

# Challenging The Binary Conversation Around Hair Care

*A quantitative study on how gender-neutral marketing can be used for gender-specific brands in the hair care industry.*

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# Abstract

**Purpose:** The purpose of this thesis is to examine the effects of gender-neutral brand extensions for masculine and feminine brands by using gender-neutral marketing. We also provide a definition of gender-neutral marketing and put gender-neutrality in a brand extension context.

**Methodology:** Five hypotheses were tested using an explorative quantitative study with 180 respondents.

**Findings:** This thesis finds no evidence that feminine brands have higher ad attitudes and brand attitudes for gender-neutral product advertising than masculine brands. Furthermore, those interested in equality have a preference for the brand to continue to use gender-neutral ads and those with such a preference also show higher ad attitudes, brand attitudes and willingness to pay (WTP) than those who don't. There is also no support for the notion that those who have a preference for the feminine brands to continue to use gender-neutral ads will have higher ad and brand attitudes than masculine brands. Lastly, there is a positive relationship between brand affect and word-of-mouth (WOM) even if the WOM-intentions are very low.

**Practical implications:** Although previous studies have examined the effects of cross gender brand extensions, the current thesis considers the role of challenging gender stereotypes in the hair care industry with the help of gender-neutral ads and suggests that it can be beneficial for mature brands. Gender-neutral ads can be used to target consumers with an interest in equality, since their interest results in a preference for the brand to continue with these types of ads and consequently in higher ad attitudes, brand attitudes and WTP for the consumers with a preference for the brand to continue to use gender-neutral ads than those who don't. Thus, the findings should be of interest for marketers and the way they communicate with potential consumers.

**Key words:** Gender-neutral marketing, gender stereotypes, advertising, hair care, brand extensions

## Foreword

*We would like to express our sincere gratitude to:*

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# 1. Introduction

In this section the background to the chosen research subject is presented, highlighting why it is important to examine theoretically. Then follows the problem area and purpose of this thesis and the research questions that we aim to address. Thereafter, the expected research contributions, disposition and delimitations are described.

## 1.1 Background

Is embracing gender-neutral brand portrayals the way forward for gender-specific brands? Gillette's attempt to tone down their masculine attributes with their short film "*The Best Men Can Be*" caused a lot of buzz and has (as of now) generated 33M views on their YouTube channel (Mulcahy, 2019). Opinions regarding the commercial were split, with mostly women embracing the change and men, who are Gillette's main customer segment, opposing it. Even so, women exclaimed that this marketing activity made them more eager to use the brand's razors (Mulcahy, 2019). Thus, Gillette successfully engaged with new customers. Other examples of tactics towards something that resonates with more people on the market include Gucci's ad for their unisex perfume Memoire d'une Odeur, which featured a gender-fluid cast that breaks down barriers for people who may feel unrepresented by traditionally hyper-gendered perfume campaigns (Sullivan, 2019). Likewise, Chanel launched the makeup line "*Boy de Chanel*" in order to transcend gender barriers stating the following: "*Lines, colors, attitudes, gestures ... there is no absolutely feminine or masculine prerequisite: Style alone defines the person we wish to be*" (Nechamkin, 2018).

The trend seems to be widespread and similar examples can be found in other industries as well. Among several, some examples are Coca-colas campaign "*dude or diva*" that offered teens to share both sides of their personalities, the dude side as well as the diva, and the ad for Louis Vuitton's women's line where Jaden Smith modeled along with three female models in a women's skirt (Dua, 2019). Many of these have gone viral, creating a wave of interest that has lead players in various industries to acknowledge statements like "*Gender used to be a way to simplify marketing*" (Dua, 2019) and "*Marketing to a person's gender not only risks alienating other potential consumers, it also shows a failure by the company to mine for*

*deeper insights about its audience*” (Powers, 2019).

Gender stereotypes are beliefs that certain attributes differentiate women and men (Eisend, 2010). According to a report by the trend forecasting agency J.Walter Thompson Innovation Group, those belonging to Generation Z, which is the group of people born in the US and Western Europe after 2001 (Cambridge English Dictionary), reject the binary while shopping. Only 39 % said they always bought fragrances designed for their own gender and 42 % when buying deodorant (Laughlin, 2016). Over a third of Generation Z respondents also strongly agreed that gender did not define a person as much as it used to (Laughlin, 2016).

