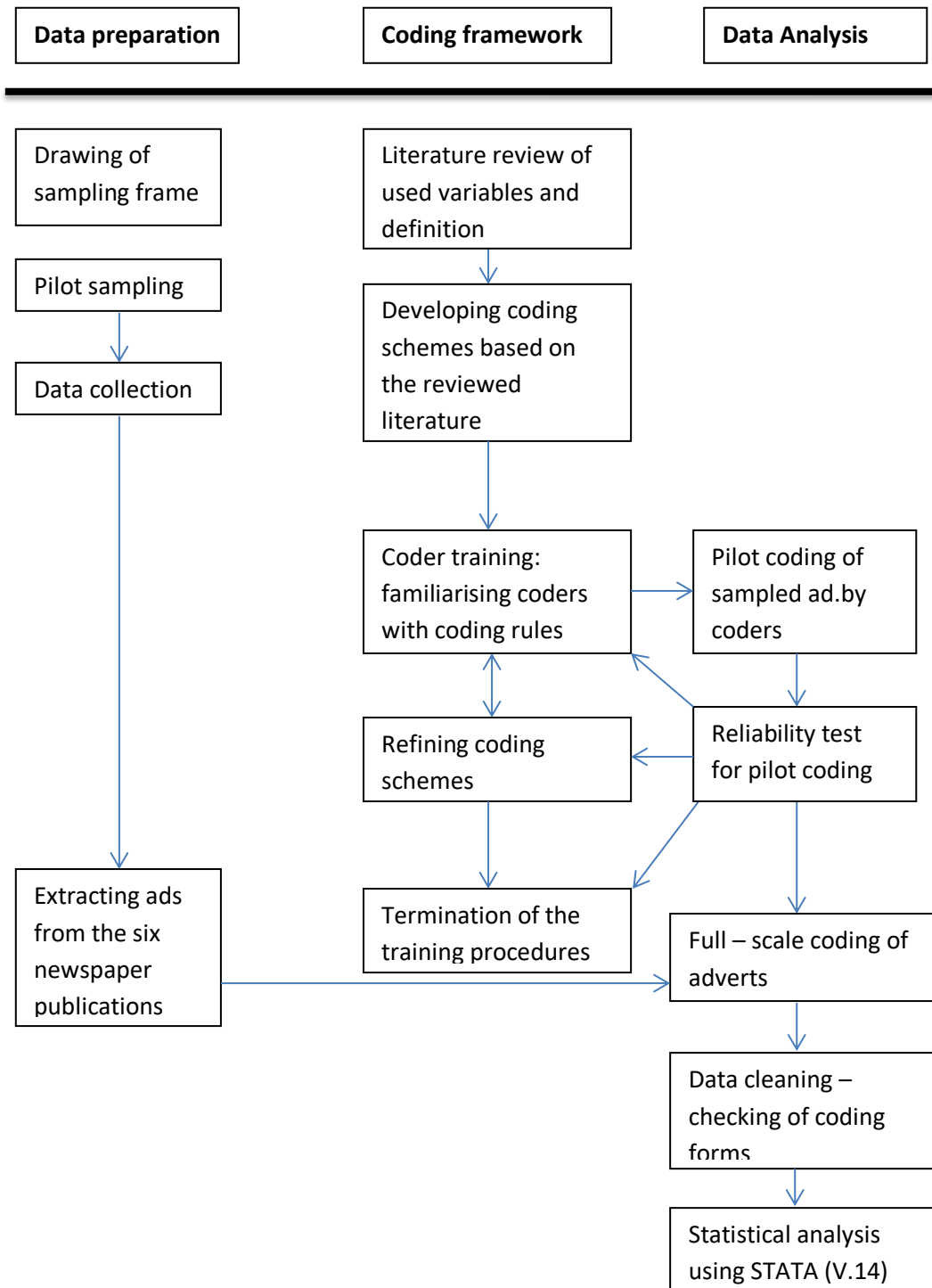


Figure 7: The operationalization of content analysis adopted and developed from Chen (2011)

RESEARCH METHOD 2 - QUASI-EXPERIMENT

4.12 Introduction

Following the descriptive analysis of how older people are portrayed in newspaper adverts, the next stage of the study was an examination of how two over 50's consumer group - the subjective - young who are over 50's (between 50-59) and the objective – senior who are 59 years and beyond express varied emotions and beliefs towards adverts that feature models of three age groups (28, 54, 68). A quasi-experimental research design was adopted for this part of the study. This section focuses on the rationale for the method and the procedures adopted for its operationalization.

4.13 Rationale for quasi – experimental design

When studying the impact of adverts featuring models of different age groups on the older consumer cohort, some scholars (e.g. Bradley and Longino 2001; Kolbe and Burnett 1992; Langmeyer 1984) have resorted to interviewing older people about their hypothetical reactions to various models who seeks to influence their purchasing decisions. Thus, such designs have been very difficult to replicate and results, a bit complicated in its implementation. This study therefore adopted the experimental method which helped to “observe / measure the behaviour of participant” (Yates 2003, p.65). Besides, the method was chosen because it offered a pragmatic means of accurately predicting “future line of actions” (Morgan, 2007 p.71) of older people towards their portrayal by advertisers. Moreover results of quasi-experimental research designs are largely replicable by future researchers through its ability to unambiguously clarify research aim (Easterby-smith et al., 2007). An inherently deductive research approach, experiment involves the measurement of a probability of a change in an independent variable and its associated change in a dependent variable (Hakim, 2000). Thus, the method was meant to gauge the extent to which the older consumer group expressed beliefs and emotions (dependent variable) in the model(s) in adverts and the products category they featured in (independent variable). Figure 6 below clarifies the processes taken to operationalize the design in this study.

4.14 The operationalization of quasi – experimental design

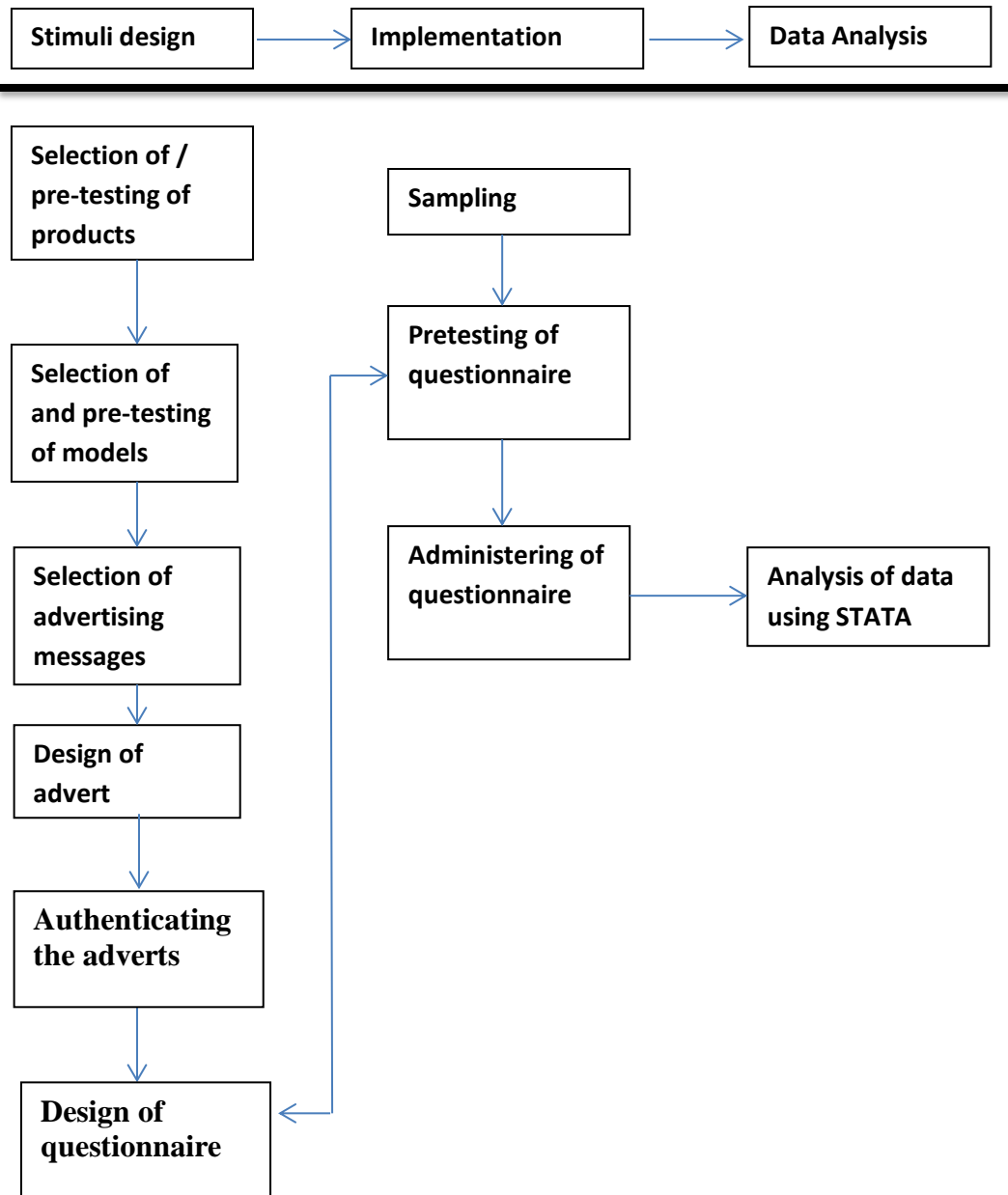


Figure 8: Steps taken to operationalize quasi-experiment (Source: Researcher)

4.15 Quasi - experimental design stimuli

The quasi-experimental design adopted for this thesis followed, with some modifications, the process adopted by Chevalier and Lichtlé (2012) in their scholarship which was conducted within the French context. The author's in seeking to avoid the imposition of an *a priori* attitude on the entire experimental design for their stimuli, opted for two mainstream brands of coffee and mineral water (Cellini and Henniez) that were unknown in France. Indeed, Debaixx (1995) had earlier emphasised the need for experimental researchers to avoid the negative impact natural settings with known brands can have on their results by experimenting brands that were foreign to the population being studied. In this case, the author avers, the research subjects will be deprived of any possibility of sharing their internalised experience with the known brand during the experiment. Thus, the scholars concluded that their studies demonstrated the effectiveness of unknown over known brands in measuring the affective reaction and beliefs consumers exhibited towards advertisements.

Following similar steps with some moderate variations, this study sought to create a similar natural setting as opined by Debaixx (1995) and later adopted Chevalier and Lichtlé (2012) and therefore, randomly selected brands the researcher thought were unknown in the UK. Unlike the study by Chevalier and Lichtlé, which used two mainstream products, this study used both mainstream and products that have generally been known (see Kay and Furnham 2013, Prieler et al.2011; Williams et al. 2010; etc.) to be patronised by adults. The decision to vary the product categories to include age-related products was to help accentuate or refute the scholarship assertion that the attitude of older consumers when exposed to product adverts targeting them varied from mainstream products communications (Prieler et al., 2011). Thus, this research sought to extent the conclusions drawn by Chevalier and Lichtlé by measuring the impact of two product categories (Bottled water and funeral insurance) advertisement on the two (subjective-young and the objective-senior) older-consumer groups

Overall, seven products (See appendix 5) were randomly selected to be tested for their recognisability within the UK market. To control for inaccurate judgement of the seven brands by respondents, the researcher took a decision to include two known UK brands (Evian mineral water and Santander). This ensured that participants who were involved in the pre-testing stage gave accurate judgment of the brand's identity in UK. Overall, 44 UK adults including a buyer for a top UK chain of Hotels were randomly selected to be involved in the pre-testing. Values of "0" and "1"

were assigned for unknown and known respectively and where a respondent thought he or she had an idea about a brand, that particular brand was considered as ‘known’ and therefore assigned the value of “1”. At the end of the three-day exercise, all the figures for each of the brands were computed and any brand that had a total of 1 or more was considered as known in UK and therefore rejected in the final list of brands from which two were used in the study. Appendix 5 depicts the sheet used for tallying the results of the brand recognition survey. At the end of the survey, four brands (Evian, Santander, BBVA, and Koffee Kult) were excluded. Using the rule of the thumb, the researcher selected from the remaining five brands, two brands (Panama Blue from Panama and Helvetia, a Swiss end-of-life Insurance Company) representing mainstream and age-related products respectively.

To accurately test the hypotheses for the second part of the study, (see section 2.2.4), it was imperative that experimental stimuli was created and tested. Subsequently, the creation of the stimuli (adverts) used in the experiment was predicated on three factors – product, model and message. The section below is devoted to discussing how these two important elements were chosen and designed.

4.15.1 Selection of models for advert

The experimental design was chosen to help explore how the subjectively-young and the objective-senior older consumer groups in UK will respond to adverts featuring models of three age cohorts (28, 54 and 68). The models were selected by asking 40 people (20 young adults and 20 seniors) to determine the ages they perceived the 15 pre-selected models (see appendix 5) to be (see Chevalier and Lichtlé p.6). The respondents were shown the portraits of the models which were randomly selected from the various websites which publicly advertised profile of models. Respondents were given a minimum of 1 minute to carefully examine the exterior features of each model before making a decision as to the perceived age of the model. In order to enhance the independence of the exercise, respondents were not privy to the ages that had previously been assigned to a model. Additionally, to control for accuracy and consistency, it was only the first estimated age assigned to a model that was recorded without an opportunity for amendment. At the end of the exercise, all the ages with the highest frequency for each of the models were recorded and models with ages 28, 55 and 68 were selected to represent the young, young-adult (subjective-young) and the old-adults (objective-senior) respectively. These models were selected and used in the adverts. These age ranges used in the current study were similar to that of Chevalier and Lichtlé (2012) who used (28, 54 & 68) in their study.

4.15.2 Advertising messages

Following the selection of the models, the researcher proceeded to work on the advertising copy to be carried on each of the adverts. Similar to the approach adopted in the study by Chevalier and Lichtlé (2012) the messages for the advert were developed following a qualitative analysis of the advertising content / documentaries of the product categories (bottled water and end-of life insurance) belonged. Thus, the content of the advertising message on the bottled water (Panama Blue) used in the experiment was gleaned from results of the analysis of the themes running through the advert strap lines and documentaries on a selection of bottled mineral water. The rationale was to get the message and the entire stimuli as close as possible to actuality (Chevalier and Lichtlé 2012; McKay- Nesbitt et al. 2011). A similar procedure was adopted for the second product (Helvetia). A total of 20 (10 for each of the two product categories) documentaries and adverts were watched and running themes recorded and aggregated. Eventually, the message on the bottled water (Panama Blue) read **“Supporting your body with natural water full of essential minerals”** and the Life insurance brand (Helvetia) read **“Make the most now protecting your loved ones against that day”**.

4.16 Implementation of the experiment

To operationalize the experimental design, participants from each of the two age groups (Subjective-young and Objective senior) were exposed to similar conditions (adverts) in order to measure their emotions and belief in the advertised products. To this end, care was taken to design three adverts each for the two brands. A high degree of care was taken to ensure that the adverts had similar messages, models and backgrounds so as to enhance and preserve their authenticity. Overall, six adverts were designed which have been diagrammatically depicted below. Appendix 7 contains details of the advert

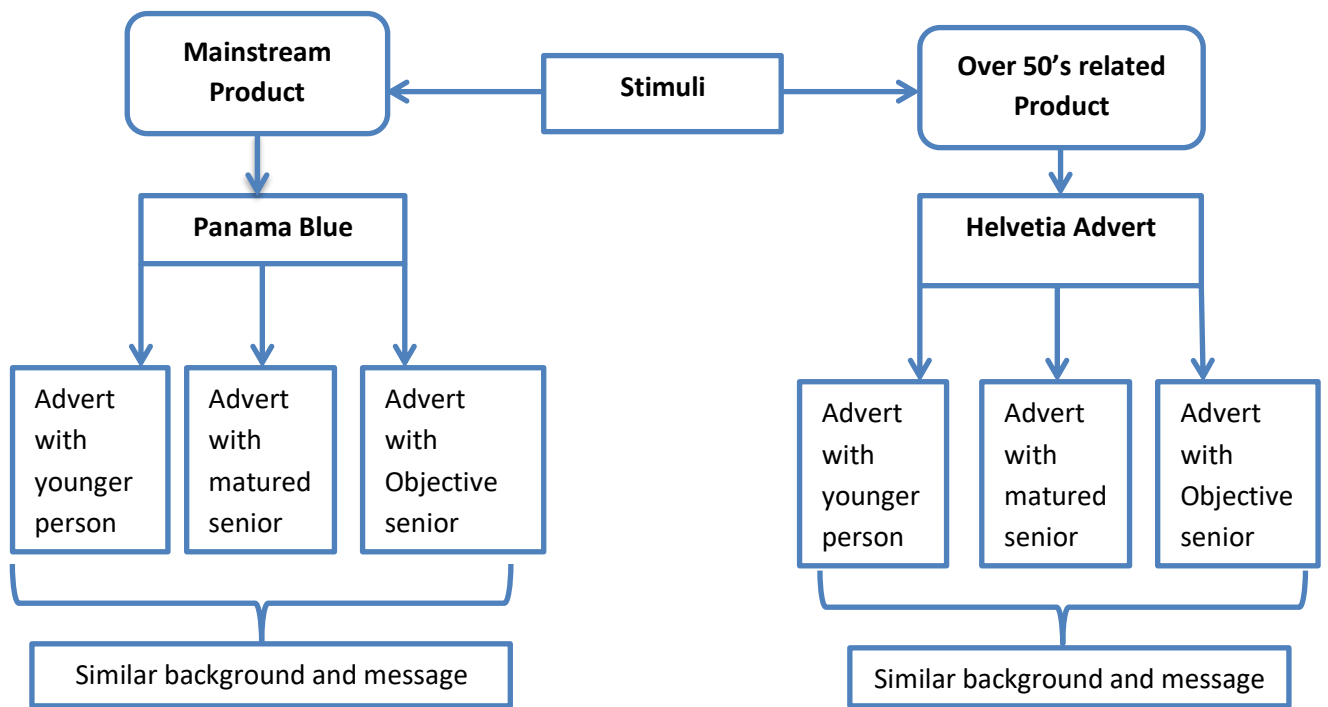


Figure 9: Stimuli used in experimental design (Source: Researcher)

4.16.1 Authenticating the adverts

A qualitative pre-testing of the created adverts was undertaken to establish the extent to which the adverts will pass the three tests of “credibility”, “veracity” and “congruency” (Chevalier and Lichtlé, 2012 p6) as well as their ability to elicit an emotional impact (Mehrabian and Russell, 1974). Overall, using purposive sampling method, 45 respondents comprising 15 from each of the three age groups representing the model in the adverts were asked to rate their view of the adverts in terms of the three tests above. The adverts were colour-printed to ensure authenticity and added to a 15-statement questionnaire (see appendix 6). To re – confirm the unknown identity of the brands, the first question required respondents to indicate how well they knew or did not know any the two brands in UK. The qualitative test also guaranteed that the adverts were devoid of any source of misunderstanding. At the end of the tests, the results confirmed that the adverts were fit for the experiment.

4.17 Sampling method for selecting experimental subjects

A purposive quota sampling method was used to select the participants for the study. The sampling approach according to Morse (1991 p. 129) allows “the researcher to select a participant according to the needs of the study”. Specific to the current study, the sampling method is known to be useful for quantitative studies especially those involving older people (see Gledhill et al., 2008) and where the judgement of the researcher is harnessed in selecting participants (Kandola et al., 2014). Although the sampling method, thought to be non-probability in nature, was chosen because it allowed the researcher to target people who were 50 years and above and, thus, were deemed fit for the study. Additionally, purposive sampling is known to be intentionally biased in its approach to selecting participants (see Lewis and Sheppard 2006; Bernard 2002). This has actually been described by these and other authors as strength rather than an apparent weakness. The section following, adduces reasons for the choice of the sampling method.

4.17.1 Rationale for purposive sampling method

The following factors influenced the choice of purposive sampling method for this study:

- (1) It allowed for a specific demographic group to be targeted emanating from the analysis of previous literature (Coyne, 1997) which means that time and financial resources were deployed to other aspects of the research process. The Coyne went further to suggest some few starting points for selecting who gets to participate. This list included (but not limited to) age, gender, ideological stance and social status. For this study, two important factors (age and residence in Britain) indexed the choice of participants.
- (2) The choice of purposive or selective sampling for this study was due to its efficacy in reaching hard-to-reach demographic groups (see Staniford et al.2011; Magnani et al. 2006). Older people are known to belong to one of the community that are hard to reach in social research (see Bernstein et al., 2016). The choice of purposive sampling for this study was therefore partly due to this reason.

4.17.2 Methods for implementing purposive sampling

Drawing from the study of Gledhill et al. (2008 p. 87), three key approaches were adopted for implementing the purposive sampling method to recruit 200 over 50's participants for the study. This section explains the methods.

- (1) **Word of mouth:** To reach participants that were 50 and above for the study, known individuals who met this age range were approached through word mouth to ascertain their willingness to participate. The approach also relied on other older people as recruiting agents on behalf of the researcher. This study had the researcher's colleague teachers who were fifty and above acting as recruitment agents. Their role was to approach prospective participants who were 50 years and above and were willing to take part in the study or could recommend other people who could be involved.

(2) Community advertisements: In addition to the word-of-mouth approach, flyers were designed and placed at local community centres frequently visited by older people. Similar notices were placed at shopping centres, local libraries and the Age – UK offices in Norwich where the researcher domiciled.

(3) Direct solicitation: The researcher being an active member of a local church, made direct approach to members of the church who were known to be over 50 years and domiciled in Britain. This resulted in recruiting ten participants who also recommended other people they thought could help.

4.17.3 Categorisation of experimental subjects into two groups

Following the pioneering work of Barak and Schiffman (1981) which has been replicated in some latter studies (e.g. Hong et al. 2013; Guiot 2001) the 200 over 50's who were recruited through the purposive sampling method were categorised into two groups: Objective-senior and subjective-young older person. As part of the recruitment exercise, when an older person indicated his / her willingness to participate in the research, they were given a self-reporting cognitive age questionnaire (appendix 4) to complete. This helped to determine their cognitive age using the four dimensions of “look”, “do”, “feel” and “interest”. Their chronological age was then deducted from the mean ages of these four dimensions to determine their cognitive age. Using the approach by Stephen (1991), any older people who felt and acted 15 years below their real age was deemed as subjective-young (N=100) and those whose feeling, acting, looks and interest ages were 15 years and above their chronological age categorised as objective-senior (N=100).

4.18 Administering the experimental stimuli

Following the design and piloting of the experimental stimuli (adverts), which was over a period of around two months (September to November 2016), the next face of the study was the collection of the data. The experiment was conducted on the population of study (older consumers) between the months of February and April 2017) on a sampled size of 200 older people whose chronological ages ranged from 50 to 75 years. During the recruitment exercise, participants were given the option of joining a 1½ group experimental session which took place over a six-week period on Tuesday evening in a hired community centre near where the researcher lived (see Hoffman et al. 2012; Stephens 1991) .

As was somewhat expected based on the scholarship by the afore-mentioned authors, a little above 35% (N=70) of the participating older consumer group chose to take advantage of the group exercise where the rationale of the study was clearly explained and questions were asked and issues clarified after which they individually studied the adverts and independently answered the questions which followed. The rest of the participants were sent a postal pack containing the stimuli with self-addressed returned envelope. Ultimately, all 200 participants were exposed to adverts designed to largely mimic the real world so as to measure the degree of emotions and beliefs they exhibit when such adverts are seen.

4.19 Empirical Strategy for experimental study

This section presents the empirical model that shows the relationship between the independent variables (*Model_Age* and product category) and the dependent variables (emotions and beliefs in the advert). The empirical models were developed based on the researcher's expectations of how the predictors and outcome variables interact to facilitate our understanding of how older people of various subjective ages express varied affection and beliefs toward two products (mainstream and age-sensitive) adverts. To this end, a multiple regression model used to aid our appreciation of the subject is presented as follows:

4.19.1 Empirical Model 1

The estimated model is given as follows:

$$Beliefs_i = \alpha + \beta_1 Model_Age_i + \beta_2 Participant's_Age_i + \sigma_i Controls_i + \varepsilon_i \quad (1)$$

$$Beliefs_i = \rho + \gamma_1 Product_Code_i + \sigma_i Controls_i + \mu_i \quad (2)$$

where *Beliefs_i* represents the confidence older people have for adverts, *Model_Age_i*, refers to perceived age of the model in the advert, *Participant's_Age_i* indicates cognitive age of adverts target (experiment subjects), *Product_Code_i* represents the product category being advertised (mainstream or age-oriented), *Controls_i* refers to controls used, and the error terms are given as ε_i and μ_i respectively.

The dependent variable in the experiment was *Belief*. As earlier stated, the operational definition of this outcome variable is the targets audiences' appreciation of the advert which are largely underpinned by its (i.e. the ad's) unique features (Chevalier and Lichtlé, 2012) such as the design, message and general atmospheres (Derbaix, 1995). In equation 1, the key variable of interest was the “beliefs” expressed towards the exposed adverts by the participants. It was expected that this variable of interest would be a function of the perceived age of the model in the advert and the target audiences' own cognitive age. To further explain the variable of interest in equation 1, equation 2 provides another predictive variable, which is the *Product_Code*. The *Product_Code* was introduced into the equation as a dummy variable (1= Mainstream products; 0 = Age-sensitive products) representing mainstream product (1) and age sensitive product (0). Thus, the belief older people in UK will have in adverts was expected to be the resultant effects of the age the adverts' model is perceived to be, the product category being advertised and finally the older persons own cognitive age. In both equation 1 & 2, the researcher added some controls to correct for possible missing variable biases. These controls were the educational level of respondents, income of respondents, gender of respondents, and ethnicity of respondents. The rationale was to measure the extent to which these variables affected the beliefs the research subjects exhibited towards the adverts in the experiment. The error term ε was introduced to capture these observed variables. To conclude, it was therefore the expectation of the researcher that the degree of beliefs the research participants will express in the stimuli (designed adverts) will be a function of the participant's own subjective-age and the product category they were exposed to, given all the controlled variables.

4.19.2 Empirical Model 2

Equation 2 is given as:

$$Emotions_i = \alpha + \sigma_1 Model_Age_i + \sigma_2 Participant's_Age_i + \varphi_i Controls_i + \aleph_i \quad (3)$$

$$Emotions_i = \rho + \tau_1 Product_Code_i + \varphi_i Controls_i + \beth_i \quad (4)$$

Where:

Where $Emotions_i$ refers to the affective reactions exhibited by the over 50s. All other variables remain as described in section 4.19.2

In empirical model 2, the dependent variable being measured was *Emotions*. The outcome variable “emotions” constitutes the universal set of sentimental reaction which is generally activated by the exposition to some stimuli.

The empirical model projected that there will be a correlation between the emotions expressed and the age of the featured model as well as product category being advertised. It was, thus, expected according to equation 2 that a participant's emotion in the adverts will vary according to the age they perceived the model to be. Akin to equation 1 above, equation 2 controlled for the resultant effect of respondents' education, ethnic background, income and gender on the variable of interest (emotions)

4.20 Ethical Considerations

The issue of ethical research which maintains the dignity of all players and enhances the integrity of the entire research journey keeps receiving scholarly attention. Indeed, it is incumbent on all researchers (regardless of their experiences) to ensure that the highest integrity level is maintained in their work (Krstić, 2015) as anything short of this may lead to a decline in public confidence in research findings (Broune'us et al., 2014). This section discusses the ethical considerations that directed the collection of data, maintenance of confidentiality and integrity for the two methods in this thesis.

4.20.1 Data collection ethics

The first stage of the study (content analysis) did not require any extensive ethical considerations as the data corpus (newspaper adverts) were already available in the public domain and therefore did not require participants. The researcher however needed to inform the management of the 'Reading Room' at the British Library of the specific academic purposes for which the historical newspapers (2014 -2015) were being requested, individually scanned through and relevant adverts captured. Due to the large volumes of newspaper editions (2178) which were to be scanned for adverts, three university graduates were co-opted to help with this task after they had been briefed on what the researcher was looking for in each of the newspaper editions. Once an advert was spotted, the page of the advert was marked for final decisions to be made by the researcher as to whether it met the pre-determined criteria for extraction (see section 4.2.6). To maintain the integrity of the study and enhance a value-free research (see Wallace and Sheldon, 2015), the researcher ensured that all adverts featuring human models and not just older models were captured.

The decision as to whether a model was over 50 years or not was left for the coders to take using the coding manual work that was given to them (see appendix 2) and the skill they had acquired from the training.

The data collection for the second stage was through the use of a seven-point Likert scale questionnaire which was handed over to the participants along with the experimental stimuli. With the participants completing them in their own time and handing them over to the researcher, there was no interference in the response of the participants, more so when the data was quantitative in nature. Where a clarification was needed, it was provided

4.20.2 Confidentiality

The issue of confidentiality was crucial more for the second stage than the first. This is due to the collection of anonymised demographic data such as income level, educational level and ethnicity. Participants were comfortable divulging these details.

Steps were taken to ensure that every data collection documents with demographic data on it were handled confidentially and those documents from participants who unwittingly left personal details such as name and address, carefully destroyed after relevant details were captured electronically. Lastly, all participants were informed that the discussions of the results will not include any of their personal details. However, they were all assigned unique identification numbers (such as participant 01, 02, 03 etc.) where there was the need to refer to a respondents' answer in the discussion of the results. The assurance of confidentiality was necessary for ensuring that respondents will be free to provide answers that were truthful (Idris, 2016) and reflected their real emotions expressed towards and beliefs in the adverts they were exposed to

4.20.3 Beneficence

Beneficence used in reference to research is the need to ensure that adequate steps are taken to protect research subjects from all dangers including psychological and emotional stress (Percival, 2014). The researcher was fully aware that although all participants in a research should be protected against harm, older people required more protection against psychological, emotional and physical harm in experimental studies such as this (see Reich, 1978).

In this regard all participants were informed that they could opt out of the research at any stage when they felt the process was having an effect on their wellbeing. For those who chose to join the group session, adequate provisions were made in the community hall to ensure their safety.

4.20.4 Integrity

As stated earlier, one pillar of ethical research is the maintenance of Integrity throughout the whole research process (Rallis and Lawrence, 2017). The study was conducted with the researchers' own personal value largely decoupled from any of the process. This value – free nature of the study, indeed, affirms the paradigm position (positivism) adopted by the researcher. For instance, the coding of extracted adverts were, as stated earlier, undertaken by trained and independent judges who were generally kept in the dark as far as the research aims and objectives were concerned. Also, to enhance the integrity of the study, the researcher ensured that findings of the both the content analysis and the experimental design were reported without any embellishment. Finally, to ensure that the data collection was accurate and devoid of any known or unknown omission and fabrication, the researcher ensured that all data sources are appropriately indicated and referenced.

To conclude, the entire process underpinning this study was undertaken within the existing ethical standards of the University of Bedfordshire Business School where the study begun from and the requirement of South Bank University where it was completed.

4.21 Summary of methodology chapter

The current chapter has discussed in details the philosophical and operational foundations for the study. The chapter began by discussion the key themes that have engaged discussants as far as research philosophies are concerned. These include, but not limited to ontological and epistemological positions that have been adopted by various researchers especially within the consumer behavioural sector. Indeed, each contributor has proffered his or her reasons for opting for one philosophical position or the other. The literature seems to suggest that the line between the two main philosophical positions (positivism and interpretivism) is gradually being blurred out as the strength of one compensated for the weakness of the other. This notwithstanding, considering the aims and objectives as well as the research questions as set out in chapter 2, the study leaned towards the positivism paradigm more than interpretivism. This philosophical position, indeed, makes the generalisation of the findings in this study plausible.

This is because the choice of positivism paradigm has traditionally lent itself to a quantitative rather than qualitative method. Thus, quantitative methods (content analysis and experimental design) with their protocols were used for collecting, analysing and reporting the data for the study.

In the following chapter, the results of the analysis of the dataset are provided in a consistent and coherent manner to help in providing confidence in the overall conclusion and recommendations made in this study.

5 RESULTS FROM CONTENT ANALYTICAL STUDIES

5.1 Introduction

In this chapter, results from the analysis of the dataset for the first stage of the study is presented to support our understanding of the degree to which UK advertisers are engaging older consumers through newspaper advertisements. To achieve this, the chapter is organised around the research questions which the first stage of the study sought to answer. The statistical analysis was conducted using the statistical package STATA (version 14). This afforded the researcher to search for patterns and to gain insight into why those patterns existed in the first place and to also establish a relationship to explain the phenomenon under study (see Bernard and Bernard, 2013). Additionally, the analysis involved the continuous comparison of the data and the theories supporting the entire studies (Straits and Singleton Jr, 2011) as this allowed the researcher to check original ideas and the underpinning theories against the observed patterns in the data corpus. Subsequently, the statistical analyses which are discussed in this chapter resulted in the conclusions and recommendations drawn in the study to be validated (Nahm, 2016). Before presenting the results, some of the statistical tests that have been used by similar studies to analyse their datasets are discussed and those found appropriate for this study are explained and justification for their usage, offered.

5.2 Statistical test for validating results

Statistical tests are important in helping us draw valid conclusions (Nahm, 2016) or inferences (Bettany-Saltikov and Whittaker 2014) from the observable data. Thus, without the appropriate statistical tests, any inference a researcher makes may not be firmly grounded but may hinge on the assumptions of the researcher, and thus make generalizing the findings somewhat difficult. As there are a number of useful statistical tests available, a researcher may select the appropriate tests which are underpinned by the study's objectives and focus. Although a researcher has the leverage of applying the appropriate statistical test(s) to a given dataset, Hicks (2009, p.69) opines that studies which seek to test a set of hypotheses or answer research questions should ensure that the following three preconditions exist in order to effectively apply the appropriate statistical test:

- (1) A set of well-crafted research questions and hypotheses, which correctly outlines all the variables, the study seeks to measure. In this regard, the current study ensured that the research questions were based on the gaps in the literature and were crafted to suit the aims and objectives which were set out in sections 1.5 and 1.6. The questions also clearly depicted the variables that the study intended to measure.
- (2) A pre-determined research design which is pre-disposed to determining the relationship(s), which exists among all the variables, the researcher had identified through the review of the appropriate extant literatures.
- (3) A selection of the appropriate test for drawing inferences (generalisation from sample to population) to either accentuate or disprove the underlying theories.

Clarifying the issue of drawing inferences from a sample of data, Hicks (2009) upheld the two main methods available to researchers. These two tests which form the basis of the next section are parametric and non- parametric.

5.2.1 Parametric and non - parametric tests

Parametric test, according to Bettany-Saltikov and Whittaker (2014 p. 1523) “is a more powerful test that make certain assumptions of your data”. That is, the parametric when applied to a dataset holds certain assumptions which includes normalcy in the dataset, the data being interval / ratio and a randomly selected subjects / unit of analysis (Hicks 2009; Field 2009). Additionally, Field (2009) avers that for a datasets to be subjected to parametric test, the variance must be homogenous especially where there are multiplicities of participating groups. Perhaps the assumption of normality and homogeneity are the two most vital definitions of a parametric dataset, a position espoused by Field (2009) who also opined that studies using regression analysis turn to benefit enormously especially when normality is assumed in the dataset distribution.

On the other hand, non-parametric tests are used when the researcher does not assume any normalcy in the distribution of the dataset and are predisposed to being used with any level of measurement (Bryan, 2008).

The proclivity of some scholars to use non-parametric instead of parametric test is because of the difficulties in meeting all the conditions associated with the parametric test (Nahm, 2016). This therefore means that, using non-parametric statistical test allows the researcher to “rank data sizes instead of the original values of the data” and thus, outliers are less influential in the conclusions drawn (Nahm 2016, p.9). An analogue of the parametric and non – parametric test are given below in table 5

Table 7: Analogue of Parametric and Non-Parametric Test (Nahm, 2016)

	Parametric test	Non-parametric test
One sample	One sample t test	Sign test Wilcoxon’s signed rank test
Two sample	Paired t test Unpaired t test	Sign test Wilcoxon’s signed rank test Mann-Whitney test Kolmogorov-Smirnov test
k-sample	Analysis of variance 2 way analysis of variance	Kruskal-Wallis test Jonckheer test Friedman test

5.2.2 Choosing the appropriate test

What are the criteria for choosing the most appropriate inferential test to use in a research? Bettany-Saltikov and Whittaker (2014) offered the following criteria for using either a parametric or non-parametric test:

- (1) Whether all the assumptions for parametric test have been met. For example if the data is of interval / ratio nature, then parametric test is suitable.
- (2) The number of levels there are within the independent variables
- (3) Whether the researcher has knowledge of the data distribution being normal or otherwise. Indeed, when little is known about the data being normal or not, an assumption of non-normality in distribution should be the researchers position and hence the use of non-parametric tests.

To conclude, one of the important decisions that is involved in data analysis and decision making is the choice between “parametric and non- parametric tests” (Harwell et al., 1988 p.35). Although this supposed dichotomous relationship between these two tests is not universally shared among the scholarly community and, indeed, some have suggested a fusion of the two tests.

For example, Talamakrouni et al. (2015 p.214) suggested that to avoid the controversy, studies could adopt a “parametrically guided nonparametric regression” as a compromise position. However, as this has not gained a wide authorial attention, the standard practice in the literature has always been a choice of either of the two, certainly, with the appropriate justifications. Subsequently, for the current study, the parametric test was used. This was due to the fact that in the view of Nahm (2016 p. 13), *non-parametric test “have less statistical power compared to parametric techniques and difficulties in calculating the 95% confidence interval”*. Moreover, almost all the assumptions with the exception of the data distribution underlining the parametric test (e.g. interval / ratio data; normal distribution of data) as espoused by Hicks (2009) were met in the study.

5.3 Validating results

A number of statistical tests and models were adopted to validate the results of the analysis of the dataset for the first stage of this study. Similarly, some tests were also adopted to either validate or reject the hypotheses for the second stage of the study. This section will discuss these tests and models

(1) The t-test: The t-test is primarily a parametric test which assumes normality in the distribution of the dataset in any study. The test has multiple usage including testing the correlation coefficient of variables as well as establishing whether the means of two groups are identical in any way (see Field, 2009 p. 324). In this study, the test was applied to the content analysis categories of “role played” by older people when they feature in adverts.

(2) Cohen’s Kappa: Another statistical approach adopted for this current study was Kappa. The Kappa coefficient was used to test the reliability of the two coders’ decision as far as coding of the variables was concerned. According to Krippendorff (2013) and Berelson (1952), if the item being coded required high coder subjectivity (such as image and age), a value above 0.70 was deemed acceptable. The authors however suggested that, categories such as gender and product which required low coder subjectivity, a value above 0.90 was considered acceptable.

5.4 Presentation of results from content analysis

As stated in chapter 4.1, one of the investigative tools adopted in this study was content analysis which was employed purposely to examine the extent to which older consumers in UK are portrayed in newspapers. This section presents a descriptive statistics of the results of the content analysis and proceeds to present analysis of the results for each of the research questions outlined in sections 1.6 and 2.1.11.

5.5 Descriptive Statistics of Content Analysis

5.5.1 Total number of people in adverts:

The study used two independent coders and therefore these descriptive results reflect each set of the coded items by each coder. That stated, out of the 1422 adverts coded, there were a total of 2881 recognisable human models coded by each of the coders. These were models whose full facial and other exterior features (e.g. hands) were conspicuous enough to inform a decision by the coders as to their gender as well as age. Table 6 below depicts the breakdown of the total number of people judged by each coder. For this category, there was intercoder reliability (*Kappa*) of 0.97%. The implications of this figure is that as this item did not require a high degree of coder subjectivity, an inter-coder reliability of 0.97% was considered acceptable. Thus, both coders although working independently did agree that the models featured in the sampled adverts were conspicuous enough to be examined and decisions about their roles, gender, age and image appropriately determined. Additionally, the decision to accept this inter-coder reliability figure was grounded on the extant literature. For instance, William et.al (2010); Harwood and Roy (1999) adopted similar decision in their studies on how older people were portrayed in magazines and television respectively. The current study also reported a standard error of 96.4% in the dataset; thus, the researcher had over 95% confidence that the mean of the sample was closer to the mean of the population under study.

Table 8: Break down of total number of people appearing in advert (Number of obs = 1422)

Number of People in Advert	Coder_ID			
	Coder 1		Coder 2	
	Count	% of total	Count	% of total
1	804	28%	804	28%
2	580	20%	580	20%
3	462	16%	462	16%
4	300	10%	300	10%
5	145	5%	145	5%
6	72	2%	72	2%
7	49	2%	49	2%
8	96	3%	96	3%
9	63	2%	63	2%
10	310	11%	310	11%
Total	2881	100%	2881	100%

Total number of people	Std. Err.	95% Conf. Interval		Kappa
2881	96.4	5580.919	5959.081	0.97

Besides the inter-coder reliability figure, another significant decision taken at the analysis stage pertained to which of the two coders’ judgement was to be adopted for analysis and discussions. The need for this decision to be taken was necessitated by the expected contrasting judgments to be made with regards to the high level subjective decisions on categories such as “role played” and “image” of the models in the adverts. Guided by a similar decision taken by Mayring (2014) and Cavanagh (1997), the current study upheld the coding decisions of coder 2 especially in categories where there were significant inconsistencies between the two coders. The decision was supported by the following factors: **(1)** coder 2 had been engaged by a previous content analyst as a coder and therefore had acquired some experience in coding adverts and **(2)** the coder did demonstrate enormous understanding of the categories and how to effectively place them during the training sessions.

5.5.2 Number of older people in adverts:

Table 7 below illustrates a description of the total number of older people discovered in the dataset. There were a total of 676 and 688 over 50’s coded by both coder 1 and 2 respectively, with an intercoder agreement (*kappa*) of 0.96. Here again as indicated in the previous section of this chapter, the results of coder 2 (688) were adopted for analysis. And in any case, both coders’ result when divided by the respective total number of people in the adverts they coded, gives a similar figure of 23%. This figure is further discussed in a latter section 5.3.2.

Table 9: Descriptive analysis of older people in the advert

Item	Coder 1	Coder2
Number of obs. ads	1422	1422
Total number of people	2881	2881
Number of 50+ obs.	676	688
Std. Err.	20.15792	20.67915
[95% Conf. Interval]	[36.382 715.618]	[647.3578 728.6422]

Expected Agreement	Agreement	Kappa	Std. Err.	Z	Prob>Z
98.38%	52.44%	0.9660	0.0196	49.39	0.0000

5.5.3 Adverts which featured older models alongside other age groups:

With both coders judging that there were a total of 2881 people featured in the dataset, the researcher sought to find out the total number of older people who were cast alongside their younger cohort. For accuracy and consistency, all adverts which had younger or older model featured alone were excluded from this part of the analysis. The focus was therefore on the adverts which have a mixture of age groups featured as models. With this established, there was a total of 732 (N= 25%) adverts with a mixture of all age groups and out of this figure, the number of older people totalled 273 representing 37%. Therefore judging by this dataset, advertisers were likely to cast fewer older models alongside other age groups in advertisements.

5.5.4 Gender composition of older people discovered in dataset:

As can be seen in section 1.6, part of the aims of this study was to measure the extent to which UK advertisers ensured gender parity in terms of featuring older people in adverts. To determine this, a count of all older people who were in the 1422 adverts was undertaken and recorded by the two coders. Following this, the gender composition of this number was also recorded. Results for both coders confirmed the largely held scholarship opinion which suggested that older males were more likely to be featured in adverts than their female counterparts. Both coders discovered (with a kappa of 0.96) that 57% of the data set contained male models as against 43% females. Here again as the category required less imposition of coder subjectivity, the results on the gender composition of older people in the adverts was accepted.

5.6 Detailed presentation of content analysis results

This section presents detailed discussion of the analysis of the results from the coding exercise. The intention was to ensure that the researcher had provided enough analytical evidence to support the answers to the research questions. Therefore, each of the RQ's outlined in section 1.6 is presented as the heading with the answers following.

RQ1a: “What is the image portrayal of older consumers in British press advertisements?”

Research question 1 sought to investigate whether UK consumers aged 50 and over were positively or negatively portrayed when they feature as models in newspaper commercials. The intention was to ascertain the extent to which newspapers in UK are contributing to the perpetuation or rejection of negative societal images of the older population. To this end, as depicted in figure 7, the results of the analysis indicated that out of the 1219 total images coded, 87% (N=1110) were judged as positive and therefore intrinsically harmless to our perception of old age and the challenges that accompany the process. As can be seen in figure 8 below, the most prominent traits associated in the dataset was the “well-informed” older consumer (21%, N=233), the “healthy” older consumer (17%, N= 188) and its associated traits of the “active” older consumer (11%, N= 122), However, 13% (N=109) were judged to be detrimental in terms of the perception society holds about what constitutes old age and how older consumers negotiated this stage of life.

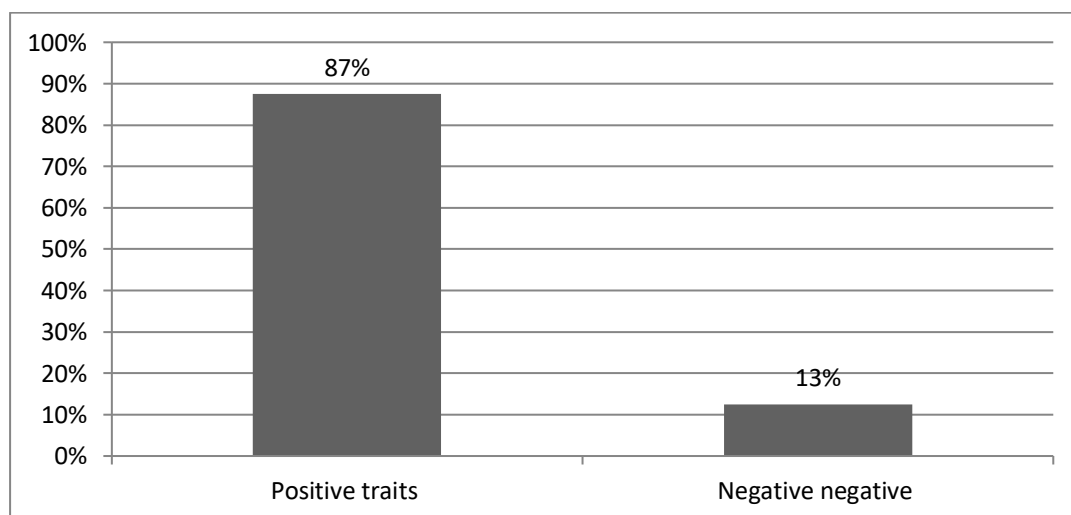


Figure 10: Traits associated with older people in dataset

Among the negative traits discovered in the dataset, the “feeble” older consumer was the most prominent (4%, N = 44). Given an intercoder reliability (Kappa) of 0.92; std.err=0.0144; p-value of <0.00001, the result was considered significant with a significance level of $p < 0.05$.

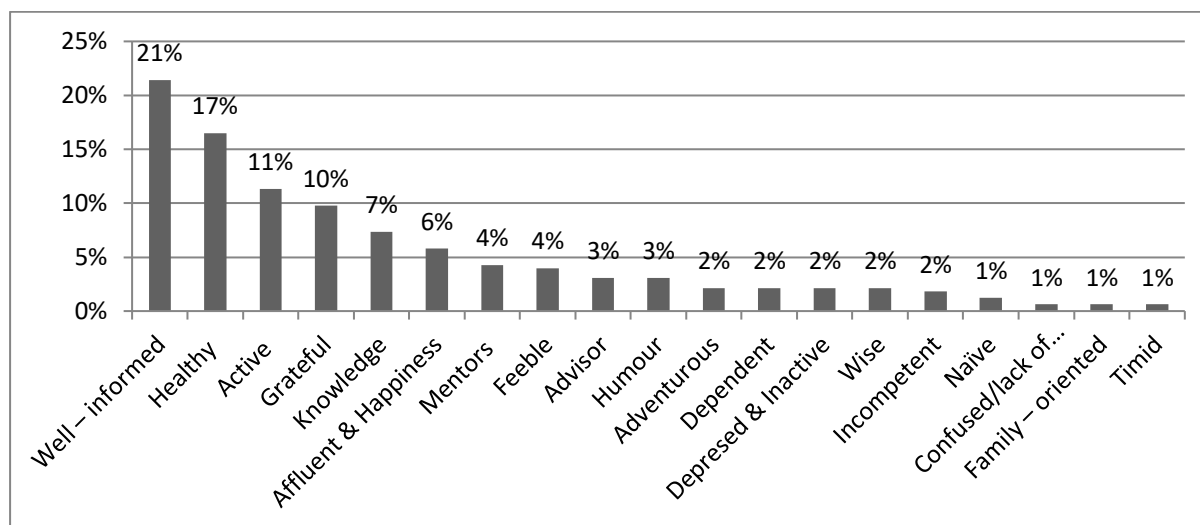


Figure 11: Traits discovered in the dataset

The results of this research question have some form of similarities with the finding of some of the extant studies (e.g. William et al. 2010; Kessler et al. 2010; Lee et al. 2006) which did consider the issue of the role of the media in promoting the perception of older people in society. All these researchers had indicated that although advertisers had historically used negative images to present older models especially when they had believed that those images could help advance the aims of the advert, the converse seems to be the trend in recent times. The reason for the increasing favourable portrayal could probably be due to the acceptance of the fact that unfavourable depiction of any societal group (especially within the UK social context) was tantamount to caving an unfavourable corporate image (see Szmigin and Carrigan, 2000). Thus, although older people do not expect any embellishment to their real identity, they frowned on a deliberate attempt by sponsors of advertisements and the entire advertising community to negatively cast them in commercials, covert motives notwithstanding. Although the results for this category was least surprising in terms of the number of adverts judged as “positive”, the 13% adverts which were deemed as inappropriate still requires some form of further investigations.