Sex refers to the biology of a person, whereas gender is socially or culturally determined (Catterall, Maclaran et al, 1997). Societal changes are impacting the way brands communicate with consumers and as a result, stereotypes based on sex are becoming void. The field of gender and consumer research has focused primarily on stereotypes, whereas the benefits of challenging them has been a topic of interest (Catterall, Maclaran et al, 1997; Åkestam & Rosengren et al, 2017 et al, 2017). Gender-neutral marketing has emerged as a backlash by challenging the prevailing norms in advertising and gender-neutral is defined as *“relating to people and not especially to men or women”* (Cambridge English Dictionary). Albeit, no explicit definition of gender-neutral marketing has been articulated, rather, gender-neutral has been described in various ways. For example, gender-free personal care has been defined as products that are simply products designed to appeal to either gender (Southwest, 2019). Gender-neutral marketing has also been described as a tool for embracing the fluidity of gender since the way people identify and express themselves does not strictly fall under masculine and feminine stereotypes (Powers, 2019).

Brand personality is defined as the of human characteristics that are associated with a brand (Aaker, 1997). Brand personality has commonly been conceptualized using Aaker's five dimensions of brand personality: *sincerity, excitement, competence, sophistication and ruggedness* (Aaker, 1997). A brand personality is something to which the consumer can relate; an effective brand increases its brand equity by having a consistent set of traits that specific consumer segments enjoy (Tarver, 2019). Brand personality is multidimensional and

comprises masculinity and femininity (Grohmann, 2009). Consistently with the definition of brand personality, the gender dimensions of brand personality are defined as the set of human personality traits associated with masculinity and femininity that are applicable and relevant to brands (Grohmann, 2009). These gender dimensions are of interest when discussing stereotypes and gender roles because when these dimensions are congruent with consumers sex role identities, they enable consumers to express an important dimension of their self-concept (Grohmann, 2009).

Gender is an important category in marketing and is one of the most widely used segmentation variables (Catterall & Maclaran et al, 1997). The ever-changing redefinition of gender roles puts a limiting constraint on gender-specific design and changing demographics would seem to favor gender-neutral design by recognizing that not everyone plays neatly to stereotypes (Babyak, 2006). According to a report by Zion Market Research (2018), the global cosmetics market is expected to reach \$863 billion by 2024. By comparison, the men's sector lags far behind and is projected to hit a little over \$29 billion by 2024 (Shahbandeh, 2019). Given the societal shift towards more neutral gender roles, there are great incentives to study gender-neutral marketing and brand extensions.

## **1.2 Problem area**

Several studies have looked at the effects of cross gender brand extensions, i.e. when a masculine (feminine) brand extends its products to target a feminine (masculine) audience, and how they are perceived (Jung & Lee, 2006). Previous studies have shown success in altering the gender image of neutral brands but leaving unresolved the issues of altering the preconceived gender image of masculine and feminine brands (Debevec & Iyers, 1986). However, cross gender brand extensions might not be successful as they might lead to a negative brand attitude subsequent to the extension. This is because when consumers uphold traditional gender attitudes, they will be reluctant to accept the extension (Ulrich, 2013). Even so, no study has examined the acceptance and the subsequent effects that a gender-neutral brand extension would have on either a masculine and feminine brand. A gender-neutral brand extension would be when either a masculine or feminine brand, extends its brand with a gender-neutral product.



It is important to factor in these gender-neutral brand extensions as they are becoming increasingly common in a marketing and category expansion context. Not examining the potential benefits of these gender-neutral brand extensions might be disadvantageous since an extension of that kind could result in an increase in the number of customers and audiences a brand could attract. Such an example is the makeup brand CoverGirl, whom have decided to embrace male audiences as their target group by including them in their ads with the help of a famous male Youtuber such as James Charles (Karsan, 2018). On the other hand, a brand extension requires resources and for some brands it might not be beneficial, which until now remains unknown due to the lack of empirical research within this particular field.