RQ1b: Are older females likely to be cast with negative images than their male counterparts?

The premise of this question was the plethora of evidence (e.g. Kay and Furnham 2013; Furnham and Paltzer 2009; Harwood and Anderson 2002) suggesting that although older people compared to younger models are likely to be cast in a somewhat negative role, older women compared to their male counterparts were most likely to be associated with such negative images, if any. This is perhaps due to the fact that the social construct of beauty is synonymous with femininity therefore as they age, older women “turn to experience a more emphasised devaluation” than their men counterparts (Vulpe, 2017 p. 117). As seen in RQ1a above, there were a total of 109 (13%) images featuring older consumers which were coded ‘negative’. The researcher then analysed this figure to understand the balance between the older male and older female consumer cohorts. This decision was grounded on the extant literature (e.g. Harwood and Anderson, 2002). The results indicated that 57% (N= 62) and 43% (N=47) inappropriate images were associated with older males and females respectively and this was statistically significant at 5% level of significance. This results to a larger extent contrasts what seems to be the prevailing view in the extant literature (e.g. Mastro and Stern 2003; Harwood and Anderson 2002; Zhou and Chen 1992). These studies, amongst others had reported that although older people compare to their younger cohorts have the highest likelihood of being negatively portrayed, older females were more predisposed to being depicted in an inappropriate manner than males. Thus, the results of the current study had a higher number of older males being portrayed in a negative manner than their female counterparts. Although the results contrast the general findings of the extant studies, its p-value is statistically significant, even though consideration must be given to the fact that there were more (14%) older men than women in the adverts coded.

RQ2: What is the representation of older consumers in British press adverts?

This RQ was developed on the basis of the existing knowledge indexing the fact that when compared to their number from the population census data; older people do feature less in advertisements. In this study, out of the 2881 models discovered in the dataset, only 23% (N=688) were judged to be over fifty years. Given a kappa of 96%, p-value of <0.00002, std.err =0.0196 and a confidence interval of 0.05, the results from the analysis of the data for this research question was considered to be statistically significant. Older people in UK according to the 2014 population data (the year from which the newspaper editions were drawn) constituted 36% (ONS, 2014).

Thus, when interpreting the results in this study on the basis of the 2014 ONS figure, it will not be an over exaggeration to suggest that there is still a dearth of circa -13% with regards to the appearance of older people as models in UK newspaper adverts.

This result to a large extent affirms the conclusion drawn by some previous scholars. For instance, studies undertaken by scholars such as Prieler et al. (2015); Kay and Furnham (2011); Lee et al. (2006) etc. have all reported that the low incidence of older models in adverts is not only pervasive, and indeed, across all media genres. The pervasiveness of the findings within the consumer behaviour and advertising literature extends beyond the western world. For instance, studying the Taiwanese context, Morton and Chen (2008) reported that older people were less represented (7%) in adverts compared to their census representation of 25.64%. The results for this category are statistically significant which indicates that the over 50's consumer group is indeed underrepresented in adverts.

RQ3: Compared to their representation in society, what is the incidence of older women in UK press advertisements?

The results for this category is summarised in table 8 below. The RQ was grounded on the plethora of evidence in the literature that seems to suggest that although older people in general compared to younger consumers are likely to have low incidence in commercials, a juxtaposition of older women to men points to the preference of advertisers to feature the latter in commercials more than the former. The results showed that older women constituted 43% (N=299) of the entire older population in the adverts observed ($\kappa=0.96$; $\text{std.err.} = 0.26$; $p=0.0000$). Thus, with the p-value as stated, the results were considered statistically significant at 1 per cent level of significance. The 2014 ONS population data however indicates that older women constituted 50.7% of the population but in this study their frequency in the adverts was 43%. Contrariwise, older men although constituted 49%, had a representation of 57% in the dataset. It is instructive to note that although the study chose to go with the coding decisions of coder two (see section 5.3.1), because this was a straight forward category both coders recorded similar figures which goes to re-enforce the fact that older women unlike men are more likely to be excluded from a typical advert especially where the target is gender-neutral.

Table 10 : Gender Composition of older people in the dataset

Category		Total	Percent (approx.)	Std. Error	[95% Conf. Interval]
Male	Coder 1	386	57%	22.80	[341.28-430.72]
Female		290	43%	18.85	[253.03-326.97]
Total		676			
Male	Coder 2	389	57%	22.24	[345.36-432.64]
Female		299	43%	18.50	[262.69-335.31]
Total		688			

Agreement	Expected Agreement	Kappa	Std. Err.	Z	Prob>Z
98.35%	55.70%	0.9627	0.0261	36.88	0.0000

RQ4: When older people are featured in UK press advertisements, which products are they associated with?

For this research question, a two-sample *t* test was used to compare the means of the samples coded by coder 1 and 2. As seen in table 9 below, out of the total number of older people who featured in the dataset, 19% (N=195) appeared in clothing adverts followed by ‘Final arrangements’ (16%, N=170) and Financial Services such as insurance and general banking services (14%, N=145) as being the three most featured product category. It can also be seen from the table that product categories such as travel and leisure, elderly care and household items were seldom advertised using older model.

Juxtaposing the results in this category with that of the extant literature, there seems to be some inconsistencies in the product categories older people in UK are most likely to be associated with when they feature as models in newspaper adverts. For instance, the systematic review undertaken as part of this study (see chapter 2:1) indicated that paper product, food and help / support were the three most featured product categories. To assist our understanding of this result, it is worth looking beyond the product categories older people frequently featured in and examine the product categories they are not conspicuous in. To this end, it can be seen from table 9 that the older consumer group in UK seldom featured in product categories such as “travel and tourism”; “elderly care”; “entertainment” and “elderly care” as these categories featured circa 1% of the studies demographic group.

For example, in their study of magazine adverts, William et al. (2010) discovered that the elderly had high frequency in product categories such as “elderly care” (26%) and “medical and health” (14%). Therefore, the results in this study as pertaining to this unit of analysis, is not consistent with the extant literature. In any case, this inconsistency is prevalent in the extant literature.

Table 11 : Frequency of product category older people featured in

Product category	Number	% of total
Clothing	195	19%
Final arrangement	170	16%
Finance	145	14%
Medical/ health	125	12%
Food & drink	97	9%
Help and support	95	9%
Housing	55	5%
Retirement Home	42	4%
Household items	35	3%
Miscellaneous	30	3%
Charity	19	2%
Communication / entertainment	13	1%
Elderly care	15	1%
Travel / leisure	15	1%
Total	1051	100%

Std. Err.	Std. Dev.	[95% Conf. Interval]
1310987	4.940177	9.366776 9.881112

RQ5: When appearing alongside younger models, what are the roles older models prominently feature in?

To fully appreciate the results for this question, the researcher firstly computed results for the number of adverts which had older people featuring alongside their younger counterparts. In this regard, the dataset had a total of 260 (36%) of over 50’s who featured alongside younger consumers (under 50’s) in the dataset. As can be seen in table 10 below a descriptive analysis of the dataset indicates that when UK older consumers featured alongside models of other ages, 24% (N=172) played major roles which included giving strong recommendation of the brand they featured in. Additionally, playing major roles meant that older people demonstrated their knowledge through the provision of extensive product information. Additionally, 7% and 5% played minor and major roles respectively.

Table 12: Roles played by older models when with younger models

Number of Adverts with mixed-age models	Older people		Major role		Minor role		Background role	
	%	Count of	%	Count of	%	Count of	%	Count of
715	36	260	24.0	172	7.0	52	5.0	36

The results indicate that although they played more major roles than other peripheral roles, other people when appearing along with younger adults, they are most likely not to be cast in major roles. Thus, the propensity for advertisers to cast older people in major roles in adverts involving younger consumers was very minimal. The results have a semblance of similar results reported by scholars such as Baumann and Latt, (2012); William et al. (2010); Harwood and Anderson (2002) etc. Interestingly, none of these studies was on newspaper, which therefore presupposes that the incidence of older people being cast in peripheral roles was pervasive in all media genres.

RQ6a: What settings are older people featured in when they appear in newspaper adverts?

This research question sought to investigate whether UK advertisers present older people in a stereotypical way through the location they feature this group in. To accurately establish any location typecast of older people, there was the need to firstly focus on adverts which had older people and then determine the location (indoor, outdoor or occupational). The total number of different locations under the key categories of home, outdoor and occupational was tabulated from the coding forms and the number of older people appearing in each was then tabulated. To accurately determine the settings that older people appeared in, adverts with younger models were excluded from the analyses. Thus, the 36% (N=260) of older people appearing alongside younger models (see RQ5 above) were excluded from this part of the analysis. In the end the physical setting of 428 older models in the dataset was analysed for the purpose of this question. Overall, there were a total of 320 different physical settings that were identified by the two coders. The results as depicted in table 11 below indicates that most (47%, N=150) of the older people featured in the dataset were in a location that fitted into the “Home setting” description in the coding manual. Most (33%, N=49) of the older adults who appeared in the “home setting” were coded as being in a location which had the semblance of “kitchen”.

Outdoor setting made up 35% (N=112) of the dataset with 44% (N=49) of the models seen in a recreational (hotel, leisure park, restaurant, public transport hubs etc.) settings. Lastly, occupational settings constituted 18% (N=58) of the dataset, with most of the older people seen engaged in static office activities (N=36) such as customer service and other occupational engagements. There were a total of 38 (38%) settings that were coded as neutral and thus, could not be categorised under any of the key location labels. With a Kappa of 95%, the results were considered statistically significant. A critical consideration of the results in this study reveals not much variance with what some studies have reported. For instance, Williams et al. (2013) reported in their studies that only 31.2 % (N=69) of the models in their dataset were depicted in a home setting. Although this study recorded more of older models in outdoor settings (35%) than what Williams et al. reported in their study (15.8%). The results in this study also indicate not much difference between the number of older people in “Home settings” and “outdoor settings” which could be indicative of the gradual repositioning of older people through their location in advert. Indeed, authors like Chen (2011), Kessler et al. (2004), Ursic et al. (1986) have all adduced evidence to support the fact that older people are increasingly being featured in non-traditional settings such as office and outdoor.

Table 13: Physical setting of adverts with older models

SETTING		
Home	Count of	%
a. Kitchen	49	33 %
b. Living room	38	25 %
c. Bedroom	24	16 %
d. Garden	22	15 %
e. Neutral	17	11 %
Count of & % of total	150	47 %
Outdoor		
a. Recreational	49	44 %
b. Street	36	32 %
c. Park	16	14 %
d. Neutral	11	10 %
Count of & % of total	112	35 %
Occupational		
a. Static office	36	62 %
b. Mobile office	12	21 %
c. Neutral	10	17 %
Count of & % of total	58	18 %
TOTAL	320	100 %

Agreement	Expected Agreement	Kappa	Std. Err.	Z	Prob>Z
92.95%	57.70%	0.9547	0.0361	41.88	0.0000

RQ6b: Are older women more likely than men to be cast in domestic or sedentary settings in newspaper adverts?

The last research question sought to investigate whether there was enough evidence to conclude that although older people are more likely than young ones to be cast in a somewhat traditional physical setting, older women were the least to be featured in a non-traditional and sedentary settings when they appear in adverts (see Furnham and Mak 1999). To analyse this category, the gender composition of the 320 settings (see the section above) of older people appearing without a younger model was computed. Thus, the method used for analysing the data for RQ6a was extended to capture the results for RQ6b. As can be seen in table 12 below, there was no statistical difference between the composition of older women and men who featured in a “home” setting in the data set. The two groups (older and women) each had a 52% and 48% representation in this category. As can be seen in the table, there was however a higher representation of older women in a kitchen location than men (63% vs. 37%). However, they also outnumber (58% vs. 42%) their men counterparts in terms of representation in the “Living room” settings. With regards to “outdoor settings”, more men than women featured in this category (60% vs. 40%) and apart from locations operationalized as “recreation” where older women outnumbered men (51% vs. 49%), the latter dominated in all outdoor settings. Additionally, more older men (71%, N= 41) than women (29%, N=17) featured in occupational and professional settings, which further affirms some of the literatures (e.g. Baumann and Laat 2012; Furnham and Mak 1999) assertion that as they age, older women than men are likely to be location stereotyped. Thus, the latter is likely to be presented in a setting which depicts authority and economic significance. The Chi-square for this category comparing the gender composition of older people in the various settings in this study was 39.11 and statistically significant at 1 per cent level of significance. This thus supports the argument that older women in adverts are more likely to be location-typecast although the results of this study somewhat affirms the fact that their representation in the “home setting” is not biased, compared to older men.

Table 14: Gender composition of physical setting of adverts with older models

Setting	Older men		Older women	
	Count of	% of total	Count of	% of total
Home				
a. Kitchen	18	37%	31	63%
b. Living room	16	42%	22	58%
c. Bedroom	14	58%	10	42%
d. Garden	15	68%	7	32%
e. Others	9	53%	8	47%
Count of & % of total	72	48%	78	52%
Outdoor				
a. Recreational	24	49%	25	51%
b. Street	25	69%	11	31%
c. Park	10	63%	6	37%
d. Others	8	73%	3	27%
Count of & % of total	67	60%	45	40%
Occupational				
a. Static office	26	72%	10	28%
b. Mobile office	9	75%	3	25%
c. Others	6	60%	4	40%
Count of & % of total	41	71%	17	29%
TOTAL	180	56%	140	44%

Agreement	Expected Agreement	Kappa	Std. Err.	Chi-square	Prob>Z
96.95%	59.90%	0.9447	0.0176	39.11	0.0001

5.7 Summary of findings

The focus of the current chapter was the presentation of the results of the analysis of the coding exercise which spanned a period of circa 3 months. Overall, some aspects of the results seem to corroborate the extant literature which predominantly was from television commission, although there were a few divergences from what had been previously known. Table 13 below is a summary of the findings from the content analysis study. The summaries are shown using the key themes and questions of the study on how older people are portrayed in all forms of newspaper adverts in UK.

Table 15: Summary of key findings from content analysis

Research question	Key finding
RQ1a: What is the image portrayal of older consumers in British press advertisements?	With a <i>Kappa</i> of 0.92 and $p < 0.05$, there was a total of 91% (N=1110) positive images and 9% (N=109) of negative images associated with the older models identified in the dataset of this study. Thus, the current study has affirmed the position of the extant study that older people to a large extent are portrayed positively.
RQ1b: Are older females likely to be cast in negative images than their male counterparts?	The results of the analysis showed that 43% of the negative images identified in the dataset were associated with older females against 57% for men. The result was significant (p -value < 0.01).
RQ2: What is the representation of older consumers in British press advertisement?	23% (N=688) were judged to be over fifty years. Given a kappa of 96%, p -value of < 0.02 , the results were considered significant. Juxtaposing this result with the 2014 ONS data on UK older people figure (36%), it is evident that older people are still underrepresented in commercials.
RQ3: Compared to their representation in society, what is the incidence of older women in UK press advertisements?	Older women featured less (43%, N=299) in adverts than men although they constituted 50.1% of the UK population (ONS, 2014). Thus, advertisers will generally prefer older men than women as models.
RQ4: When older people are featured in UK press advertisements, which products are they associated with?	The top three product older people featured in were: clothing (18%, N=195); final arrangement (16%, N=170) and financial (16%, N=170)
RQ5: When appearing alongside younger models, what are the roles older models prominently feature in?	Older people appearing alongside other age groups played 24% major roles, 7% minor roles and 5% background roles. Although advertisers will not feature older models inappropriately, they will assign less major roles to them than they will younger models when the two age groups appear alongside each other in the same advert.
RQ6a: What settings are older people featured in when they appear in newspaper adverts?	Results for this category have indicated that there is not much difference between the indoor and outdoor setting that older people are featured in. Thus the traditional-location typecasting of older people could not be supported by the results. For instance there was difference between home and outdoor setting was 8%
RQ6b: Are older women more likely than men to be cast in domestic or sedentary settings in newspaper adverts?"	With regards to this question, although older women were not cast in home settings more than men, the traditional typecasting of this group was somewhat affirmed by the results as fewer of them compared to men were in outdoor and occupational location in the dataset.

6 RESULTS FROM QUASI - EXPERIMENTAL STUDIES

6.1 Introduction

This chapter will discuss the results of the stage two of the study – quasi-experimental design which was utilised to support our understanding of how the emotions and beliefs older people exhibit toward adverts featuring models with different ages are influenced by the older people’s own subjective age and the product category being advertised. Again, the study used the statistical software STATA version 14 to undertake the analysis. To test the hypotheses, multiple regression analysis was used. The following section discusses this statistical model, its assumptions and why it was chosen for the study.

6.2 Multiple regressions model

Postulated around two decades ago by Cohen (1968), multiple regression or multiple linear regression is a statistical method used for determining the value of dependent variable (s) based on the value of two or more independent variables (Sirkin, 2006) whiles controlling latent variables which in this study comprised of education, gender, income and ethnicity. The model is an extension of linear regression which has traditionally been the method for predicting future behaviours based on one predictive variable and a response or outcome variable. Multiple regression (MR) is considered to be of a higher statistical model which accurately explains how variables interact (Higgins, 2006). Moreover, the model is believed to be largely useful in principally making predictions about future relationships (De Vaus, 2002), which in this study was the interaction between older people and the advertising community in UK.

Specifically For this study, multiple regression was chosen because of the involvement of two explanatory variables (advert model and product category) which were the components of the experimental stimulus (advert). The adverts were manipulated to include each of the three models and product category (mainstream and age-sensitive). Thus, one of the basic conditions for adopting multiple regression analysis as opined by Higgins (2006) and De Vaus (2002) which is that there must be two or more predictor variables, was fulfilled in this second part of the study.

Notwithstanding the fact that it is considered to be one of the most viable statistical and analytical techniques, the usage of multiple regression requires some assumptions to be made about the data which in effect may limit the adoption of a study's finding and conclusion (Allen, 1997).

One of the key benefits of the model however is its ability to allow the researcher to “disentangle the relative effects on a dependent variable of two or more independent variables” (Allen, 1997 p.4). According to Allen, The challenges of using the regression model has made it imperative for statisticians to develop a more stringent and advanced forms of the model such as the probit and logistic regression model. Although both of these two advanced models are somewhat related, logistic (also known as logit) is considered more superior than probit due to its power to handle “too many cases” (Tabachnick et al., 2013 p.459). Thus, the probit model, which forms the basis of the following discussion, was adopted to help analyse and interpret the data corpus of the second stage of the study.

6.3 Probit regression

The probit regression model was used to interpret the results of the analysis for the experimental studies. As a model, probit supports our understanding of relationship among variables (especially the dependent) which have dichotomous or binary outcomes. The model was adopted due to its suitability in supporting our understanding of outcome variables that are binary in nature as evidenced in the current study. To operationalize the probit regression, the study adopted the use of a discrete model which was represented by the following equation:

$$y_1 = \begin{cases} 1 & \text{if alternative positive belief is chosen} \\ 0 & \text{if alternative negative belief is chosen} \end{cases}$$

$$y_2 = \begin{cases} 1 & \text{if alternative positive emotion is chosen} \\ 0 & \text{if alternative negative emotion is chosen} \end{cases}$$

Where:

Y1 is the binary response of positive (1) or negative (0) beliefs (component of the design and message of the advert) in the outcome response of beliefs in the advert exposed to the respondents. Here the researcher specified that when belief in an advert is 1 the alternative 0 is presumed rejected.

Similarly, Y2 is the dichotomous response variable emotion which was the component of pleasure and arousal and had the probability of either 1 for an advert that exuded emotive response from respondents and 0 for no emotional arousal.

The above equation was expanded to include the socio-economic variables (education, income level, ethnicity and gender) which were the controls in the study. This therefore meant that a new equation expressed below was utilised in analysing the dataset:

$$\Pr(y_1) = f(\mathit{model}_{agei}, \mathit{product\ cati}_i, X_i, \varepsilon)$$

where $\Pr(y_1)$ is the function of belief response describing the probability of a respondent choosing either positive or negative response, model_{agei} being the age respondents perceived the model in the advert to be, $\mathit{product\ cati}$ is the category the product being advertised belongs, X is the controlled factors of education, income level, ethnicity and gender and ε is signifying the error term.

Thus, the probability of a respondent expressing either a positive belief response (**1**) or negative belief response (**0**) will be predicated on the combined factors of the age of the model in the adverts, the product category (mainstream or age-sensitive) and the factors indexing the respondent's own socio-economic background.

$$\Pr(y_2) = f(\mathit{model}_{agei}, \mathit{product\ category}_i, X_i, \varepsilon)$$

Where Y2 is the function of the emotive response describing the probability of a respondent choosing either positive or negative emotion based on the advert they are exposed to or ε signifying the error term.

Again, it was expected that the emotions respondents expressed toward the stimuli would be underpinned by the age of the model, the product category and the socio-economic factors outlined above.

Hence, the estimable form of the model is given as:

$$y = \alpha + \beta_1 \mathit{model}_{agei} + \beta_2 \mathit{product\ category}_i + \beta_3 X_i + \varepsilon$$

Where Y is the representation of the outcome variables (belief and emotion) and α is the constant term and β_1 , β_2 and β_3 being the co-efficient of the model age, product category and the control variables.

6.4 Analysis of experimental results

H1a: Subjective–young seniors relative to objective seniors will exhibit a positive belief in (and) emotion towards mainstream adverts featuring models they perceive to be younger.

Table 16: Regression results for hypothesis H1a (Subjective Young)

Variables	Beliefs	Emotions
Model_age & Product	0.490** (0.207)	0.896*** (0.149)
<i>Controls</i>	<i>Yes</i>	<i>Yes</i>
Constant	4.726*** (0.302)	5.303*** (0.207)
Observations	200	200
R-squared	0.072	0.239
F-statistic	2.11**	8.48***

Dependent variable: beliefs and emotions

Robust standard errors in parentheses

*** p<0.01, ** p<0.05, * p<0.1

Hypothesis H1a sought to investigate whether there is any statistically significant evidence to support the hypothesis that the emotive behaviour and beliefs exhibited by respondents who consider themselves to be subjective-young will be positive relative to that of the objective-senior respondent. The result for this hypothesis is indicated in table 12 above. Firstly, the data was analysed for the beliefs of the subjective-young respondents (which was assigned the value 1) with that of the objective seniors (assigned the value 0 and declared as a dummy variable). The analysis showed a statistically significant effect for the belief the subjective-young consumer would have in mainstream product adverts that featured younger models. From the probit model, it was the conclusion of the researcher that younger target audience are likely to have a high confidence in adverts when they perceive the model in the advert to be younger than them. Indeed, relative to the objective senior, there is a probability that the beliefs and emotions of the subjective-young will vary positively. Thus, if the respondent happens to be a subjective-young relative to the objective-senior, beliefs in mainstream product adverts with a young model will increase by 0.490. The hypothesis was therefore accepted considering the statistically significant results.

The next component of the hypothesis was the emotions elicited by the participants. The variable subjective-young emotion (assigned the value 1) was tested with the data for the emotions of objective-senior emotions (assigned 0 and held as a dummy).

The results was statistically significant at 1% level of significance, and showed that emotions exhibited by the subjective-young towards the water advert (mainstream product) was positive. Thus, in relations to the objective-senior respondents, the subjective-young had a propensity to express high emotions (*Coefficient* =0.896) if the model endorsing a mainstream product was perceived to be younger than they are.

The results of this hypothesis have indeed indicated that there is a positive covariance between the subjective-young and their emotions as well as beliefs expressed toward a mainstream advert which is featuring younger models. Thus, if the respondent is subjective-young, the associated belief and emotions is positive relative to an objective senior respondent. This is consistent with the researchers' *a priori* expectation as hypothesised. Hypothesis H1a was therefore accepted. The results of the second component of this hypothesis can be juxtaposed with that of Chevalier and Lichtlé (2012). The scholars ascertained that the explanatory variable of model and product category elicited minimal beliefs among the young-senior participant. This cohort, the results showed, demonstrated high belief in adverts where the model was perceived to belong to the matured cohort. Thus, the scholars affirmed a positive interaction between young-senior participants and matured models where the belief in the adverts was concerned, an interaction which has not been validated in this study.

H1b: Relative to objective-seniors, subjective-young seniors will exhibit a positive beliefs and emotion towards mainstream adverts featuring models they perceive to be in their age-cohort.

Table 17: Regression Results for hypothesis H1

VARIABLES	(1) Beliefs	(2) Emotions
Model _age & Product	0.369*** (0.134)	0.438*** (0.147)
<i>Controls</i>	<i>Yes</i>	<i>Yes</i>
Constant	2.786*** (0.195)	3.345*** (0.190)
Observations	200	200
R-squared	0.079	0.081
F-statistic	1.76*	2.16**

Dependent variable: beliefs and emotions
 Robust standard errors in parentheses
 *** p<0.01, ** p<0.05, * p<0.1

The assumptions which underpinned this hypothesis was that the subjective-young relative to their senior group will, when exposed to mainstream adverts featuring models their age express highly significant beliefs and emotions towards such commercials. To test this hypothesis, firstly, the variable subjective-young belief (1) was tested relative to that of that of the objective seniors (0). The results (as depicted in table 15) indicated that, there was a high belief in the design and message of the adverts when the model was young and perceived to be in the same age cohort as the participants. With a coefficient of 0.369, the results indeed, indicates that the likelihood of the subjective-young expressing strong beliefs in a mainstream product advert endorsed by a perceived subjective-young model was relatively higher than that of the objective-senior, and this was statistically significant at 1% level of significance. These results affirm that the findings of Chevalier and Lichtlé (2012) that younger models that featured in mainstream adverts elicited somewhat higher emotions in younger participants than other age groups was to an extent, plausible.

After the testing of the variable “belief”, the outcome variable “emotion” of the subjective-young was then tested relative to that of the objective-seniors. There was a statistically significant result (at 1% level of statistical significance), with a coefficient of 0.438, suggesting that the subjective-young participant compared to the objective-senior was more likely to exhibit high or positive emotion towards adverts featuring younger model. The significance of this result is that compared to hypothesis H1a where the model was much younger than the target (subjective–young) resulting in the elicitation of positive emotions in this case, there is the likelihood of the target audience expressing more pleasure and arousal (emotions) when the target was in a similar age-band as the model.

As far as this result was concerned there was no reason to reject the hypothesis, hence it was validated accordingly. Thus, the study affirmed that young people were prone to exhibiting intense emotions and beliefs when exposed to adverts with young models whereas similar adverts will not elicit such responses from participants who are cognitively old; an assertion which had previously been espoused by Chevalier and Lichtlé (2012) and other contributors.

H1c: Compared to the subjective-young, objective seniors will exhibit a positive belief and emotion towards mainstream adverts featuring models considered to be in the same age as them.

Table 18: Regression Results for hypothesis H1c

VARIABLES	(1) Beliefs	(2) Emotions
Model_age & Product	2.020*** (0.161)	2.430*** (0.155)
<i>Controls</i>	<i>Yes</i>	<i>Yes</i>
Constant	2.694*** (0.563)	2.896*** (0.649)
Observations	200	200
R-squared	0.463	0.569
F statistic	22.63***	34.13***

Dependent variable: beliefs and emotions

Robust standard errors in parentheses

*** p<0.01, ** p<0.05, * p<0.1

Although objective seniors will generally not express positive beliefs in (and) emotion towards mainstream adverts which feature models perceived to belong to other age groups within the intergroup interaction, results of this hypothesis confirms a change in this position with regards to models their age. To test this hypothesis, the results for the variable “belief” as exhibited by the objective-senior relative to the subjective–young respondent was first computed. The result indeed, did show a statistically significant impact of the advert on the belief of the respondents (at 1% level of significance). Thus, the probability of an objective-senior expressing positive belief in an advert endorsed by a model his or her age relative to a model perceived to be subjective-young, had a significant coefficient of 2.020, supporting the acceptance of the hypothesis. Relatedly, the interaction between the variable “emotion” and the objective-seniors was tested comparative to the subjective-young participant. The results showed a significant a statistically relationship between the emotions expressed by objective-seniors and adverts which feature models they share similar cognitive age with. This result also demonstrates that there is a 2.430 probability rate that the objective senior respondent will show positive emotions toward mainstream advert which is endorsed by a model his or her age than similar adverts endorsed by models from other age segments. The results were, thus, regarded as statistically significant and therefore the hypothesis accepted. When juxtaposing these results with some previous ones, one can notice some intellectual coherencies.

For example, in their experimental studies, Chevalier and Lichtlé (2012) discovered that the “senior” respondent was more likely to find pleasure and arousal in adverts with a supposed senior model than a younger one, notwithstanding the product category being mainstream.

H2a: Both the subjective-young and the objective-senior alike will exhibit negative emotions and beliefs towards age-related adverts featuring young models.

Table 19: Regression Results for hypothesis H2a

Variables	(1) Beliefs	(2) Emotions
Model_age & Product	0.350*** (0.130)	0.370** (0.147)
<i>Controls</i>	<i>Yes</i>	<i>Yes</i>
Constant	1.968** (0.849)	2.411*** (0.287)
Observations	200	200
R-squared	0.115	0.082
F statistic	3.79***	4.93***

Dependent variable: beliefs and emotions

Robust standard errors in parentheses

*** p<0.01, ** p<0.05, * p<0.1

This hypothesis sought to affirm or refute the theoretical assertion (see Kuppelwieser 2016; Hoffman et al. 2012) that both the subjective-young and the objective-senior will express negative beliefs in (and) emotions towards age-targeted product adverts which feature a model or models they perceive to be younger. To this end, the influence of the variable beliefs (message and design) was tested to see how it interacted with the subjective-young and the objective respondent. The results indicated that the interaction between the respondent’s cognitive age and the beliefs about the advert was statistically significant at 1% level of significance. However, whereas for the variable belief there was a positive coefficient (0.350) for the subjective-young, the objective senior’s belief was negative. Thus, unlike the subjective-young, the objective-senior had no belief in product adverts targeted at them with a young person as the endorser.

Next, the dependent variable emotion was tested to see how it interacts with the respondents. The result showed that if the respondent is of the subjective-young age category, an age-related product advert with a young model had a high propensity (*Coefficient: 0.370*) to elicit pleasure and arousal in the subjective-young than the objective-senior respondent. As the null hypothesis could not be fully confirmed, it was therefore rejected in favour of the alternative that there will be no significant belief and emotions exhibited by both the subjective-young and objective-senior age groups toward

advertises targeting them if the models featured are perceived to be young (which in this study is between 18-25 years). Situating this result within the literature reveals some paradoxical outcomes. For instance, Chevalier and Lichtlé (2012) discovered that when older people were exposed to an age-related product advert featuring an older model, the interaction between the two factors was largely negative. Notwithstanding the authors' findings, the results of this hypothesis have some literature backing. For instance, Lichtlé (2007) who had earlier discovered that irrespective of their cognitive age, the attitude of older people towards product adverts featuring a younger model was more likely to be negative, especially when the product is deemed to be old age related.

H2b: The subjective–young and the objective-seniors will exhibit positive affective reaction and belief towards age–sensitive product adverts featuring subjective-young seniors.

Table 20: Regression Results for hypothesis H2b

Variables	(1) Beliefs	(2) Emotions
Model_age & Product	-0.040 (0.171)	0.290*** (0.091)
<i>Controls</i>	<i>Yes</i>	<i>Yes</i>
Constant	5.264*** (0.426)	5.228*** (0.170)
Observations	200	200
R-squared	0.013	0.115
F statistic	0.013	3.61***

Dependent variable: beliefs and emotions
 Robust standard errors in parentheses
 *** p<0.01, ** p<0.05, * p<0.1

This hypothesis was formulated on the premise of some scholarship (e.g. Hoffman et al. 2012) which seems to suggest that there will be some form of incongruence when older people (irrespective of their cognitive age), interact with age-sensitive product adverts featuring models considered to be young subjectively. To test this hypothesis, the outcome variable “belief” was first computed and the results of the regression analysis (table 18) produced a statistically insignificant result with a negative *Coefficient* (-0.040) for both respondent groups. Thus, the result has demonstrated that the subjective-young and the objective-senior will have less belief in age-related adverts (such as end-of life products as in this study) featuring models perceived to be young subjectively. The components (design and message) of the advert somewhat did not elicit a significant trust in the subjects. However, when it comes to the outcome variable “emotion”, the results showed statistical significance at 1% level of significance as far as the subjective-young respondents were concerned.

They are 0.290 likely to be emotive about models their age endorsing age-related (such as end-of-life) products than their counterparts who perceived themselves to be objective-seniors. With this inconclusive result, the entirety of H2b could not be validated and was therefore rejected.

H2c: Compared to the subjective-young, the objective-senior will exhibit positive affective reaction and beliefs toward age-oriented adverts featuring models perceived to be objectively-old.

Table 21: Regression Results for hypothesis H2c

Variables	(1) Beliefs	(2) Emotions
Model_age & Product	2.130*** (0.150)	2.120*** (0.147)
<i>Controls</i>	<i>Yes</i>	<i>Yes</i>
Constant	2.976*** (0.758)	3.876*** (1.123)
Observations	200	200
R-squared	0.526	0.526
F statistic	41.39***	26.62***

Dependent variable: beliefs and emotions

Robust standard errors in parentheses

*** p<0.01, ** p<0.05, * p<0.1

The hypothesis was grounded in the assumption drawn from the literature (Drolet et. al., 2007; Biswas et. al, 2006) that the objective - senior respondent largely prefers and indeed do gravitate towards age sensitive adverts when the model is perceived to be in the same age as him or her. To test this hypothesis, firstly, the variable of “belief” which composed of the “design” and “message” of the advertising message was tested relative to that of the subjective-young. The results which was significant at 1% level of significance as depicted in table 19 indicated that the objective-senior respondents relative to the subjective-young are likely to exhibit a positive belief in mainstream product advert endorsed by middle aged model than do the subjective-young respondents (coefficient = 2.130). This result had earlier been accentuated by scholars such as Lichtlé (2007) who explored how advertising stimuli impacts on the behavioural patterns of consumers of various age groups within the French cultural context. Following the analysis of the variable “belief”, the impact of the variables of “emotion” which encapsulated pleasure and arousal on the objective-senior was then ascertained. Once again, the results shows that the objective senior respondent exhibited a statistically significant level (at 1% level of significance) of emotions towards age-oriented adverts they had a shared affinity. The results specifically suggested that unlike the subjective-young respondents, the emotion objective-senior respondent exhibited towards was likely to increase by 2.120 when the model endorsing the product was considered to be an objective-

senior. As these findings are consistent with the study’s hypothesis H2c, the hypothesis was accepted. Indeed, some scholars (e.g. Chang, 2008; Rotfeld et al.1982) had also found a positive and significant interaction between the perceived age of the model and the respondent’s age where the latter considered themselves to be objective-seniors. The authors’ attempted to proffer reasons as to why older models were effective in persuading consumers who cognitively held an objective age view of themselves. Central to the reasons was the fact that such adverts exuded more trust and believability which were pivotal to an ad’s effectiveness (Chang, 2008). Thus, an older model was the singular factor in increasing ads believability among older consumers who had an objective view of their age.

6.5 Summary of findings

The forgone discussions have focused on the presentation of the results of the quasi-experimental data analysis which underpinned the acceptance or rejection of the hypotheses which directed the second stage of the study. Table 20 below presents a summary of the results of the analysis and the hypotheses which were accepted or rejected.

Table 22: summary of analysis of data for hypotheses

Hypotheses	Results
(H1a) Subjective-young seniors compared to objective-seniors will exhibit a positive belief in (and) emotion towards mainstream adverts featuring models they perceive to be younger.	Accepted
(H1b) Compared to objective-seniors, subjectively-young seniors will exhibit a positive beliefs and emotion towards mainstream adverts featuring models they perceive to be in their age-cohort.	Accepted
(H1c) Compared to the subjective-young, objective-seniors will exhibit a positive beliefs and emotion towards mainstream adverts featuring models considered to be in the same age as them.	Accepted
(H2a) Both the subjective-young and the objective senior alike will exhibit negative emotions and beliefs towards age- related adverts featuring young models.	Rejected
(H2b) The subjective-young and the objective-seniors will exhibit positive affective reaction and belief towards age-sensitive product adverts featuring subjective-young seniors.	Rejected
(H2c) Compared to the subjective-young, the objective-senior will exhibit positive affective reaction and beliefs toward adverts featuring models perceived to be objective old.	Accepted

To conclude, this chapter to an extent has adduced evidence to support the answers to the questions which the current study set out to answer. In doing so, the appropriate statistical tests were applied to the findings to ground the conclusions drawn in the study. The next chapter focuses on the discussions, recommendations and the issues that must be taken into consideration when adopting the findings and recommendations of this study.

7 DISCUSSION OF FINDINGS, CONTRIBUTIONS AND LIMITATION

7.1 Introduction

This study employed content analysis and quasi-experimental methods to provide a broader picture of how older people in UK are portrayed in newspaper adverts and how their portrayal is helping to fashion our perception of old-age. Additionally, the study sought to investigate how advertising effectiveness among the older consumer group in UK can be achieved through the tri-factors of the perceived age of the model, target audience and the product category.

The study began with a systematic review of the existing literature on the topic in chapter two. This resulted in the synthetisation of results which gave the researcher a comprehensive view of what is known about the topic. The systematic literature review also revealed the gaps in the existing scholarships which the study attempted to bridge using research questions and hypotheses.

Chapter three presented the theoretical background which underpinned the study. This was followed by the development of the theoretical models which underpinned the gathering of data, analyse and discuss the findings.

In chapter four, the various research paradigms were discussed and a justification for the chosen one was offered. This was followed by a detailed discussion of the two research methods of content analysis and quasi-experiment used for gathering the data. In doing so, the rationale for their adoption and operationalization was offered.

In chapter five, the results of the data analysis was presented in a consistent and iterative manner which allowed the researcher to compare past findings with the current study's'. The answers to the research question are in this chapter provided and the hypotheses either confirmed or refuted.

Chapter six focused on the results of the quasi-experimental study. In this chapter, evidence was adduced to confirm or disconfirm the hypotheses which directed the second stage of the study. Overall, out of the six hypotheses that the study sought to investigate, two were rejected and 4 confirmed.

In chapter seven which is the last chapter, the thesis focused on the discussion of the results and how these helped to extend the knowledge on the topic. The chapter also contains the implication for study on advertising practitioners and their sponsors, scholarship community and policy makers in UK.

To this end, the purpose of this chapter is to present in a holistic manner, details of the major findings of this study. In doing so, the chapters' discussion culminates in a number of recommendations for practitioners within the advertising and consumer behaviour community. Furthermore, the chapter also discusses the theoretical contributions this study makes to the body of existing literature on how the advertising community can best engage the growing number of UK older people in their copies in order to harness the increasing economic benefits this demographic group presents; while helping to shape a societal perception about what encapsulates the older consumers market. For the purpose of coherence the chapter is organised around themes deduced from the aims and objectives of the study as outlines in chapter one. Thus, the aims are somewhat revisited to ascertain whether or not they were realised. The themes are outlined below:

- (1) Image association of the older consumer segment in UK and the mediating role of newspaper advertisement.
- (2) The numerical representation of older models in UK mainstream newspaper adverts and their influences on societal perception of this demographic segment.
- (3) The gender imbalance among the over 50's in mainstream UK newspaper adverts
- (4) Relationship between product choice and perception of appropriate or inappropriate portrayal of older consumers.
- (5) Insight into how advertisers presents old age through the roles played by older models in advertisements.
- (6) How older people are Stereotyped through physical location in adverts
- (7) Get it right: ensuring congruence between an adverts' model and the peculiar needs of the target audience.
- (8) How a congruity between the product and the target audience can be achieved in a more coherent way.
- (9) Managerial and theoretical implications of study
- (10) Limitations of study and suggestions for future studies

7.2 Image association of the older consumer segment in UK and the mediating role of newspaper advertisements

One of the aims of the content analysis part of this study was to either confirm or repudiate the extant literature's assertion that although older people continue to experience some form of negative trait association, notwithstanding the receding level, the group largely enjoys huge level of positive image association in all genres of advertising, irrespective of the cultural context within which the study took place. The results in this regards largely suggested that past findings pointing to an increasing positive image depiction of the older consumer group in newspaper advertisements was indeed, a pervasive trend within the advertising community. The question which directed this particular objective of the current study was **“What is the image portrayal of older consumers in British press advertisements?”** This question sought to establish the extent to which some of the mainstream newspapers in UK are facilitating our perception of old age through the image they cast older people in when they feature them in their adverts. The results of the content analysis established that 91% of all the images of over 50's in the sampled newspaper adverts were deemed favourable, thus, corroborating studies such as Kay and Furnham (2013); Furnham and Paltzer (2010); Raman et al. (2008) and Sudbury and Simcock (2009) conducted in and outside the UK jurisdictions. Within the UK environment, similar conclusions have also been derived by some studies (e.g. William et al. 2010; Szmigin and Carrigan 2000) although these scholars conducted their analytical studies on other media genres besides newspaper which was the focus of this research. This therefore seems to make the current study fundamental to the development of our understanding on the subject of older consumers' image relative and the mediating role of advertising. Although the composite results from the extant literature as well as the current have pointed to the increasing positive image association of the older consumer group, as enumerated in chapter two, the issue that have nonetheless divided researcher has been the constitution of what positive image is. For instance, William et al.2010 categorised positive image into *Golden Ager, perfect GP, Mentor, Coper, Comedic and Celebrity endorser* whereas Hummert et al. (1994 p.10) classified the positive older consumer under *The John Wayne Conservative, Perfect Grandparent, Shrew / Curmudgeon Golden Ager* subdivision. This multiplicity in classifications although essential in intensifying our knowledge of the image portrayal of older consumers, is not the focus of this section but the type of categorisation of the image and how the media is influencing these. As can be seen in section 5.3.2, for this study older people who featured in commercials where featured positively as exhibiting the traits of a well-informed older consumer (21%, N=233), the “healthy” older consumer (17%, N= 188) and the associated traits of the “active” older consumer (11%, N= 122). This result is very informative as far as the prevailing perception of old age (at

least within the UK context is concerned). Firstly, it could be said that this is the first study that has discovered the trait of the well-informed older person mostly featured in a dataset. This trait constituted the knowledgeable older person who by experience and increasing intellectualism, has developed enough confidence to inform and in deed recommend to others the benefits of using a product. Thus, older people are can no more be associated with imbecility as it has been concluded in some past study (e.g. Peterson 1995, 1997). Their expertise as far as product benefits were concerned was thus highlighted in this study.

Secondly, it is very instructive to note that the trait “healthy” emerged in this research as one of the most featured. This is because there seems to be schools of thought which suggest that featuring older consumers in product adverts which proposes to alleviate the negative physiological and psychological effects of old age and offer some sort of solution against these issues were, in themselves a form of negative stereotyping of older consumers. This could be because of a certain thinking among advertisers that to effectively communicate the benefits of a product which proposes to offer better health benefits to target audience, the slant of a somewhat negative tag lines and images was more preferable (see Peterson and Ross 1997; Robinson and Skill 1995). Notwithstanding this, the findings of this study somewhat suggests that the average over fifty consumer in UK has been portrayed as very “healthy” due to the positive mediating role of newspaper advertisement. The operational definition of “healthy” was an older person depicting signs of agility, energy and strength. This somewhat new trait of the older consumer segment in UK could be attributable to the growth in medical advancement which has resulted in some age-related ailments no longer posing as threats to the health of the over 50’s consumer segment. And indeed, this has reflected in the increasing positive role they are featured in in newspaper commercials. Linked to the “healthy older person” in the dataset was the “active” older consumer who was not confined to domestic settings but was actively engaged in hitherto young-centred activities such as running, cycling and mountain climbing.

Thirdly, the results of the content analysis are suggestive of a growing older consumer group that is largely grateful and shows no signs of regret. This trait was the fourth most coded trait in the dataset and could be said to have a direct link with the “healthy” trait. Perhaps, it could be conjectured that there is an affinity between the trait of health and gratefulness and this should underline decisions made by the advertising executives concerning how they engage the elderly as models in their copies. That the older consumer group in UK are content with life is an issue that has been highlighted in the literature (e.g. Furnham and Paltzer, 2010) and has been considered as the one of the key factors that is contributing to the increasing positive image of this group.

Similar to other results conducted in UK (e.g. William et al. 2010 and Szmigin and Carrigan 2000), results drawn in this study have highlighted the improvement of older consumer's trait in the media. The question to ask, however, is whether the somewhat positive improvement in the image of the older consumer group in UK is moulded by the advertisers and their creative writer's or this is just a reflecting of the improving lifestyle and personality of the average older consumer segment in society. If the first argument is sustained, that is, newspapers in UK are helping to mould a more positive image of older people, then the "mould hypothesis" (Eisend, 2010) has been affirmed by the study. Going by this hypothesis, the advertising community in UK will deliberately portray an image of the older consumer which will help to advance their unique marketing and product communication objectives. In this case, we can consider the improvement of older people's image in UK as being more industry driven than a changing perception in society.

On the contrary, the media can be absolved of all complicities relative to the image associations of older people if the "mirror" school of thought (Holbrook, 1987) is upheld. The creeds of the theory suggests that advertisers do not mold images of any demographic group but simply re-echoes the prevailing images society holds about them in their copies. For example, as discovered in this study and previous once (such as Plikuhn et al. 2014; Ahmed 2002), as old age is no longer associated with a decreasing agility and other physiological retardation owing to medical improvement, the prevailing view of society about old age and its attendant issues turn to tilt more positively than before. Thus, society turns to view old age in a more positive and dignified way which leaves advertisers with no option than to ensure that this is effectively reflected in their copies when featuring older people. This assertion has been previously upheld by Kay and Furnham (2013) in their study of older people's image in television adverts to the end that advertisers mainly reflect the changing images of societal groups but not necessarily influence them. To conclude, depending on which of the two schools of thoughts one leans towards, we may view the advertising industry as either reflecting or directly influencing inappropriate images of older people in society. Ultimately however, the advertising industry has a critical role in shaping our perception as a society about any demographic group including older people. This is because whatever we know as a society has been largely due to the images we are constantly being exposed to through the media and especially advertisements.

7.3 How the numerical representation of older consumers in UK's mainstream newspaper adverts influence societal perception of this demographic segment.

The vitality of any social group is predominantly a function of the groups' numeric representation in the media (see Gebner et al. 1960) and, thus, the explicit continuous dearth of a particular demographic group in advertisements has a concomitant effect on how we view that particular group. In this current study like others (e.g. Ognjanov 2017; Kay and Furnham 2013), representation was calculated by the percentage difference between older people appearing in the dataset and national census data, using the date of the newspaper publication and the population census date as a baseline. The results of the current study bear a semblance with some past findings (Prieler et al. 2015; Kay and Furnham 2011; Lee et al. 2006; Sudbury and Simcock 2006). All of these studies reported that despite the increase in the census composition of older people, the number of those who featured in commercials were to a large extent, very low. Thus, the results of the content analysis of this study had older people featuring in the dataset as composing 23%, a figure which is at variance with their census composition of 36% using the ONS (2014) figure. The question to ask then is how does the media underrepresentation of any demographic group (as reported in this study) accentuate any existing stereotype held by society about that particular group? Firstly, when older people or any demographic group is advertently or otherwise ignored in advertisements, society's perception of their vitality and worth seems to diminish, a situation which has been described as being analogous to a "symbolic devaluation" (Baumann and Laatz, 2012 p.515). Thus, other demographic groups such as the younger generation will have their perception about aging influenced not only by the positive image depiction of older people but also their obvious absence in the advertising and marketing communication space. Therefore, if the disparity between the census representation of older people and their presence in mainstream newspapers in UK is 7%, it stands to assert that, based on the postulation of Baumann and Laatz (2012 p.515), older people in UK may feel symbolically devalued within the inter-generational vitality debate.

A number of issues arise from the phenomenon of underrepresentation of this demographic group which seems to be pervasive among scholars of different geographical context within the extant literature. Firstly, is there a deliberate attempt within the marketing and advertising industry to jettison older models for younger models in their copies? This is an inescapable question when considering the issues of low presence of the elderly in the media. One would have expected, considering their supposed large disposable income coupled with their healthy lifestyle and the overall improvement in their physical appearance, that older people would be very attractive to

advertisers and thus, featured more. However, this is not the case and although there is a marginal increase in their presence as suggested by some studies (example, Givscov and Pertersen, 2018), yet this still does not correspond to their population growth. If the reason for the low representation of older people in mainstream media is considered a deliberate decision, this may be plausible especially when evidence assigned by some authors (e.g. Carrigan and Szmigin, 2000) that based on the target audience of a particular medium, advertisers deliberately feature more models from a particular demographic group relative to other groups. Indeed, some studies (example, Barker & Goggin, 1994) have reported that where advertisers intended to communicate with older consumers using models for this age group, there has been an overrepresentation of same, comparative to their population as a whole. It is therefore not an understatement that older people's low representation in the media is not unintentional but could be a deliberate strategic communication decision taken by advertisers to reach their intended audience and communication objectives.

With particular reference to the current research, health and active lifestyle products were among the top four most featured in the dataset (12%, N = 125). It was therefore reasonable to expect that older people will have a proportionate representation relative to their population composition as these have traditionally been their most sought after product (Szmigin and Carrigan, 2000). Indeed, as part of their research, Szmigin and Carrigan decided to explore the rationale behind the incessant low representation of older people in mainstream adverts and established that advertisers were more inclined to feature this age group in health, holiday and financially related adverts but not clothing or automobile adverts. From this assertion, the deliberate decision by advertisers to feature less or more models from a particular demographic group cannot be discounted. Ultimately however, older people appear to frown on advertisers who swap roles they can play with younger people. This was accentuated in the studies by Long (1998 p.52) who interviewed some older people with one respondent retorting that *“we go and shop for washing powder just like them (i.e. younger consumers) but they never show anybody our age”*. In conclusion, representation of any demographic group in adverts cannot be said to be coincidental but a deliberate decision taken by advertisers in line with their advertising and communicating objectives. Although this may not be considered appropriate by some age - groups especially older people who have been historically marginalised in the media and will expect that with their growing influence, they will have an increase in their numerical representation when it comes to advertisements.

The next issue to be discussed in this section is how underrepresentation impacts on a demographic groups' image within the inter-age group interaction. The premise of this question is that the stereotyping of older consumers and other groups is a function of not only their image portrayal but also their absence in the media space.

Thus, although 91% of the over 50's featured in the dataset of the current study were positively portrayed, their underrepresentation compared to the other age groups discounts any conclusion that may be drawn relative to their societal vivacity, a credo which had earlier on been postulated by Giles et al (1977) to associate frequency in the media with socio-ethnic vitality. As suggested by Carrigan and Szmigin (1998) unlike disability, racial, gender and religious discrimination that have been explicitly spelt out by the advertising association's code of ethics, discrimination on the grounds of age is not an illegality in the sense of the word. Therefore, although advertisers in UK cannot be reprimanded legally for featuring less old people, the low frequency of older people in the media is still an indication of how the advertising industry in UK is providing the wider society and especially the younger ones a glimpse of how the whole aging process is and should be viewed. Thus, when one demographic group enjoys a hierarchical primacy over others within the advertising space, the opinion held about the group, which is numerically marginalised, becomes distorted.

7.4 The gender imbalance among the over 50's in mainstream UK newspaper adverts

The results of this study have corroborated the composite view of the literature regarding the issue of gender disparity when it comes to featuring older people in advertisements. Undeniably, not only are older people less represented in commercial, older women are the least represented relative to their male counterparts and their population composition. Consistent with the approach for understanding the level of representation of the group in the media, the results for same was juxtaposed against their population composition. In this regard, using the ONS (2014) data as a baseline, older women in UK although constituted 50.7% of all over 50's, their constitution in the dataset was 43% as compared to 57% of their male counterparts whose census representation was 49% according to the ONS data. This phenomenon of low representation of older women in advertisements is not limited to studies done within the UK context only but transcends to other cultural settings where the issue was considered as part of their study objectives. For instance, Kessler et al. (2010); Prieler et al.(2011); Lien et al. (2009); Raman et al.(2008) who conducted their studies in four cultural settings (Japan, Taiwan, Indian and USA) drew conclusions that gave credence to the pervasiveness of the issue of older women being less preferred as models in advertisements in favour of older men. Additionally, the issue of older women being less preferred as models in adverts is so prevalent that the few studies

(e.g. Lee et al. 2007) which recorded a fair representation of older people in their dataset, still found older women to be less represented than older men.

So the question to ask as part of the discussion is why are older women less preferred to older men in advertisements? There is a plethora of reasons assigned to the low appearance of women in advertisements. Among the reasons given are the supposed low education and economic status (Kay and Furnham 2013; Cheng 2010) compared to men. Thus, as the two groups age, the absence of these two factors (education and economic status) in older women comparative to men seems to impact the social vitality of the former rather than the latter. Moreover, the receding beauty associated with old age especially among women has also been assigned for the lack of older women comparative to their census figure in advertisements (Baumann and Laat 2012). It seems that older women are swapped for younger women when beauty is the consideration factor in terms of choosing advertising models and this has led to the somewhat absence of the latter in adverts. These reasons in the view of the researcher may have their grounding in the era where women were socially deemed to be trailing their male counterparts in terms of their economic vitality and propensity to attain educational levels with the same parity as the latter. Whichever perspective the issue is viewed from, the hypothesis by Baumann and Laat (2012 p.515) that low representation was consistent with “symbolic annihilation” may have some social plausibility. Thus, judging by the results of the study, older women in UK may perceive themselves to be less productive in the society when models their age are less featured in commercials (Riley et al., 1999). It is important to state here that the generalization of such conclusions should not be made devoid of the products categories which featured in the dataset. For instance, if more mainstream products like housing and travel had been identified in the dataset, one could have excused advertisers for overlooking older women in favour of men if Kay and Furnham’s (2013) argument of imbalance economic status among older men and women is sustained. However, considering the fact that the dataset for this study discovered health-related products among the four main products categories featured in the dataset, one would have expected a significant amount of older women featured in the adverts as they have generally been known as high patrons of these products and thus, offer high credibility if featured in as models (Furnham and Paltzer, 2010). In summary, although older consumers’ low representation in commercials does affect society’s perception of old age, when older women are less featured in product adverts that one will expect to see them in, such views are further internalised. This is even more pronounced when the imbalance is in favour of women when the two groups are young and turns to tilt more towards men as they age (Kay and Furnham, 2013). Ultimately, in the opinion of Kessler and Staudinger, the views of society as to what constitute old age and beauty are distorted and advertisers cannot be held accountable for their inability to reconstruct what has been embedded within the fabrics of the society they operate in.

7.5 Insight into how advertisers presents old age through the roles played by older models in advertisements.

The issue of featuring older models alongside younger ones have received some extensive scholarly attention in the advertising and gerontology literature (e.g. Sedick and Roos, 2011; Lien et al. 2009). Perhaps the prominence the debate is gaining in the literature is due to the fact that it is impossible to undertake a comprehensive analysis of the overall topic of older people and advertising without a discussion of the roles they (older people) play comparative to younger ones (Zhang et al., 2006). It is in this regard that the current study sought to investigate how UK newspapers are portraying the “social participation” (Kessler et al. 2010) of older people through the roles they are featured in adverts. The results as seen in chapter 6 indicates that just about 24% (N = 172) of the older people appearing alongside other age groups played major roles. This could be indicative of what has been commonly reported in the literature. For instance, Ylanne and Williams, (2009) ; Lee et al.(2006) reported in their studies that their dataset had more older people playing incidental roles than other age groups such as those between the age of 18 and 45. The phenomenon of casting older models in less prominent roles compared to younger models could be considered as a contributory factor in any unfavourable perception society attaches to old age and the entire ageing process. This assertion is predicated on the fact that when a particular age group is consistently cast in incidental roles in commercials (as discovered in the current research), that particular group is likely to have its vitality and likableness within the inter-age group interaction ebbed (Kay and Furnham, 2013). Consequently, it is imperative that when considering the perceptual position of society on older people, not only should the overt image older consumers are associated with is considered but also the role prominence relative to other age groups in the same advert. Why then are advertisers featuring an increasing number of older people in incidental roles especially where it is obvious that the products being advertised are patronised by all consumers irrespective of the age group they belong? Although there has not been any definitive and comprehensive answer to the question in the literature, an attempt has been made by some researchers to offer us an insight into the factors which underline this communication strategy of advertisers. Part of the reasons proffered by some scholars (e.g. Koskinen et al., 2014) is the belief among the advertising community that there could be message distortions if older models are featured in major roles in adverts that are targeting mainstream consumers such as health and financials. However, if advertisers have come to the conclusion that portraying older people with stereotyped images was not consistent with the ideal and modern older person, then one would expect that casting them more in major than incidental roles should not pose any challenge to the communication objectives of advertisers. After all, if older people are supposed to be enjoying high disposable income (Reams, 2015) which the business

community wants to attract, will it not be appropriate to appeal to this community with models playing major roles? Thus, advertisers should recognise that there is an increasing social cohesion between the older and younger generation which should reflect in their advertising copies and where this is lacking, it predicated a different perception of what constitutes aging and the aging process. But considering the fact that other past studies (example Roy and Harwood 1997 ; Greco 1993) reported evidence of older people being given prominent roles, perhaps one must consider the geo-cultural and the era within which a particular study took place before adopting conclusions to the effect that older people are largely assigned incidental roles.

7.6 Relationship between product choice and perception of appropriate or inappropriate portrayal of older consumers

The results of the study as expounded in chapter six if anything, brings to the fore the fact that the older consumer segment are not inappropriately portrayed in advertisements as it used to be during the era of the early contributors to the subject. Ultimately, 'portrayal' has been a function of not only the images (whether positive or negative) but also the product they are used to endorse. For instance, when older people are consistently being utilised to promote products such as walking stick and dentures which may be deemed as useful for survival, a conclusion that old age represents struggle for survival may not be implausible. Based on the results of the content analysis study in this thesis, a number of generalizations can be made regarding how the product older people are used to advertise help to dispel or internalise society's wrong perception about this particular demographic segment. The results of the content analysis in this study have shown that, newspapers in UK will prefer to feature older models when promoting clothing products (19%, N = 195). That this study has observed higher percentage in older consumers advertising clothing and fashion product is in itself a deviation from what the collective conclusions of scholarship on the topic has been. This is because older consumers have been traditionally known to be associated with retirement homes and health related products (see Zhou & Chen, 1992) and food and domestic items (Swayne and Greco, 1987). For them to have been discovered more in clothing and fashion in this study is thus, a deviation from the literature narrative. This could be because of the perception that clothing and fashion was largely a symbolism of youthfulness and beauty not maturity of age (see Jerslev 2017 and Draper 1999). A cursory look at the literature suggest that with the passage of time, older consumers have been shifting their product preferences to other products besides what they have been traditionally known for.

Suffice it to say that some of the clothing products that older models were associated with in the current study were outdoor and activity related which is also suggestive of the shift in the traditional engagement of older people from home and retirement environment to a more engaging and activity-related ventures. This conclusion has been affirmed by scholars (example Kay and Furnham, 2013) who have been looking at the changing activities the older consumer segment has been engaging in with the passage of years. Thus, consistent with the extant knowledge, it was the expectation of the researcher that product associations of the elderly will be ambulatory care. Indeed, the findings of the existing literature (see table 2) could not be highlighted in this current research and this could be due to a number of interrelated factors some of which has already been enumerated in this section. These include the choice of newspapers as the medium of study for the first part of this study. Indeed, studies (e.g. William et al. 2010) which have content analysed two different media genres, had contrasting results as to the product older people were mostly used as models. The only inference that can be drawn from this and other results is that, advertisers will vary the association of older people with product categories based on the medium they intend placing the advert in. Therefore, it may be too much of a generalization to use the findings of this research to pontificate any change in product associations relative to the older consumer segment in UK. In the UK, the attempts by some retailers like Marks and Spencer to position the average older consumer as trendy and embodiment of fashion does offer some form of credence to the results in this study. The giant retailer is known to have successfully presented the average older consumer as no different from younger consumers when it comes to fashion and trend (Datamonitor, 2009). This reposition supported by the use of older models in some of their TV and in-store adverts, seems to have made other clothing retailers to consider older people as models for their adverts. Moreover, the product category (clothing and fashion) according to the ONS (2016) was the second largest contributor to household consumption in UK after housing and indeed has been growing steadily between 1987 and 2017. Any conclusion inferred to the effects that the older consumer group with their high disposable income will contribute significantly to the clothing market in UK and hence the inability of advertisers to ignore them in their copies, will not be improbable. Indeed, the clothing retailer Marks and Spencer underscored the fact that circa 65% of its clothing consumption was by consumers aged 55 years and above (Datamonitor, 2009). Overall, that clothing and fashion which was coded as the largest products association of the elderly in UK in this study should not come as a surprise to the scholarly community and practitioners considering the fact that UK ranks second in clothing consumption after Germany with no signs of this pattern receding in the near future (Datamonitor, 2009). Older models (especially the cognitively-young and the self-actualised) are gradually being targeted with clothing advertising strap lines that make them internalise their life's achievements.

For example, one clothing advert in the dataset had an older person who epitomised self-actualisation with the strap line “*feel like a laird in a luxurious pure cotton chieftain shirt*”. It can therefore be inferred that there is a deliberate attempt by advertisers to feature older people in clothing and fashion adverts perhaps to help shape societal perception of old-age. Thus, the continuous featuring of older people in clothing and fashion adverts as discovered in this study has the ability to re-mold the perceptual position of society about old age and its overt and latent elements. This understanding is based on the literatures view that clothing and fashion are largely associated with affluence and activeness which are semblances of youthfulness and positivity (Jerslev, 2018).

As discussed in chapter 6, final arrangement products were next to clothing and fashion in terms of the product category older people were mostly associated with in the adverts coded for this study. The results, indeed, does align with findings from previous studies that have concluded that most older consumers are potential patrons of final arrangement products which inevitably attracts the interest of advertisers to consider them for roles when promoting such products. The entire end-of-life industry according to the market analysts IBISWorld (2017) is worth £2 billion a year and has been growing steadily at about 2.6% annually. The results of the current study should, thus, be situated within the panoramic view of these trends in UK. It therefore presents an opportunity for UK advertisers to target the growing number of older consumers in UK with various offers on final arrangements. Moreover, the large disposable income of the average older British underpins the interest in industry players to engage older models who are capable of attracting the required consumer segment. It is instructive to note that some of the adverts coded in this study had older people surrounded by their family members with the caption “*to give them peace of mind after you are gone*”. To some extent, such captions and images are suggestive of an older consumer who was not willing to saddle his or her family members with their funeral cost and hence offering members of the consumer group reasons for purchasing a final arrangement product. Therefore, the engagement of older people in such product adverts, at least, to the players in the industry is not only to harness the financial potentials of this group but also to lessen the burden of their departure on their family members.

Financial products such as insurance, banking and investment making up the third largest (14%, N = 145) coded product category lies within the general understanding among the scholarly fraternity. Almost all the scholarships relating to the subject of older people and advertising seems to have come to a realisation that there is a growing older segment with a relatively large disposable income which can be effectively targeted with the right marketing and advertising strategy.

Thus, the growing numeric and financial influence of the UK's older consumer market was not only mirrored in the study's dataset but the results of the systematic review of the extant literature as part of this study (see chapter 2), also showed that financial products were prominent among the product-associations of older people in commercials. The increasing interest in older models by the financial advertising community is an affirmation that the group has gained some form of recognition from advertisers regarding the need to ensure some form of congruity between the intended target audience and the models featured in the advert. This congruity has mostly been achieved by featuring older consumers who exude a self-fulfilled life and are spending their disposable time engaging in some outdoor activities such as cycling or camping.

A key question the findings in this and other related studies raise is not which product category the older consumer group was mostly associated with but whether or not these product associations do play any significant role in dispelling or perpetuating negative stigmatisations of the older consumer segment in UK. In doing so, the researcher did not only observe the major product categories the elderly in the dataset were represented in but also those which least featured them (see Prieler et. al. 2011; Roy and Harwood 1997). When older people are consistently absent in some selected product commercials such as communication and technology, this could be suggestive of a group which does not possess the credentials required for making recommendations for the patronage of such product especially among the young consumer group. For example, in the current study, the component of communication products which were coded as featuring older models was just 1% (N= 13). The same observation was made about elderly care and leisure products. This is yet evidence that some of the findings of this study appear to deviate from what has been largely known in literature. There has been a plethora of evidence in the literature (e.g. Prieler et. al 2011; William et. al 2010; Lee et al 2006) supporting the fact that older consumers are loyal patrons of leisure and elderly care products. For instance, due to age-related issue such as mobility, the elderly has traditionally been known to be associated with elderly care products such as mobility and hearing aids in commercials. Moreover, due to their somewhat large disposable income, they have also been linked to leisure products such as cruise holidays the notable absence of these traditionally elderly-related products from the data sample in this study perhaps offers some understanding into how dynamic the older people's market in UK is, at least at least from the perspective of newspaper adverts. Additionally, the results of the study has contrasted the increasing association of the older consumers with help and support product which is suggestive of a frail, dependent and a cared-for older person all of which are embodiments of inappropriate stereotyping of the group.

The approach of the current study was to establish through the product associations of older consumers, how (if at all) negative stereotypes of the group is abating within the UK socio-economic context. This approach, indeed led the researcher to conclude that for this study, both the products older people mostly featured in and the ones they seldom did, highlights the fact that the narrative on the perceptual position of the UK society on old age and is gradually changing from that of negativity to interest, optimism and willingness to engage this group.

7.7 How older people are stereotyped through physical location in adverts

As outlines in section 1.6, this study had as one of its objectives to investigate how older people in UK are stereotyped through their geographical location in adverts. The significance of this discussion is that if a particular demographic group compared to the others is consistently being depicted in a traditional setting in adverts, it has the potential of embedding into the minds of society the place of that group within the inter-demographic group relations. RQ6a therefore sought to analyse how UK older people were presented in adverts through their location. Location was categorised as “home”, “outdoor” and “occupational” and each of these categories had their sub-categories which helped to further identify the specificity of the location. The results as discussed in section 5.6 agreed with the literature assertion (Baumann and Laat 2012, Swayne and Greco 1987) that all in all, older people more than any other physical location were likely to be cast in a home setting (47%, N=150) when in adverts. The high frequency of the “kitchen” location in the dataset is symptomatic of how sections of the advertising industry and their sponsors still have the perception of place of older people in society. When older people are consistently cast in a home setting, the resultant effect on society (and especially the younger generation) is the limitation of potential of the future generation. If the mass media is to be viewed as a catalyst “social change”, then the consistent portrayal of older people in a home setting in adverts should be seen as a deviation from this core mandate (Bramlett-Solomon and Subramanian, 1999). Next to the association with indoor settings in adverts, older people who were found in the dataset, were found located in outdoor settings such as Recreation Park and street environment. That outdoor was second to indoor setting in terms of the physical location of older people in adverts, was not entirely different from what has been reported in the literature. For instance, Kay and Furnham (2013); Lee et al. (2006) in their study also discovered that when not in home settings older people were cast in outdoor more than occupational settings.

Although the results in this thesis varies from the findings of Devi and Samanta (2018) who discovered less older people in their dataset than studies pre-dating 2000.

One objective of this thesis was to investigate not just the perpetuation of stereotypes of older people but also how the location-stereotyping is gender-based. The results of the study as seen in table 12 gives the gender breakdown of the physical settings older people were associated with in the dataset. Consistent with the literature, more women were seen playing roles from a “kitchen” setting than older men. The key point here is that the traditional role assigned to older women in the media has not been completely eradicated. That is, some advertisers still associate women (even in their older age) more than men with kitchen related activities in adverts. With advertising playing a major role in our experience as consumers, the effect of regularly portraying older women (52%) than men (48%) in the home setting, the future potential of younger women will be at risk of being typecast by this phenomenon. The large representation of older women in the “home setting” in this study must be considered with the fact that there was less representation of older women than men in the dataset (43% vs. 57). Thus although older women are less likely than men to be cast in advertisements, when they appeared, they were more likely to be seen at home than their men counterparts. This assertion had previously been alluded to by Bauman and Laat (2012) whereas older men likely to be seen in more in occupational settings than women. Although historically, there has been a subtle attempt by some societies to depict the women as caretakers and largely dependent on men (Courtney and Lockeretz, 1971), one would have expected the narrative to be different in a progressive and more tolerant world. However, traces of gender stereotype using location have not been diminished even in the case of this study where older men comprised 29% of the occupational and 40% of outdoor settings in the sampled adverts.

In conclusion, this thesis has largely confirmed the view of the extant literature regarding the perpetuation of stereotype against the older consumer group. And in terms of the gender biasness, older women were more likely to be seen at home with children and spouses but less likely to be seen in outdoor and in occupational settings. Discussions of the findings from this category needs to be situated within that of other categories such as the product associations, and as mentions above, the gender composition of the over 50’s in the dataset. In this regard, as seen in section 5.6, clothing, final arrangements and finance were the top three products categories older people who featured in the selected adverts featured in. It would have been expected that considering these three products have no gender classifications in terms of their usage, the gender biasness of the physical settings of adverts older people appeared in would have been minimal. Ultimately, despite the fact that older people’s image in advertisements are consistently seeing improvements, their stereotypical physical settings in adverts risks eroding their somewhat positive image.

7.8 Differences in emotions and beliefs expressed by the subjective-young and objective-senior consumers – the narrative with mainstream products

This section of the discussion is focused on how older peoples beliefs and emotions can and do vary with mainstream products which feature models perceived to belong to either of the three perceived age group (young, subjective young and objective-seniors)

Emotions and beliefs expressed by the subjective-young and the objective-seniors towards mainstream adverts featuring models perceived to be young (H1)

H1a Subjective-young seniors compared to objective-seniors will exhibit a positive belief and emotion towards mainstream adverts featuring models they perceive to be young.

The quasi- experiment which formed the second part of this research was undertaken on the premise that model-audience coherence underpinned a successful product communication strategy. Indeed, the proposed theory, which guided this part of the study, was formulated on the understanding that there will be a high propensity to consume products advertised with the models which the target audience can identify or shares affinity with. In the current study, the propensity to patronise was measured using the dependent variables of beliefs and emotions which were investigated and the independent variables of perceived age of model and the product category being offered. H1a of the current study investigated the propensity of the subjective-young relative to objective seniors to express positive and high beliefs when exposed to mainstream products endorsed by models that are perceived to be younger than their own chronological age. The hypothesis was accepted with a statistical significance of $F=2.11$, and $p<0.01$, a results which affirmed previous findings by related studies (e.g. Chevalier and Lichtlé 2012 and Hoffman et al., 2012). Thus, when target audience (over 50's in this study) considers themselves to be cognitively rather than chronologically young, they affirm this perception of themselves by associating with advert models they perceive to be of similar perceptive age. For the subjective-young therefore, there is the high possibility of exhibiting intense arousal and pleasure (the components of emotions) towards mainstream products due to the shared age congruity between them and the model. This therefore, at least from the results of this study, suggests that for such adverts to be effective, advertisers must by all means avoid the use of objective seniors in their communications, a recommendation which was earlier opined by Chevalier and Lichtlé (2012). Perhaps, the strength of this argument is grounded in the perception that to sustain their cognitive age, the subjective-young seniors will dissociate themselves from models who display characteristics which have a semblance of discordance with their own self-

formulated age. Interestingly, some studies (e.g. Milliman and Erffmeyer, 1990) have stated that both older and younger audience of advertisements will prefer to see the latter promoting products that are considered universal in their usage, although this study confirmed that this assertion is plausible in the case of the subjective-young but not the objective senior.

The low belief and emotions the objective-senior will express towards mainstream adverts featuring younger models could probably be due to their own perception about aging and the extent to which they consider credible messages that are given by people outside their demographic background. Thus, when a target audience has an objective view of their age, they look to other models that share and indeed exhibit characteristics of such age-views to express their believability in the message being delivered. They (objective-seniors) indeed will want to see more of such models in advertisements (Kohlbacher et al., 2011). This thesis has therefore affirmed the conventional knowledge that the diversity among the older people segment in UK and certainly in most developed countries, will need to be considered by advertising executives and their clients when deciding on the choice of models irrespective of whether the product is mainstream or not.

7.9 Responding to mainstream product adverts featuring a subjective-young senior model: the contrast between the subjective-young and objective-senior target

(H1b) Compared to objective seniors, subjective-young seniors will exhibit positive belief and emotion towards mainstream adverts featuring models they perceive to be in their age - cohort

Akin to their propensity to express positive beliefs in and emotion towards mainstream product ads featuring younger models, this thesis was expecting that the subjective-young will repeat a related attitude where the model was one who subscribes to their young cognitive age view. The results as shown in section 6.3 indicate that both the emotions and beliefs expressed by the subjective young older consumer when the model was young was statistically significant ($p < 0.01$). Significantly, whereas this group of older consumers expressed high emotions but not beliefs in adverts showing younger models, they did show significantly high beliefs ($p < 0.01$) in adverts which did feature one of them. This revelation seems to suggest that the subjective-young older consumer even though is likely to depict high emotions towards adverts featuring a younger model, the belief in such advert was rather low or non-existent.

The literature has not explored what could account for this but it could be because most UK younger people are likely to be in full-time education and may not be high patrons of some mainstream products compare to the subjective young older consumer (Chen 2010). Ultimately, it seems subjective-young older consumers will exude positive attitudes towards mainstream products when the model is their age than when a younger person. The same however cannot be said of the objective-senior consumer. This group did not show any belief or emotion when the model was subjective young. This seems to contrast some of the earlier scholarship position (e.g. Kreitzman, 1997) that older consumers will not mind seeing younger or subjective-young seniors in adverts as long as the product was considered mainstream. This is the point where this thesis contrasts the existing literature. It stands therefore to posit that the typical UK older consumer who considered him / herself not just chronologically but cognitively-old will depict no significant belief and emotion towards mainstream adverts if the model does not appear to share an affinity with their own demographic background.

7.9.1 Comparing the emotions and beliefs of the two age groups towards mainstream adverts when the model is perceived to be an objective-senior

H1C: *Compared to the subjective-young, objective-seniors will exhibit a positive attitude and emotion towards mainstream adverts featuring models considered to be in the same age as them.*

When the model featured in a mainstream advert is perceived by targets audience to be an objective-senior (i.e. thinks, feels, acts and looks old), it was expected that the effects (emotion and belief) of the subjective-young and the objective-senior target audience will be varied. Thus, due to their proclivity to identify with models their age, older people who have an objective view of their age will want to see models they can identify with. This indeed intensifies their emotion and beliefs in such adverts (Moschis and Mathur, 2006). As discussed in section 6.3, in this studies, the results for this category was statistically significant ($p < 0.01$) and hence the hypothesis was confirmed. Therefore, by this result, the objective-senior when exposed to mainstream product advert featuring persons from their demographic background will be highly emotive and increase in his / her belief in the message. The response of the subjective-young is not surprising as their own cognitive age does not support any fraternization with models with models that are perceived to be objective-seniors. This position by the subjective-young is even intensified when the product is considered mainstream. Another key question emanating from this result is whether the low emotion and belief expressed by the subjective-young towards such adverts will be translated into their purchase behaviour.

This is due to the fact that the product in question (bottled mineral water) is expected to be used by people from all demographic backgrounds and it will be appropriate to question whether the perceived age of the model on the product should play any significant role in the purchase behaviour of a consumer. Although it seems the subjective-young did express low degree of emotion and beliefs when they were exposed to the mainstream advert with an objective-senior model, as suggested by some scholarships (e.g. Bradley and Longino, 2011) their purchase behaviour as far as such products are concerned will not be negatively affected. Thus, Bradley and Longino appears to confirm that the subjective-young although are likely to express low degree of emotion and belief in such adverts, will still purchase such products owing to not the believability of the advert but the necessity of the product. Similarly, it seems the objective-senior's purchase behaviour will not be necessarily influenced by their high emotion and belief but like the subjective-senior, their intention to but is largely underpinned by the fact that the product is a necessity. In conclusion, although compared to the subjective-young the objective-senior will be highly emotive and express believability in mainstream products featuring a model they can identify with, it seems these differences will not necessarily have any significant bearing on the purchase intention due to the product (such as bottle water) being a necessity and therefore its patronage not necessarily based on the variable "perceived age".

7.9.2 Expressing emotions and beliefs toward age-related advertisements: differences between the objective-senior and the subjective-young target audience

Emotions and beliefs of the two age-groups towards age-related adverts featuring a younger model (H2)

H2a: Both the subjective-young and the objective-senior will exhibit negative emotions and beliefs towards age-related adverts featuring young models.

The attitude of older consumers towards age-related adverts (life insurance product in this study) featuring a younger (18-25 year old) model was expected to be negative. That is, both the subjective-young and the objective-senior were expected to show negative emotions and beliefs when exposed to an age-oriented product featuring a young model. This supposition was based on some scholarly works (e.g. Mochis and Mathur 2006; Szmigin and Carrigan 2000), which have underscored the need to avoid using younger models when targeting the older consumer market. However, as the result in chapter 6 of this thesis indicates, the subjective young participants did not have any negative emotions and beliefs toward the age-related advert which was featuring a younger model.

As was expected, the same could not be recorded for the objective senior. Thus, they were not emotive about the advert neither did they show any belief. The issue which begs discussion then is why the subjective-young will be highly emotive about age-related adverts featuring a model younger than them? First of all, their own cognitive age, which lends itself to identifying with a younger demographic group, could be a possible underlining reason for their response. That is, due to their quest to look young, feel young and act young, they will be generally pre-disposed to media messages that feature people they share some similarities with (see Chang, 2008).

On the other hand, the objective-seniors' negative emotions and beliefs as recorded in this thesis was expected as using a model who shares no affinity with the intended audience was not appropriate and indeed, as posited by Chang (2008 p. 22), this phenomenon creates a "not for me" feeling among the target audience and risks alienating them as far as purchase intentions were concerned. With regards to the purchase intention of the objective-senior, it seems plausible to conclude that although they did express no beliefs and emotions, the need to ensure their family members are protected against any financial challenge that may arise after their demise could override their somewhat transitory attitude towards the product which was advertised using a younger person. Thus, some older consumers will still purchase age-related products that are advertised using younger models especially if they judge the product to be offering a much greater benefit (see Reams, 2015), although some will still show their repulsion for such adverts by boycotting such product completely (Mathur and Mochis, 2006). Ultimately, the need to ensure a confluence between the model and the target and the underlining influence of these two factors did once again play out in the response of the two age groups in this hypothesis. This supports the findings of Chevalier and Lichtlé (2012) and affirms the fact that many older people will be attracted to older models and will translate this attraction into purchase especially if the product is considered a necessity for either life or after life, as was the case in this thesis which tested an after life-insurance product.

Age-related adverts featuring a subjective-young model and the response of the objective-senior and the subjective-young consumer

H2b: *The subjective-young and the objective-seniors will exhibit positive affective reaction and belief towards adverts featuring subjective-young seniors.*

Although the two age groups in this thesis were expected to show positive emotion and beliefs in the age-related adverts featuring a model considered to have a cognitive age younger than the

chronological age, the results as shown in chapter 6 rejected the hypothesis. This is because the objective senior did not show any emotion or belief. Thus, the objective senior when exposed to an age-related advert with a model “not their age”, showed no positive attitude toward such adverts. One reason for this could be the fact that the model in the advert probably had a semblance of youthfulness which perhaps alienates this consumer group which sees themselves as people who are not just chronologically old but also think and act as one. As suggested by Chang (2008 p.19) when models are featured in adverts, apart from appearing to endorse the product and thereby encourage patronage, they also “suggest the lifestyle and image of the product users”. Therefore, it can be posited that when an objective-senior cannot identify with the “lifestyles and image” of the model in the advert, the natural reaction will be a complete dissociation for the product (Simcock and Sudbury, 2006). The premise of this hypothesis was the body of literature on the subject that have argued that although older consumers will resent adverts that are targeted at them using young models, the same attitude will not be shown when the model is chronologically old but looks, feels, thinks and act young (see Peterson and Ross 1997, Bristol 1996). With the results in this thesis showing a somewhat divergent position, it is unclear whether the position of the objective-senior as suggested by these scholarly works is predicated by the product being advertised. That is most of the scholarship which have discussed this topic have experimented old age-related products such as dentures, ambulatory care aids and health boosting supplements. With this thesis experimenting with end-of life products such as funeral care plan, perhaps the participants in the study who categorised themselves as objective-seniors did show negative emotion and belief as they could not cognitively identify with the model (Stephen, 1991). The key point of this part of the thesis is how to gauge older peoples purchase behaviour through the emotions and beliefs they express toward ads of varied elements. To this end, as discussed in section 7.6.2 it will be too farfetched for one to conclude that the position of the objective-senior and the subjective-young consumers as far as the results of this thesis is concerned will be translated into their respective purchase behaviours. This is because, as suggested by (Forehand and Deshpande, 2001) the emotions and beliefs expressed by us when we are exposed to advertisements are spontaneous without any conscious consideration with regards to future needs. Thus, the objective-seniors’ disapproval of an ad due to lack of congruency between them and the perceived age of the model may not necessarily be acted translated into products boycott. Whichever position one sees the emotive response and beliefs of older people towards age-related adverts featuring the subjective-young; this thesis has revealed that there is a varied response by the two age-groups which could be due to the product being advertised and the influence of the youthfulness of the model on the subjective-young participant.

7.9.3 Age-related adverts with a perceived objective-senior model and the response of the objective-senior and the subjective-young target audience

H2c: *Compared to the subjective-young, the objective-senior will exhibit positive emotions and beliefs toward adverts featuring models perceived to be objectively-old.*

As in other studies (for example Lichtlé, 2007; Mochis and Marthur 2006; Bristol 1996) the results in this thesis did fully support the hypothesis that objective-senior's own view about aging makes them exhibit positive affective reaction and beliefs toward ads featuring models who are exhibiting physical and attitudinal cues similar to theirs. When this has been taken into consideration by advertisers, Sudbury (2006) as well as Moschis and Marthur (2006) posited that it plays a mediating role in the purchase intention of the older consumer. The key issue to consider as far as the results of this hypothesis is concerned is, besides the physical cues of old age the model may appear to be exhibiting, could there be any other underlining factor which made the objective-senior respondent exhibit positive emotive response and beliefs in the ad? In this regard, another factor which could have influence the positive emotion and belief by the objective-senior could have been the assertion that models who embrace "the positive and the negative aspects of the aging experience" were more believable than those who tried to obscure a process which was inevitable as one ages (Carr et al., 2015 p.51). Thus, it could be the obvious sincerity of the older model that made the objective-senior respondent in this study to express high beliefs in and emotions towards the adverts. This is consistent with the conclusion previously drawn by Bristol (1996 p.64) to the effect that the subjective-young endorser was considered as being "less credible" than other endorsers such as the objective-senior, a factor which thus played a mediating effect in the differences between the two age groups studied in this thesis.

Besides the issue to credibility mediating the positive expression of emotion and belief by the objective senior participants as discovered in the second stage of this study, the assumption that older people are also prone to persisting in known territories to perpetuate their unique demographic identities has also been suggested in the literature (e.g. Osborn 2009; Atchley 1989). For instance, Atchley in laying the foundation for his continuity theory opined that older people naturally show consistency in their behaviours and attachments even as they progress through the aging process. This could have played out in the results recorded for this hypothesis. Ultimately, with cognitive age more than chronological age playing an influencing role in the consumption behaviour of older people (Teller et al., 2013), the presence of an affinity between the objective-senior respondent and the perceived age of the model will ensure success for advertisers and their sponsors.

7.10 Implications of the study

This research was intended to inter-alia offer suggestions to the worlds of academia, practice and formulators of policy directions as far the phenomenon of a growing older consumer population and the media is concerned (see section 1.5). Therefore in this section, the thesis will discuss the four major implications of its findings on management, theory, methodology and policy.

7.11 Managerial implications

The results of this research do present a number of real-world implications for the key stakeholders within the UK advertisement industry. These managerial implications which have been subsumed under four key areas are **(1)** The need for the UK advertising industry to depict appropriate images of older people in adverts **(2)** The need for UK advertisers in to increase the frequency of older people in adverts **(3)** Implications of study on product association of UK older consumer group in adverts **(4)** Implications for ensuring congruity among the tri-factors of model, target-age and product for advertising effectiveness

7.11.1 The need for the UK advertising industry to depict appropriate images of older people in adverts

The results of the first stage of this research which content analysed the image of older people in UK advertisements did bring out one important fact. That is, the aging process as historically known has completely changed and the recognition of this change is paramount to the realisation of advertising and marketing objectives. As discussed in chapter 2, the issue of negative portrayal of older people in advertisements was very rife in the era where older people were considered frail, dependent and needing societal support in order to effectively negotiate the entire aging process. This some scholars (e.g. Peterson and Ross, 1997) did suggest was the underlining cause of the negative portrayal of older consumers in advertisements, a phenomenon which was captured by earlier contributors to the subject. Thus, the image of older people in adverts did reflect the societal perception of who they were. However, with the somewhat increase in their economic status coupled with major medical breakthroughs, advanced countries such as the UK has come to accept the fact that old age is not synonymous with inactivity, dependence and societal piety.

Indeed, this new perception of older people could have led to the increase in the retirement age in UK and other advanced economies. This has also culminated in unprecedented economic viability of the average older person in UK, a situation which can be capitalised on by the advertising industry.

The implication for UK advertisers is that although there is a segment of older consumers who may not be as boisterous and large in number as the other demographic groups, but have a slightly large disposable income which if appropriately targeted will be beneficial to the overall objectives of the business world. That is, when deigning adverts, UK advertisers should recognise that fact that older people like all other demographic groups when exposed to adverts, do look for models that are correctly depicting their lifestyles, economic influence, mental agility and other external positive cues to inform their next purchase behaviour. As revealed in this research, most of the older people's images content analysed in the dataset recorded positive portrayal which in itself is commendable. However as some images (13%, N=109) although negligible were coded as negative, it suggest that although the general advertising industry in UK is depicting positive images of older people, some still prefer to depict old age using negative images. With the UK cultural context perceived for voicing out any displeasure regarding inappropriate images and messages by advertisers, the implications of portraying the older consumer group using images deemed by the society as inappropriate may not be limited to economic but can result in the brand image of the advertiser plummeting. It must be conceded that sometimes advertisers will need to use an image that may be deemed inappropriate in order to effectively communicate a products' potency in reducing the effects of an aging process such as pain and dementia. In doing so, the message, which goes with the image, could be designed to reduce the effect of the image on the brand. The following four practical implications are therefore suggested to the advertising industry in UK as far as the image of the older consumer group is concerned

- (1) The average older consumer in UK has become active and engages in outdoor activities such as walking camping and cycling. Advertisers should therefore inculcate this new narrative in their copies and avoid overly showing an image which is not synonymous with how this group see themselves and want to be seen. Irrespective of who they target, adverts that depict this group as physically agile have the potential of increasing the image of the brand among societal groups and result in somewhat positive purchase behaviour.
- (2) In as much as negative stereotypes are condemnable, advertisers should also ensure that a cosmetic image of older people are not created just so to hype their influence within the inter-

demographic group interaction. Specifically, in their attempt to avoid societal backlash against negative stereotypes of the elderly, advertisers should avoid paint brushing or “dressing up” (ASA & CAP, 2018) known older celebrities for example to make them look younger than they are. The presentation of a known older celebrity as young can be very offensive and therefore must be avoided by UK advertisers and their sponsors.

In conclusion, what constitutes old age has changed and UK advertisers must see this new identity as an opportunity to tap into the economic potential of older people by casting older models in the appropriate image synonymous with the lifestyle, vitality and economic status of the ideal older consumers

7.11.2 The need for UK advertisers in to increase the frequency of older people in adverts

Perhaps one of the most important conclusions drawn from this study is that stakeholders within the advertising industry have a proclivity for featuring younger models more than older ones. Thus, compared to their population representation, older people were largely underrepresented in the coded adverts for this study. This section will not discuss the underlining reasons for this as it has already been covered under section 7.1. The managerial implication of this finding is that key players within the advertising industry in UK have to acknowledge the varied ways in which a demographic group can be negatively stereotyped. Thus, although there is a substantial improvement in the number of positive images used by advertisers to typify the ideal older person in UK, the low representation of this group in adverts compared to their population representation can and is classified as a measured relegation of the group by the industry. When older people are exposed to adverts they will want to see models who represent their interest, lifestyle and their economic status. As the absence of this does influence their consumption pattern, advertisers and their sponsors in UK have a duty to ensure that no demographic group including older people are marginalised in their choice of who to feature as models. Indeed, younger models are generally considered as more attractive and active, advertisers should recognise the need to tap into the disposable income of the older consumer group by featuring advert models their age who are generally considered to be more believable and gracious than the younger generation.

It seems that the preference by advertisers in UK for mostly younger models may be due to the fear on the part of some advertisers that depicting an older person as a model in adverts could lead to the alienation of the younger consumers group. However, this assertion needs further investigation.

Similarly, it has been suggested by some researchers (e.g. Mochis 1992) that the socio-economic status of older people is not prevalent and there are still some older people who are dependent on society for survival; hence advertiser's reluctance in increasing the frequency of older models in adverts *en bloc*. In this regard, Szmigin and Carrigan (2000) have suggested the segmentation approach where targeted older people will be targeted with specific communication strategies, product and adverts models. The authors have conceded that this approach may require initial high capital outlay but comes with ultimate financial rewards worth pursuing. Ultimately, it is important to note that the cited studies were published over 20 years ago and therefore, the various suppositions will require further empirical investigations using alternative methods such as interviews with advertisers.

Whereas the suggestion above could be useful for addressing the issue of underrepresentation of older people, it does have the appearance of circumventing the real cause of the issue which seems to be the general likeness of advertising executives for young rather than old models as most of these executives who themselves are young will want to work with similar age groups rather than older people. This assertion although may not be supported by any empirical data, has nonetheless been severally alluded to in the literature by a number of scholars (e.g. Kessler et.al. 2010; Carrigan and Szmigin 1998; Lee 1997; Ursic et al. 1986). The veracity of the claim in the literature that the young age of advertising executives seems to index the choice of young models and hence the underrepresentation of older people probably will require some future studies to authenticate.

However, as discovered in this study, most of the products older people in the coded adverts were associated with were clothing, which connotes fashion and trendiness. It therefore suggest that older people are gradually being recognised by advertisers as a consumer segment which is as attractive and stylish as younger ones but are stopping short of increasing the groups frequency in adverts. Advertisers besides the economic benefit they will gain, have the ultimate social and ethical responsibility to ensure that where an older person can be used in adverts, a younger model is not preferred. To increase the number of over 50's in UK adverts, the following practical approaches are proposed to the adverting industry in UK:

- (1) Advertisers must embrace the new image of over 50's being energetic, entrepreneurial and controllers of a sizable disposable income and increase their frequency in ads. The constitution of just 23% of older people in the dataset for this study compared to their 31% in UK population as at 2015 no doubt epitomises the neglect by advertisers of the identity of over 50's in UK. Numeric representation of UK's older people in adverts in will therefore

require a deliberate, pragmatic and a re-orientation of advertiser's obsession with youthfulness to embrace this new demographic shift.

- (2) To increase the representation of older people in adverts, the industry will need to move away from the ism of associating beauty with age. With this belief, advertisers shun use of women who have reached the 50 year mark as product endorsers in favour of younger ne the. However, if the representation of older people in adverts in UK is going to see an increase, there must be an increase in the use of older women especially as this group are the least to be considered even though they outnumber their male counterparts in the UK population (see ONS 2015)

Ultimately, the implication of this study as far as the numeric representation of older people in adverts is concerned is that negative stereotyping of the elderly and any other demographic group can not only be curbed by featuring positive images of that group in the media but also by the deliberate increase in their frequency in commercials.

7.11.3 Implications on product association of UK older consumer group in adverts

The results of this thesis on the product category older people are featured in was different from what has generally been reported in the literature. In this study, older people where associated with clothing adverts unlike most of the study where they were mostly seen endorsing product that are meant to offer some form of mitigation against old-age related challenges. Therefore the implications of this result for advertisers are that, there is the need for advertisers to recognise a change in what has historically symbolized old. Indeed, the ad industry should embrace the fact that modern old age is indexed by an active and outward older person. This therefore means that advertisers in UK should not continue to cast older people in the traditional product adverts but should look for ways of tapping into their increasing socio-economic strength by casting them as models that represent this new status. It is instructive to note that financial products such as insurance, investments and general banking services were the third of the three products older people were mostly featured in, in this thesis. Indeed, studies (e.g. Williams et al., 2010) that have content analysed newspaper and magazine adverts have also discovered financial product as one of the product categories mostly endorsed by older people. The only underlining reason for this could be the fact that this particular media genre (press and magazine) allow advertisers to enumerate the details of the products much better than when the same advert is placed in other genres such as TV.

Interestingly, the scholarship by Evans et al. (2013) did allude to similar opinions. If this be the case, the implication to UK advertisers is that where they are looking to attract older people to purchase financial products, newspapers and other press media genres should be considered.

In conclusion, one of the practical applications of this thesis on the UK advertising industry is that the product association of older people in adverts does play a role in either perpetuating or repudiating negative stereotyping against any demographic group such as the older people. Relatedly, although UK advertisers may sometimes have no option but to cast an older person in old-age-related products such as ambulatory care, they have to recognise the fact that agility, socio-economic prowess and physical strength has come to constitute who the modern day older person is, and, hence will need to design adverts that will feature people in this demographic group as models in such adverts.

7.11.4 Ensuring appropriate physical settings of adverts with older people

Adverts featuring inter-demographic groups seem to be increasingly coming under societal scrutiny for traces of stereotypical tones. One of such tones is the biased way in which older people and particular older women are typecast especially when with other groups. The results of this study has revealed that advertisers in UK although have improved on the image association of older people in adverts, yet there is a deficit in terms of how the industry is shaping societal values through the traditional setting in which this group is portrayed in adverts. To close this dearth, advertisers in UK will need to ensure that when casting older people with the younger generation, the impression is not given that the latter per the active and economic-importance physical setting they are cast in, is better than the former who are mostly confined home and sedentary physical location. Indeed, following the incessant public agitation against harmful adverts, ASA and CAP (2018) have put together the guidelines on what constitutes stereotypical adverts with the hope of helping advertisers to curtail the practice of disadvantaging any group in society including older people through their physical location in adverts. What this therefore means to the advertising industry in UK is that the physical settings of older people and particularly older women in adverts reflects their growing economic and social influence and not perpetuating the historical impression of dependence, homely, and loss of economic prowess.

7.11.5 Ensuring congruity among the tri-factors of model, target-age and product

Although previous studies have expatiated on the role of model-target congruity in achieving advertising objectives, this thesis has made some significant findings and the managerial implications for the advertising industry in UK is presented in this section. The point where the finding in this thesis differs from past studies is the introduction of old-age-related product category in assessing how older consumers in UK express emotion and beliefs when targeted with such products using models of varied cognitive age. The introduction of old-age related product in this study and the results as discussed in chapter six, emphasised the fact that when older people are exposed to age-related adverts, they expect to see models of from their age group endorsing such products. The implication of this to the advertising industry is that in choosing who to feature as model in adverts, the role of the product category and the cognitive age of the intended users should not be discounted. That is, the findings of this thesis have highlighted the need for advertisers to accept the fact that there are similarities among the age-orientation of products and the cognitive age targets and the overall effectiveness of the advert.

The variable “cognitive-age” as has been explained in this study plays a major mediating role in advertising effectiveness. However the challenge to advertisers in adopting this factor in their campaign plan is its somewhat transient nature. That is, unlike chronological age which is generally easier to determine, cognitive age which is largely embedded in the perception of people can be problematic in its determination. It is on this basis that the current study proposes that advertisers in UK would need to invest financial, time and human resources into understanding the unique values which defines the intended target audience and the product in order to realise the advertising objectives of the products. For instance, as in this thesis, older consumers who had a young subjective age view of themselves preferred to be associated with young models who endorsed mainstream products but not age-oriented products. It therefore means that when planning to reach targets that have an objective cognitive view of their age with age-related products, models of similar age view is needed to induce positive response. However, when targeting the subjective-young with age-related products, UK advertisers should feature models with an objective view of their age as the study results have revealed that such combinations have the high possibility of eliciting beliefs in the adverts. Ultimately, older people in UK despite the diversities in their cognitive age, do respond positively to age-related adverts which are targeted at them with models perceived to be objectively-old and this must be considered by advertisers in order to realise their objectives.

7.11.6 Theoretical implications

Theories are by nature intended to support the development of future research projects so as to enhance knowledge in any phenomenon being studied. Firstly, based on the findings from the first stage of the study, the research offers some significant theoretical implications for studies that bother on stereotyping of a demographic group. During the systematic literature review as part of this thesis, it was discovered that most of the recent scholarships on the topic which concluded that older people were not negatively stereotyped, reached such conclusions largely based on the number of positive images of this group discovered in their dataset. However, as has been discussed in chapter 6 and the current chapter, besides the overt images they were depicted in, all the other variables of interest such as representation, roles and product did indicate some presence of discrimination against the older consumer group in UK. Therefore when considering topics which bother on the stereotyping of older people and other demographic groups, in order to ensure that the findings can be generalised, as has been done in this study, the variable ‘image’ as has to be expanded to include other non-overt variables such as role, numeric representation, settings and product association.

Additionally, by considering the frequency of older people in UK advertisements as part of their overall portrayal in the media, the study has lent support to the ethnolinguistic vitality theory (EVT) postulated by Giles (1977). That is, although advertising practitioners have made a significant improvement on the image they associate old age with; the strength of this group within the inter-demographic interaction had to be measured using their frequency in advertising. For instance, if low representation in commercials have been labelled by Carrigan and Szmigin (1998 p.130) as “discrimination by omission” and “symbolic devaluation” by Baumann and Laat (2012 p.515), then the concept among the scholarship community which seems to suggest that studies should reach conclusions on the basis of defragmented variables will need a reconsideration if accurate findings are to be made in terms of how older people are portrayed in the media. Thus, the implication of this thesis to the scholarship community is that results of variables should be aggregated to reach a comprehensive conclusion as variables considered independent of each other may results in conclusions which cannot promote advertising effectiveness.

Thirdly, investigations into the role of the cognitive age of ads model have not gained much authorial attention as has been done in this thesis. This study has shown that attitude towards an advert is not determined solely by the cognitive age of the respondent but also that of the model(s).

Thus, the thesis has demonstrated the effect of this variable on the overall emotion and beliefs exhibited by the respondent. Thus, the findings of the second part of this study have extended the Mandler's (1982) congruity theory from the model target relationship to include a congruity among the tri- factors of model-age, target's cognitive-age and product category in achieving advertising effectiveness. Moreover, previous studies have not tested the impact of age-related products in trying to explain the mediating role of the targets cognitive age and the perceived age of the model as has been done in this study and this helps us to accurately situate the effect of the product category in the extended congruity theory in this study. In summary, the implications of this findings on theory is that effective studies should inculcate the perceived cognitive-age of the models as an element in achieving advertising congruity by professional. The scholarship community should recognise the mediating role this variable plays in ensuring advertisers achieve their ad objectives.

7.11.7 Methodological implications

Regarding methodological implications, firstly, the content analysis part of the study has revealed that to gain a comprehensive view on similar subjects, a study should expand the dataset to be analysed. The point at which this study differs from past scholarships is the number of newspaper editions and adverts which was used. Thus, as this study involved 2178 editions of newspapers, the number of adverts (1424) extracted and content analysed did affect the conclusions. As expected, challenges of using a large dataset was that it was going to make the coding exercise a bit laborious and time consuming as discovered during the coder-training session. To offset this, as explained in section 4.2.7.2 the researcher assigned unique numbers to each of the adverts which were repeated on the coding form. Coders were then instructed to just write the advert number on the coding form and complete the form from point 3, leaving out the part of the form considered as straight forward to be completed by the researcher. In the view of the researcher, this was a unique approach for overcoming coding challenges arising from the involvement of a large dataset and it offers some help to future content analytical studies.

Secondly, the use of newspapers form across all three UK newspaper categories (see chapter 6) in this study was an approach which is not pervasive in the extant literature and hence offers some methodological implications for future studies. By extracting adverts from the three categories, the study ensured that the overriding theme of older people and the media in UK was comprehensively understood from these three newspaper categories, each of which represented a different socio-economic segment of the UK society.

Thirdly, by undertaking the experimental study, this study did present a view on the subject of older people and the media which has not been previously studied within the UK context. The approach ensured that real-life adverts were used to gauge the emotions and beliefs of older people rather than expressing opinions about their future behavioural patterns that are based on conjecture as has been the practice in some of the studies. Moreover, the use of an old age-related product was significant for the study as it implied the knowledge garnered from past studies (e.g. Chevalier and Lichtlé 2012) which used the use only mainstream products was extended in this thesis. Moreover, the use of foreign products in the experiment ensured that *a priori* opinions were excluded from the results.

7.11.8 Policy implications

Besides the three implications discussed above, the findings in this thesis has some implication for policy makers in UK. Just as there are policies and regulation on adverts targeted at children and other demographic groups, the implication of this thesis is that with the growing number of older people across the advanced countries, probably it is time the use of negative stereotyping of older people by advertisers and their sponsors to promote their products is curbed by a clear policy and legal direction from relevant state organisations (such as OfCom) and the industry. There are some advertising policies that have been introduced into the UK advertising industry to regulate aspects of advertising such as making inaccurate claims and advertising some products (such as alcohol) during certain times of the day. In the same vein, the rate of growth in the older population in UK will require not just policies and legal frameworks to protect them against physical abuse but also against negative stereotyping in the mass media.

As previously stated, sometimes advertisers will need to use images some section of society may consider as harmful to the dignity of older people in order to effectively communicate the efficacy of a product to mitigate the challenges associated with aging. Despite these clear policy guidelines on avoiding deliberate inappropriate misrepresentation of the average UK older consumer is long overdue. The findings in this thesis suggest that although there is no overt attempt by advertisers and their sponsors, evidence of implied negative stereotyping such as low representation and increase in incidental roles of the older demographic group as compared to the younger, can be minimised through deliberate policies, codes and standards. In the opinion of the researcher, the UK government should collaborate with the advertising industry to develop the understanding of the industry player on the role of their advertising copies on the attitude and perception of society

regarding the older population. The researcher believes that this should be followed up with clear policy and regulatory guidelines developed with the advertising industry and known older people charities and organisations such as Age Concern and Age UK regarding aspects of advertising which involves this group. Aspects of the guidelines that can be considered are what constitutes positive image of old age in the media, the roles of old age which will encourage positive attitude of especially the younger generation towards aging and the aging process and the general representation of the unique characteristic of the average older person in UK. Indeed, the ASA and CAP have developed a set of standards and codes to ban all gender stereotyping adverts by June 2019 and perhaps this can be extended to include adverts which typecast old age negatively.

In conclusion, Although an argument may be made for the government to allow the industry players to self-regulate, the phenomenon of a growing population and the somewhat deliberate quest by some advertisers to present this group in the negative, requires the UK government to intervene through a clear policy guidelines just as it has been done in other areas of marketing and communication.

7.12 Limitations and recommendation for future studies

Although the study has made some significant findings which have helped to advance the knowledge on the topic, there are some few limitations which must be considered when adopting the findings and conclusions. This section discusses these limitations and offers suggestions for future studies.

7.12.1 Limitations of content analysis methods

The researcher has observed the following limitations associated with the use of the content analysis methods:

- (1) The study relied on adverts which appeared in the 2014 – 2015 editions of the six selected newspapers across the three newspaper category. The researcher concedes that the period may be too historical to base any cogent conclusions on. However as explained in chapter 6, the researcher had to rely solely on the British Library to supply these historical newspapers which were not stocked on their premises but are ordered from an outside vendor and hence did not have the recent editions. The large number of newspaper editions needed for the study

coupled with the fact that the British Library did not have current editions, left the researcher with no option but to rely on the 2014 -15 editions. However, as there is no cogent evidence that attitude of advertisers toward the elderly has changed since this period; the findings of the study must therefore be considered as an overview of the extent to which the industry in UK is engaging older people. Nevertheless, a future study will benefit from using recent newspaper editions and results compared with the current study.

- (2) The two coders who were recruited for the exercise could have been trained for a longer period than the three hours (see section 4.2.7.2). It is the belief of the researcher that had this been the case, the coders would have developed great dexterity in the entire coding exercise and this would have impacted on the accuracy and speed. Again, the limited time meant that they did not have enough test-coding to be able to master the process of correctly placing variable under their appropriate categories. The researcher could not extend the time beyond the three hours mainly due to the coders' own time constraints and difficulty in getting the two of them at the same time and place. To offset the impact of this, they were given manuals to refer to when they encountered problems. Additionally, the researcher was also available to be contacted for clarifications. This notwithstanding, future content analytical studies should consider an extended training period for coders to develop their confidence, speed and accuracy in the coding process.
- (3) Still on the coding process, as stated in section 4.10.4 (page 114) the two coders were not promised any financial motivation prior to the coding process but were rather given a £50 voucher each. Although literature (e.g. Slomka et al. 2007; McNeill 2007) is replete with the role of financial inducement of research subjects on ethics, nothing substantial seems to be known in the case of coders of advertising materials. It is in this regard that no pre-coding payment agreement was entered into between the researcher and the coders. However, the researcher concedes that considering the large size of the extracted adverts (1424) that were to be coded, the absence of a promised financial reward could have had an impact on the accuracy of the coding exercise. Thus, although the researcher was not financially positioned to make pre-coding financial promise, it must be conceded that such a promise could have played a role (no matter how remote it was) in adding to the motivation of the coders. This could have somehow enhanced the accuracy of the entire coding process. Although some scholars (e.g. McNeill, 2007) have argued against this, the researcher believes this is an area future content analysts can explore. Based on this experience, the researcher will indeed advocate for such pre-coding financial agreements to be made in future studies especially

where a large corpus of data is involved. Such agreements however must not be reached devoid of some agreed quality standards the researcher and the coders.

- (4) The researcher believes that in addition to the experimental design, the study would have benefited from interviews. Engaging a sample of older people in in-depth interviews would have resulted in the study gaining insight into the groups' attitude towards adverts they deemed favourable or unfavourable to them. Additionally, this approach in the view of the researcher could have helped to better further our understanding on the topic. Robinson et al. (2003) as well as Kolbe and Burnett (1992) are some of the few earlier scholars who used the method to measure the perception of older people in adverts featuring models their age. The approach was however not used in this study because as conceded by Kolbe and Burnet (1992) participants only offered their view based on a set of questions without an exposition to a real-life advert as was done in this thesis. Moreover, although the personal in-depth interview if used together with the designed adverts in this study will have advanced the knowledge, time constraints and challenges in recruiting participants meant that this study had to settle on the use of just questionnaires. Probably, the quantitative nature the entire study adopted could have also impacted on the avoidance of in-depth interviews.
- (5) The study could have also helped to further our existing knowledge by gathering data from members of the advertising industry. So far with the exception of the study by Carrigan and Szmigin (2002) most of the extant knowledge on the topic has been gathered from the members of the older demographic group. The involvement of the advertising industry in the data collection would have provided some significant information into why older people are beginning to enjoy favourable images in advertisements and the factors that are considered by advertising executives in deciding the frequency and roles played by older people in UK advertisements. This was not done in this study due to the huge amount of time and resources expended in operationalizing the two methods of content analysis and experimental studies

7.12.2 Limitation of the quasi-experimental studies

In adopting the findings of the quasi-experiment of this thesis, the researcher admits that although the method has largely extended the frontiers of the method, some key limitations should be considered. Thus in this section, the researcher presents the major limitations of the method as applied in the current study and what could have been done differently to improve its implementation.

The key limitation of the method is the existence of latent communication elements. The researcher concedes that a careful examination of the stimuli (adverts) used in the experiment suggests the influence some elements of the communication such as the tone of voice, lettering, the body copy, posture and outfit of models could have had on the study results. This is because when exposed to adverts with models from diverse demographic backgrounds, participants are likely to be influenced more by the latent elements in the adverts such as posture and lettering and background rather than the manifest elements (Whittler and Spira, 2002). Indeed, it is believed that attractive models turn to be more persuasive in adverts than their counterparts (Chaiken, 1979). This could thus, play a covert role in the acceptability and rating of the stimuli. It is in this regard that the researcher believes the quasi-experiment stimuli had some elements which were could have prompted some form of biased evaluation and judgement by the participants. Having come to the conclusion that the above mentioned factors could have played a role in the rating of the adverts in this study, the researcher in the table below, make a number of suggestions which can be adopted to improve future studies of similar nature.

Table 23: Elements in the experimental stimuli which could have affected the results

Communication element	Suggestion for future studies
1. Presence of accessories	It has been posited by some scholars (e.g. Chaiken, 1979) that the use of accessories such as earrings and necklace does prop up the ratings of a model in terms of physical beauty. These have led to what has been termed as the “hunting image of perfection” (Richins, 1991 p.71). Future experimental studies similar to what was conducted in this thesis can help with the generalization of results by controlling for accessories which are likely to induce biased judgements from participants. Indeed models of natural appearance (i.e. attraction without accessorised enhancements) are deemed to be somewhat attractive than their counterparts (Bower and Landreth, 2001).
Posture of models in adverts	The posture of the models in the adverts also seems to introduce an element of biasness into the evaluation and judgement by experimental subjects (Pillai et al., 2012) who were exposed to the adverts. The researcher will therefore want to submit that future studies could benefit from consistency in posture across all stimuli used. Perhaps further studies can be conducted into the impact of model posture in advertising effectiveness as this may still be considered as an embryonic subject in the marketing communication literature.
Outfit of models	Another limitation of the quasi- experiment is that there was no control for the influence of model outfit on the judgement of the adverts. Although this may not be plausible, the researcher concedes that the outfit of the models in the advert could have played a role in the way the adverts were judged and its impact on the overall results. Future studies of similar nature can be improved by considering the effect of the model outfit on the judgements of participants. Perhaps the pre-test of the

	stimuli should include the effect of this and the other communication elements on the participants.
Type size of the textual component of the adverts	It has been suggested by some scholars (e.g. Pillai et al., 2012) that when exposed to adverts, we turn to be influenced not only in an objective way (Leigh et al., 2006) but also in a subjective way. Thus, covert elements of the advert such as the size of the texts used does play a role in our level of persuasion. Indeed, Pillai et al.'s (2012, pp 867) experiment on some selected British students discovered that advertisers can increase favourability for their brands by using "normal type size 15 font for the body copy text in print adverts". Although the text size on the adverts used in this study was 17 (i.e. larger than what has been recommend by the above researchers), this thesis could have benefited from a detailed pre-testing of the size of texts on the participants in order to control for any impact of this on their judgement. The type of experiment done by Pillai et al. to determine the effects of text size on ad persuasion was however not carried out in this thesis due to resource limitation as well as scope of study considerations. Future studies can however benefit by extending previous scholarships to include the impact of a print ad's text size on the persuasiveness of older people.

To summarise, the point at which this research departs from previous study on the theme of older people and the media is the deployment of the two - stage design of content analysis and experiment. The deployment of these two methods was necessary for answering the research questions set out in this study to help extend our knowledge of how the growing number of older people in UK is being engaged by key stakeholders in the advertising industry. The two research method, although intrinsically strong in their application, were not without their limitations. The current section has therefore re-assessed the entire research design with the aim of bringing to the fore their limitations as well as inherent strengths.

Table 24: A revisit of the research design

Research method	Study foci	Strengths	Weaknesses	Weaknesses complimented by:
Content analysis	Systematic coding, counting and analysis of patterns in sampled adverts following a defined coding framework	The design ensures that a predetermined set of rules are applied to all the extracted adverts which results in consistency in decision making	Since only the manifest content of the sampled advert are the focus of the design, covert meaning such as impacts on population under study were uncounted for.	The quasi – experimental design with emphasis on effects of incongruent ad elements on older people.
Quasi experiment	- The design exposed sampled population of study to advert stimuli to measure the emotional and belief impact on subjects.	This design’s supremacy especially as pertaining to the overall theme of the study was that it offered the researcher the latitude to measure the response of the subjects of the study. It mimicked perfectly the advertising environment which the study attempted to peruse	The human participation in the design could have been so overbearing in the process to have compromised the results.	The results of the content analytical design and the systematic literature review was used as a basis for proceeding with the quasi – experimental design and hence helped the researcher to remove outliers

7.13 Recommendation for future studies

Although this thesis in the view of the researcher has extended the knowledge on the theme of older people and the media, in view of the discussed limitations above the following recommendations are made for future studies that may want to focus on a similar theme.

- (1) Firstly, any future content analytical study can be expanded to include social media advertisements, in view to the growing significance of the media in informing our perception and attitude. There is no doubt that the traditional media and its influence on our purchase behaviour as a society is gradually receding in UK and in most advanced countries. The media is widely depended on by all demographic groups especially the youth and there is no evidence of its influence reducing. If anything, it is gaining the ascendancy as the modern tool for carving, shaping and internalising values, perception and beliefs about almost every strata of society. In this regard future studies on the role of advertisement in shaping our perception and attitude towards the older consumer group should be expanded to include the social media as a growing genre in advertisements.
- (2) Secondly, future studies will benefit from the collection of not just data relating to perception but attitude of older people towards adverts which featured older people and those that are deliberately underrepresenting members of this group. This could be achieving through the use of qualitative data collection method such as focus groups and in-depth interview. Additionally, the involvement of key stakeholders in the advertising industry should be considered by future scholarships. By so doing, such studies will help expand the frontiers of the knowledge on the topic. Using interview will afford future studies to benefit from gaining a first-hand understanding of whether and why older people will dissociate themselves from brands that inappropriately depict or negatively stereotype them in adverts.
- (3) Thirdly, future studies can benefit from exposing older people to real-life purchasing environment with products that have been advertised using negative images and yet offers great benefits to older people to help reduce the challenges associated with aging. Indeed, exposing participants to such behavioural environment is likely to results in conclusions that are based less on assumptions and closer to realities. This will better inform a policy makers and the advertising industry in properly interacting with this demographic group.

- (4) Finally, the experimental studies can be expanded to include a large number of older people from not only the region where the researcher lived but other regions across the United Kingdom of Great Britain. It is the belief of the researcher that where the data corpus is expanded across the UK the unique values, beliefs and perceptions of older people can better be measured. The significance of this proposal is that the attitude and perception of older people will be expanded.

7.14 Conclusion

The focus of this study was how the advertising industry engages the growing number of older people in UK. The researcher has demonstrated that although this group is somewhat economically influential, besides the increasing positive image they are depicted in, they have not been appropriately engaged by the advertisers. In this section, the author highlights some of the key findings of the study so as to support our understanding of how the thesis has contributed to the existing knowledge on the subject of older consumers and advertisements.

One of the views that is given by the composite conclusion of modern scholarship on the subject is that although the older consumer group were in the past cast in a somewhat negative manner, the practice is largely in recent times seems to have changed. Thus older people are mostly portrayed in a more positive manner according to most recent contributors. However, the current study has adduced evidence to suggest that conclusions of positive portrayal could have been reached by past scholarships due to the non-aggregation of the results of variables used. For instance, when appropriate portrayal is viewed as constituting just the positive manifest image an older consumer is cast in, as most of the studies have reported, a conclusion of an overall positive representation of the group is made. Indeed, as can be seen in section 5.7, the current study concluded that in terms of actual image older people were cast in, there are more positive images (91%, N=1110) than negative (9% N 109).

Notwithstanding the overall positive image older people were cast in adverts, the results of the study has not wholly confirmed the assertion by most past studies that the group is not negatively stereotyped. Using the numerical representation of older people in adverts as compared to their population composition, it is the submission of the author that stereotyping of the group in

advertisement is not in any way receding as has been widely expressed in past studies. Moreover, using variables as such as roles in advertisements, relative to their younger counterparts, older people were more likely to be seen as incidental or minor characters, The study has also submitted that in variables such as images, representation and settings where older people were not positively represented, older women were more likely be stereotyped than men.

Thus, the comprehensive position of the current study is that when all variables which constitutes stereotyping of older people are amalgamated, the view held by most of the past scholarships that older people are no more negatively stereotyped cannot be supported. Studies along this line should therefore reach a conclusion based on not just results of segregated variables but one which has integrated findings to help the advertising industry to better position the older consumer group within the inter-generational media discourse.

Regarding the experimental study, the thesis in departing from some past scholarships extended the mediating role of product category from mainstream to age-oriented to measure how this variable combines with the age of the model and the target audience to ensure advertising effectiveness. By so doing, the study has confirmed that where the product is mainstream and the model is perceived to be “young” the response of the objective senior compared to the subjective-young did vary. Therefore to effectively target the older consumer group, this thesis submits that not only should the varied cognitive age view of the group be considered but also the perceived age of the model as well as the product category. This was conceptualized as the tri-factors of perceived model-age, target’s cognitive-age and the product category.

7.14.1 Reflection on validity, generalizability, reliability of study data

In this section, the researcher provides a comprehensive reflection on the validity, generalisability and the reliability of the data collected for the two studies in this thesis.

For the first part of the study, the researcher verified the validity and reliability of the data by performing a t-test and Cohen Kappa statistical tests. These tests returned statistically significant results to confirm the validity and reliability of the data supporting the first part of the study. Moreover, in terms of its generalizability, to the extent that the content analytical part of the thesis utilised six of the UK national newspapers (see section 4.10.1) the researcher was largely satisfied that the results can be generalised across the country.

However in generalizing the results, the time period the data falls into (2014-2015) must be considered. Thus future analyst could advance the debate on the topic by using recent newspaper editions.

Internal validity for the second stage was established using the data collection instrument - the questionnaire in appendix 7. The instrument was designed to capture the emotions expressed towards and beliefs in adverts by older people in the three adverts which captured these two constructs. Indeed, the instrument was pre-tested (see section 4.15 & 4.16.1) to confirm its effectiveness in achieving the intended purpose. Moreover, to the extent that the results of the second study did not significantly conflict past scholarships which comes closest to the current study (e.g. Chevalier and Lichtlé, 2012), the researcher deemed the instrument largely valid. In terms of the generalizability of the second stage, the researcher concedes that caution will have to be taken in adopting the findings considering the fact that a purposive sampling method was used and the number of participants (200) involved in the study may not be deemed representation the population of study. This is because the researcher did not have access to a sampling frame of UK older people and to correct for this, took a cue from Chevalier and Lichtlé (2012) who used similar number of participants in their study.

In summary, the researcher admits that the results of the thesis are likely to change should more recent newspaper editions be content analysed. Relatedly, if larger number of older people from various socio-economic backgrounds in UK are involved in future experimental studies, the results may be somewhat different.

7.15 Final remarks

Overall, this research has demonstrated that the phenomenon of older population increase in UK as in other developed countries continuous to present marketing and advertising opportunities to businesses and their proxies to better present members of this group in the media. Featuring the older population group in advert although has in the past been done in a somewhat negative manner, as shown in this study, this is not the case anymore, at least if a positive portrayal is defined to exclude all other variables but the overt image the group is presented in. It is the view of the researcher that although it has been posited by past researchers that advertisers are generally depicting older consumers using positive images, positive or negative portrayal is a function of not just the overt image used to represent old age but also other variables such as frequency of portrayal, product association and the roles assigned to older models especially when they appear alongside other age groups. Additionally, the submission of this thesis is that the portrayal of older consumers and by extension any demographic group in adverts must also be considered in line with the geographical settings of the adverts. When the results of the data on all these variables (not just the

overt image) are considered, there seems to be a dearth between who older consumers are and how they are presented in UK advertisements.

It is the assumption of the researcher that considering all these factors, the key stakeholder within the UK advertising industry will need to ensure that the older consumer group are completely presented in a positive way as this does not only make the industry appear socially responsible, but can position advertisers to better attract the largely economic potentials of this group. Besides the economic benefit of portraying older consumers in a non-stereotyping way, recent resentments in UK against adverts that have negative connotation seems to be a signal that society abhors the use of stereotypical meanings in adverts for commercial gains. Moreover, this thesis has adduced evidence to suggest that the ability of advertisers to attract the commercial potentials of older consumers is largely dependent on the tri-factors of cognitive-age of the group, the perceived-age of the model and the category (mainstream or age-oriented) in which the product being offered falls. Thus, the effectiveness of advertisements aimed at older consumers is underpinned by the combined effect of these factors. Finally, the growth in the number of older people in UK (as in other developed countries) although may be seen as a challenge to some governmental institutions such as the NHS and social care providers, to the advertising community, this phenomenon provides an enormous commercial opportunity which must be harnessed through the appropriate deployment of marketing communications tools. To the scholarship community, the complexities of the values that define the older consumer group will need to be studied further so as to better support advertisers to meet the needs of the group in terms of their quest for appropriate portrayal in the media. In a whole, the study has contextualised the issue of older people and the media within the British socio-cultural environment and, to a large extent, helped us to understand the role of the tri-factors of the perceived-age of models, cognitive-age of targets audience and the product category in achieving advertising effectiveness.

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APPENDIX 1: LIST OF 41 STUDIES USED FOR LITERATURE REVIEW

Studies	Geographical context	Media context	Method	Key RQ's & hypotheses	Unit of measurements	Results	Samples
Kowalewska and Grodzki, 2019	Poland and USA	TV	Content analysis	How are matured people (55+) portrayed in TV commercials in both countries?	Image and numerical representation; roles played, product association; Gender representation	Older people in both countries positively portrayed. USA had older people in leisure settings and Poland more in family settings. Health products were predominant in both countries and older people played major roles.	15 TV commercials from each countries
Daalmans and Odink (2019)	Netherlands	TV	Content analysis	Investigating the differences in the underrepresentation of gender and age in commercials	Representation of gender (male& female), age (0-18, 19-64 & 65+)	The elderly were underrepresented and older women were also less seen in sampled commercials	123
Abby et al. (2018)	USA	Magazine	Content analysis	How older women are featured in fashion compared to non-fashion adverts	Frequency of model age, skin appearance and ethnicity	Older women (over 40's) were featured more in non-fashion adverts than fashion ones even where the product was targeted at them	200
Devi and Samanta (2018)	India	Magazine	Content analysis	Comparison of the changes in the representation of older adults between 1997-2000 & 2000-2010	Relational context, physical settings, product association and roles played by older people	Decrease in number of older people cast alongside younger ones. Older people more in outdoor than domestic settings.	174
Prieler et al. (2017)	Hong Kong, Japan & South Korea	TV	Content analysis	How are older people (50+) represented in TV adverts across these three Asian countries?	Numerical representation, Gender, Roles, Settings, Product association	High rate of underrepresentation in all 3 countries, More older men than women and both age groups were presented as active and did play major roles	434 TV commercials from all three countries
Brooks and Craig (2016)	USA	TV	Content analysis	How are matured people featured in commercials? What is the product associated with them in TV adverts	Stereotypes (positive or negative) Demographic representation; settings, product association	Positively portrayed. Numerical representation above average of studies done. Mainly associated with automotive products	272 commercials
Idris 2016	Malaysia	Newspaper TV	Content analysis questionnaires	The roles, settings and image older people in Malaysia are portrayed in in adverts	Attitude towards different portrayal of old age	Older people positively portrayed Older females underrepresented	2230 newspaper and 2687 TV adverts and 600 questionnaires
Koskinen et al., 2014	Finland	Newspaper	Ethnographic approach	The portrayal of older people's health in the Finish media	Factual and opinionated text from articles on older people in Finish media	Finish newspapers generally portrayed older people in the positive but negative aspects of the group were highlighted.	268

Kay & Furnham, 2013	UK	TV	Content analysis	There exist a difference between the representation of men & women and over 55's and younger adults	Gender, credibility, role, product etc.	Various forms of stereotypes still exists though in a decreasing measure	254
Baumann & Laa, 2012	USA	TV	Content analysis	The underrepresentation of older people (especially women) and men in the media	-	Underrepresentation is tantamount to 'symbolic devaluation'	-
Roos,& Sedick, 2011	South Africa	Print media	Focus group and interviews	How older people perceived their portrayal in the media and how they thought this affected the youth	Image of older people Settings of older people in the media	Older people thought they were marginalised in the media compared to other groups	21
Prieler <i>et al.</i> 2011	Japan	TV	Content analysis	Older males & females will be underrepresented compared to their population and the latter less represented than the former	Characters age & role; settings of older characters and product associations	Underrepresentation of older people (especially females) and stereotypes identified	1477
Williams et al. 2010	UK	Magazine	Content analysis; Multidimensional scaling (MDS)	The portrayal of older people in magazine ads, how the portrayals are viewed	Portrayal (positive/negative) of elderly, humour, celebrity endorsers	Advertisers generally reinforcing the stereotype image of society	106
Williams et al. 2010	UK	Magazine	Content analysis	Role prominence & portrayal of older people	Prominence of character, humour, setting, positive& negative portrayal	Older people positively portrayed and generally played prominent roles	221
Mason et al. 2010	USA	Electronic & Print	Quantitative & qualitative	Explorative study to investigate age biases in media	-	Positive portrayals (360) neutral (145), negative (137). Newspapers & online articles had more positive than others	642
Lien et al. 2009	Taiwan	TV	Content & thematic analysis	Older characters are underrepresented and less likely to be in major roles	Characters with speaking roles, physical abilities	Children, adolescent and older people underrepresented	109
Robinson et al. 2008	USA	Magazines	Q. methodology	The perception of seniors to their portrayal in ads; the offensive / non – offensive stereotypes found by seniors	-	Seniors found many samples ads offensive	40 / 39
Raman <i>et al.</i> 2008	Cross Cultural (USA& India)	Magazine	Content analysis	Compared their population older adults in India & USA are underrepresented in magazine ads, are older people negatively portrayed in ads than the young.	All human faces with visible features, product associations with the elderly in ads. Family roles	India ads portrayed older models more positively than US but there were underrepresented in both countries.	2909

					(presence of any of six family roles)		
Morton and Chen , 2008	Taiwan	TV	Content analysis	Image, incidence of representation, roles and setting of the matures market in Taiwanese TV adverts	% of matured people in ads and older women will be less than their census representation	Older people less represented (6.64% compared to 25.64% in the population) in ads. Moreover, they were portrayed positively whether in minor or major role.	607
Lee <i>et al.</i> 2008	USA	TV	Content analysis	% of ads with over 55's, their portrayal & role	Over 55 models, Spokespersons in ads, time slots & advertised products		1977
Williams <i>et al.</i> 2007	UK	Magazine	Content analysis	Number of older people in ads, images (positive/negative) in ads.	Text and images used in ads	Older people positively portrayed	11
Lee <i>et al.</i> 2007	USA	TV	Content analysis	% of ads with older adults together with gender & ethnicity representation	Physical appearance, models psychological state, verbal content of adverts	Older adults not underrepresented in ads but women underrepresented	1977
Simcock & Sudbury, 2006	UK	TV	Content analysis	The proportion of models over 50 in ads will be lower than the population of over 50's in UK. & Models 50+ likely to be negatively portrayed	All models over 50; role classification (major/ minor); depiction of role (favourable/ unfavourable)	Older models generally underrepresented; older models not negatively stereotyped in ads.	2058
Lee <i>et al.</i> 2006	USA & South Korea	TV	Content analysis	Compared to their population what is the proportion of older people in ads in US & Korea & Korean TV depict older people more positively than in US	Individual characters portrayed proportion of primetime TV adds with older people to primetime TV add.	Older people are generally underrepresented in both countries however they played major roles in Korea than US	2295
Miller <i>et al.</i> 2004	USA	TV	Content analysis	Would negative stereotypes in ads be associated more with older than younger people and with women than men?	Number of commercials with people, , % of commercials with people containing older people	Elderly positively portrayed with small number of negative stereotypes	1662
Mastro & Stern, 2003	USA	TV	Content analysis	How appearance, roles and setting of models in adverts varied by age.		Image of females in TV ads not improving;	
Dana & Susannah, 2003	USA	TV	Content analysis	How models appearing in ads vary by age, the distribution of models by gender	Age of characters in ads, occupational role of characters. Setting of		2315

					characters appearing in ads		
Peterson & McQuitty, 2001	USA	TV	Content analysis	Over 65's proportionally depicted in ads, over 65's are not less favourably depicted than younger age groups	Central characters, age groups of models in commercials, commercials showing seniors	Older people depicted less frequently & favourably	1093
Harwood and Anderson, 2002	USA	TV	Content analysis	Examined the portrayal and presence of three social groups of age, sex and ethnicity in primetime television drama	To what extent are member of age, sex and ethnic groups represented in the media compared to their population distribution and also portrayed.	Older people negatively portrayed and underrepresented compared to their population distribution.	835
Roy & Harwood, 1997	USA	TV	Contents analysis	Compared to their population presence, older adult are underrepresented in ads, how are older people portrayed in television ads & what are their product associations?	Identification of older characters, role type, settings,, humour etc.	Older Characters underrepresented but positively portrayed in ads.	778
Peterson & Ross, 1997	USA	TV	Content analysis	Brand not aimed at particular age group likely to underrepresent the older than the younger	Models in adverts and target of adverts	Seniors not underrepresented compared to their population though likely to be negatively portrayed than < 45's	136
Barker & Goggin, 1994	USA	Magazine	Content analysis	The portrayal of matured consumers and the incidence of representation between older men and women in ads	Frequency count of all ads containing older males / females;	Older consumers over represented in ads though women underrepresented; older people negatively portrayed	174
Greco, 1993	USA	TV	Content analysis	Compare the representation / roles of the elderly in television ads in 1990 to that of 1985	No. of people in ads as against no. of older people; elderly roles played in ads.	Older people appeared in more ads in 1990 than 85, though in minor roles.	464
Kolbe & Burnett, 1992	USA	General	Survey questionnaire	Perception of elderly portrayal in ads, effect of elderly portrayal	-	Inconsistencies in the perception of the elderly and the young	519
Zhou & Chen, 1992	Canada	Magazine	Content analysis	How are older characters portrayed in ads, how frequently did ads present older characters?	Age, gender, race, occupation, role and product categories	Advertisers still preferring younger to older (50+) characters and were largely negatively portrayed.	255
Swayne & Greco, 1987	USA	TV	Content analysis	The representation of 65+ / younger adults, role type of	Elderly vs. younger characters, role	65+ underrepresented in ads but positively	814

				65+s in ads & their products association	of the elderly in ads. Settings of the elderly in ads.	represented as; older women underrepresented.	
Ursic <i>et al.</i> 1986	USA	Magazine	Content analysis	Use of elderly in ads by products, portrayal of elderly in ads	Elderly heavens in ads, products advertised with the elderly	The elderly (especially women) underrepresented	5195
Moore & Cadeau, 1985	Canada	TV	Content analysis	Gaining an understanding of the representation and portrayal of women, minorities and the elderly	Central characters, Product type, The number of over 65	Elderly underrepresented & males outnumbered their females in ads	2304
Festervand & Lumpkin, 1985	USA	Unrecorded	Questionnaire	The elderly responds negatively to negative portrayals,	-	The elderly did not have any negative feeling about their portrayal in ads though such ads may result in a negative attitude.	271
Langmeyer, 1984	USA	TV	Content analysis / questionnaire	Identification of elderly role portrayal, the perception of the subjects & their product associations	Identification of commercials with models 60+	portrayal of elderly in ads generally neutral & non-offensive	518
Kvasnicka <i>et. al.</i> (1980)	USA	Magazines	Content analysis	Identification of any significant improvement on the representation of older people using Gantz <i>et. al's</i> (1977) Study as a baseline	-	8. % compared to the baseline study (5.9%) of older people's representation in dataset. Older people positively portrayed.	3480

APPENDIX 2: CODER'S MANUAL

To be used for coding extracted adverts

Developed by Joel Frimpong

(10/10/2014)

Introduction

The positivist content analysis method was chosen for this study due to its ability to carry out “a scientific, systematic, quantitative, generalizable description of communication contents” (Kassarjian, 1977, p.3). The method has been used for studies that seek to extricate the systematic evaluation of a dataset from the units of analysis (Kassarjian, 1977). In line with past studies on consumer research that have adopted the method, the current study relied on the help of independent, organised and suitable coders. Thus, this manual was developed to serve as training and working manual to assist coder’s carry out the coding exercise in a confident and an independent manner with the resultant effect of minimal biases and errors. Though the variables and their definitions have clearly been spelt out in the manual, coders’ feedback during the training will be used to clarify any ambiguity in definitions in order to achieve an appreciable reliability level.

Units of analysis

The entity of analysis in this study is older people (over 50 years) featured in selected UK press advertisement. Thus for an advert to be selected for coding, it must feature at least one older person either alone or in a group. The qualification criterion for an advert to be selected and coded is ‘age’. To determine the age of a model featured in an advert, coders must satisfy themselves that majority (3 or more) of the criteria listed in table 1 are present in an advert:

Table 1: Age identification

Variable	Categorization of variable	Identification of variable (Ursic <i>et al.</i> 1986; Kvasnicka <i>et. al.</i> 1980)
Age	c. 50 years and above d. 49years and below	<ol style="list-style-type: none">1. Direct mention of age2. Known age (in the case of celebrities)3. Physical signs<ol style="list-style-type: none">a. Usage of ambulatory aids - canes, walking stick and wheelchair, stair lift, seated walking scooters, walker care hybrid and such devices.b. Grey hairsc. Extensive wrinkles of face & handd. Presence of grandchildren

Units to be coded

Older person

The number of persons featured in sampled adverts meeting or not meeting the minimum age definition should be recorded for analysis.

Gender

All adverts judged to be featuring models over 50 years will now have to be coded using the gender criteria as defined in **table 2** below:

Table 2: Gender

Variable for analysis	Categorization of variable	Identification of variable
Gender	Male, Female unrecognisable	Judgement of coders

Coders should use their judgement to determine the gender of persons featured in sampled adverts.

Image portrayals

The next step after coding ‘gender’ in the coding process is for the coders to determine the image portrayal of older models in the selected adverts. The project defines image as:

- a. Positive
- b. Negative

Overall, there are a total of 13 and 10 traits which qualifies an image to be counted and coded as either ‘positive’ or ‘negative’ as described in table **3 below**:

Table 3: Image portrayal

Image Portrayals	Positive portrayal	
	o. Active	Older person shown actively engaged in youthful activities such as sports as well as dressing and mingling with other younger actors in sampled adverts.
p. Adventurous	Elderly depicted in audacious activities such as mount climbing, marathon, etc.	
q. Healthy	Older person shown in a healthy and abled manner either pictorially or in the content of the advert	
r. Well – informed	Elderly depicted in adverts authenticating the qualities of a product	
s. Skilled	Older person featured in skilful activities	
t. Family – oriented	The elderly playing a homely role such as playing with children & grandchildren	
u. Grateful	Elderly shown as extremely contented in life with no regrets	
v. Knowledge	The elderly depicting extensive product knowledge	
w. Wise	The elderly providing intense intellectual capabilities	
x. Mentors	Older people giving recommendation to products	
y. Advisor	Older people providing information on products	
z. Humour	Older person involved in reversed stereotypes, laughter and jokes	

	aa. Mental lucidity	The elderly shown as possessing mental strength and clearly expressed thoughts
	bb. Affluent & Happiness	The elderly depicted in financial product (e.g. insurance & investments)
	Negative portrayal	
	k. Feeble	Elderly shown in a sickly or disabled manner either pictorially or in the advertising message
	l. Incompetent	Elderly showed as struggling to accomplish tasks help.
	m. Inarticulate	Older person struggling to express self
	n. Naïve	Older person shown as not being able to inexperienced and unproductive
	o. Dependent	Elderly shown as largely dependent on others for daily support
	p. Timid	Elderly shown as unwilling and incapable of venturing into unknown areas
	q. Depressed & inactive	Elderly depicted as socially inactive and showing signs of grief and extreme depression
	r. Lonely & neglected	Older person depicted in a solitary demeanour & place without any family member (e.g. children grandchildren etc.)
	s. Confused / lack of mental lucidity	Elderly shown as disorientated and unable to clearly articulate thoughts.
	t. Regrets	Elderly depicted in commercials as having regrets about life due to non – achievement and squandered opportunities.

Role portrayal

Next to the coding of image portrayal of sampled adverts is the roles played by older people identified and coded in the above steps. Coders should refer to table 4 below for the identification and classification of ‘role portrayal’ as defined in the study.

Table 4: Role portrayal

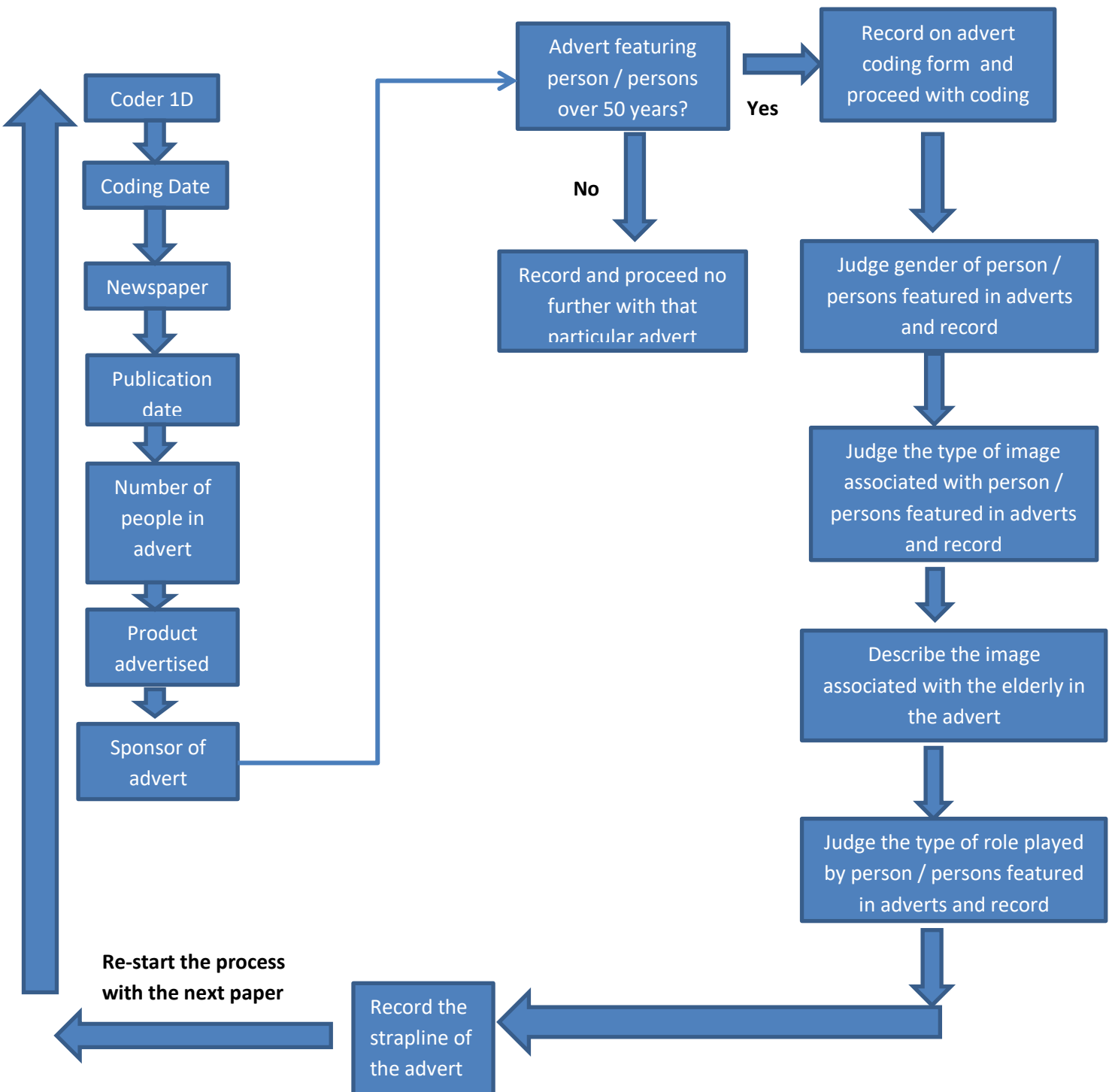
Role portrayal	Major Role	Elderly was at the forefront of advert and seen as providing product information.
	Minor role	Elderly hidden amongst other people and not giving any information
	Background role	Elderly not playing any role but hidden in adverts with other people

Product association

Product in the study is identified by the visible display of a product with an older person. This must be recorded. Lastly the company which advertised the product must also be recorded.

Advert settings	Home	Older person is located in a home setting. Please record the specific location in the home where the model is. Example, kitchen, garden, living room etc.
	Outside	Older person seen anywhere outside home. Example camp site, street, recreation ground shopping mall hotel or leisure centre
	Occupational	Older person seen at work either in the office or working on the go such as mobile office

Figure 1: Coding steps



APPENDIX 3: ADVERTS CODING FORM

(Adopted and modified from Swayne & Greco, 1987)

Coder (1 or 2): _____

2. Date: _____ Time: _____

3. Newspaper (Please tick): Daily Telegraph [] Daily Express [] The Sun [] The Daily Mail [] The Mirror []
The Times []

3a. Publication date of newspaper: _____

4 Page number of advert: _____

5. No of people in advert. (Please refer to table 1 in manual):

1[] 2[] 3[] 4[] 5[] 8[] 7[] 8[] 9[] 10[] More []

6. Product advertised: _____

7. Sponsor of advert: _____

10. Advert strapline: _____

8. No of elderly in adverts (please tick)

0[] 1[] 2[] 3[] 4[] 5[] 8[] 7[] 8[] 9[] 10[] More []

If 0 proceed no further

9. Gender of older person(s) in adverts:

Number of Males: _____ Number of females: _____ unrecognizable: _____

10a. Image portrayal of older person in advert (Please refer to table 3 in manual)

No of positive images: _____ Males in positive images: _____ Females in positive images _____

No of Negative images: _____ .Males in negative images: _____ Females in negative images _____

10b. Description of image: (using the traits outlined in table 3 above, please use the space below to describe the image predominantly portrayed in the advert. Continue overleaf if needed).

11. Roles played by older person (Please refer to table 4 in manual)

Number of major roles: _____ Number of minor roles: _____ Number. Of background roles: _____

Number of roles played by: Males _____ Females _____

12. Settings of advert with model (please tick): Home (kitchen, living room, garden); outside (please specify where) _____; Occupational (please specify) _____

APPENDIX 4: ANALYSIS OF CODED ADVERTS BY NEWSPAPER

Newspaper	No of adverts	People adverts	Older people in ads.	% of people in ads.	Gender of older people in adverts		No of positive traits	No of negative images	Major role	Minor Roles	Background roles
					Males	Females					
Daily Telegraph	329	643	131	20%	73	58	133	7	190	34	2
The Times	170	332	68	20%	40	28	47	9	47	4	27
Daily Express	244	452	125	28%	64	61	122	9	100	34	61
Daily Mail	183	310	53	17%	32	21	54	12	52	4	29
The Sun	326	803	241	30%	146	95	201	2	188	38	133
The Mirror	172	341	70	21%	45	25	54	12	52	4	29

APPENDIX 5: FEEL VS ACTUAL AGE MEASUREMENT

	20's	30's	40's	50's	60's	70's	80's
I feel as though I am in my							
I look as though I am in my							
I do most things as though I'm in my							
My interests are mostly those of a person in his / her							
However, I'm in my							

APPENDIX 6: BRAND RECOGNITION SURVEY





Product 4



Product 5



Product 6

Product 7



APPENDIX 7: QUASI-EXPERIMENT DATA COLLECTION PACK

Dear Participant,

Many thanks for offering to help in this academic survey. The pack you have contains the following sheets:

Image 1 – Advert and questionnaire

Image 2 - Advert and questionnaire

Image 3 - Advert and questionnaire

Image 4 - Advert and questionnaire

Image 5 - Advert and questionnaire

Image 6 - Advert and questionnaire

For all the sets listed above, please examine their respective adverts carefully and complete the question which follows with **1** being the least and **7** the most likely.

When all SETS are completed, I will be most grateful if you could complete the short demographic details sheet on 7 and the self – perceived age sheet on page 8?

Once again, thanks for your help.

Kwabena Frimpong

Image 1



Image 2



Image 3



**Supporting your
Body with Natural
Water Full of
Essential Minerals**



Image 4



**Life Insurance that
Protects your Loved
ones against the
impacts of that day**



Image 5



**Supporting your
Body with Natural
Water Full of
Essential Minerals**



Image 6



**Life Insurance that
Protects your Loved
ones against the
impacts of that day**



Proxies of “Beliefs”

- 1) The adverts I am seeing has:

Insufficient information							Sufficient information
1	2	3	4	5	6	7	

- 2) The message in the advert has:

Insubstantial argument							Substantial argument
1	2	3	4	5	6	7	

- 3) The advert has:

Unconvincing arguments							Convincing argument
1	2	3	4	5	6	7	

- 4) The advert production is:

Highly unoriginal							Highly original
1	2	3	4	5	6	7	

- 5) The advert has:

An unpleasant atmosphere							A pleasant atmosphere
1	2	3	4	5	6	7	

- 6) The advert has :

Unpleasant colours							Pleasant colours
1	2	3	4	5	6	7	

- 7) The model in the advert is:

Unattractive							Attractive
1	2	3	4	5	6	7	

Proxies of "emotions"

8) The advert makes me feel very:

Very unhappy							Very Happy
1	2	3	4	5	6		7

9) The ad makes me feel :

Discontented							Contented
1	2	3	4	5	6		7

10) I am:

Dissatisfied With the advert							Satisfied with the advert
1	2	3	4	5	6		7

11) The adverts makes me :

Sad							Joyful
1	2	3	4	5	6		7

12) The advert make me :

Uninspired							Stimulated
1	2	3	4	5	6		7

13) The advert :

Irritates me							Makes me calm
1	2	3	4	5	6		7

14) The sight of the advert makes me feel :

Lifeless							Energetic
1	2	3	4	5	6		7

15) Overall, the advert:

Doesn't awake me							Awakes me
1	2	3	4	5	6		7

Participant's demographic information (please circle)

1. I describe my gender as :

Male	Female
1	2

2. My highest educational level is :

GCSE	A 'Level	1st Degree	Masters	PhD	Others.
1	2	3	4	5	6

3. How will you describe your ethnicity

White

1. English/ Welsh/ Scottish/ Northern Irish/ British
2. Irish
3. Any other white background

Mixed / multiple ethnic group

4. White and Black Caribbean
5. White and Black African
6. White and Asian
7. Any other Asian background

Asian / Asian British

8. Indian
9. Pakistani
10. Bangladeshi
11. Chinese
12. Any other Asian background

Black / African/ Caribbean/ Black British

13. African
14. Caribbean
15. Any other black / African/ Caribbean background

4. My monthly income is (£):

Nil or Loss	1 – 3,999	4,000- 7,999	8,000- 11,999	12,000 – £16,999	17,000– 23,999	24,000 - 36,999	37000- 49,999	50,000 or more
1	2	3	4	5	6	7	8	9

Thanks you very much.