### **1.3 Purpose and question formulation**

The purpose of this thesis is to examine the effects of gender-neutral brand extensions for masculine and feminine brands by using gender-neutral marketing, which will be completed by an explorative quantitative study. Building on Aaker's (1997) theory about brand personality and the current wave of interest about gender-neutrality, we will examine if gender-neutral brand portrayals are the way forward for gender-specific brands, i.e. masculine and feminine brands. This thesis therefore aims to add further understanding of gender-neutral marketing and its effects by:

1. Providing a definition of gender-neutral marketing as *"Marketing that does not have clear and strong masculine or feminine features"*.
2. Examining whether the gender-neutral ad has an effect on consumers' ad and brand attitudes, brand affect, WTP and WOM-intentions.
3. Investigating the role of gender-neutral marketing in brand extension context.

### **1.4 Expected research contribution**

Previous studies have looked at how brand extensions should be planned based on what brand personality a brand and company have (Batra & Lenk et al, 2010). However, none of the brands that were studied were in the hair care category. Furthermore, the masculine and feminine brand personalities have also been studied within different product categories and what effect these have on brand equity (Lieven & Grohmann et al, 2014). They found that

high levels of brand masculinity and femininity relate positively to brand equity and that it is caused by ease of categorization (Lieven & Grohmann et al, 2014).

Other studies have investigated how the different brand personalities affect store loyalty and how this is moderated by the gender of the respondent (Das, 2014). Their results showed that both brand personality and self-congruity has a positive impact on store loyalty and that this is moderated by gender (Das, 2014). However, the effect that brand personalities in combination with gender-neutral brand extensions and its consequential effect on attitudes, brand affect, WTP and WOM-intentions, have not been studied. This thesis paper will extend the existing literature by providing information on how gender-neutral brand extensions would be perceived by consumers, when the brand initially was either masculine or feminine.

Hence, it becomes evident that there aren't many research studies that take the gender-neutral aspect into account. To date, mostly industry media have speculated on what has driven companies to these gender-neutral brand extensions while focusing on the changing market demand. However, no existing study has focused on a specific product. Rather, different product categories (Batra & Lenk et al, 2010) or product orientations (functional vs hedonic products) have been studied (Chaudhuri & Holbrook, 2001). Our thesis study thereby fills a gap in the existing literature by looking at the hair care category and what consequences brand extensions have when it comes to a gender-neutral approach. This thesis paper also has managerial implications, as it can help retailers understand if gender-neutral brand extensions are beneficial to the original brand and if gendering a brand against the product category norm is advantageous, since it has been a topic of discussion for quite some time without being researched.

## **1.5 Disposition**

The structure of this thesis is as follows: first, the theoretical framework and the hypotheses are presented. Following the formulation of the hypotheses, the methodology for both pilot studies and the main study are presented. Thereafter, the results of the main study is presented and discussed in a general discussion. Lastly, the practical implications, limitations and suggestions for future research are presented.

## **1.6 Delimitations**

This study has taken a first step in exploring the effects of gender-neutral brand extensions for masculine and feminine brands by using gender-neutral marketing. Although the results of an experimental study support the author's reasoning, there are a few delimitations to consider. The first one being that only the product category hair care and the product shampoo is examined, whereupon the results cannot be applied to other product categories or types. Another delimitation for this study is that we only consider brand extensions of already established gender-specific brands, i.e. a masculine and a feminine brand, and the reception of their gender-neutral ad.

## **2. Theoretical framework**

In this section, the theories and previous empirical evidence that is relevant to the subject of this thesis is presented. Thereafter, new hypotheses based on relevant theories from several research areas are formulated.

### **2.1 Previous research and hypotheses**

Previously, the effects of cross gender brand extensions and how they are perceived by both genders depending on product type, gender of the brand and gender of consumers have been examined (Jung & Lee, 2006). Women are found to be more receptive towards cross gender brand extensions than men in the hedonic product categories and the acceptance of cross gender brand extensions are typically lower for hedonic products than functional products (Jung & Lee, 2006). Thus, the reception of a cross gender brand extension differs with regards to product orientation, as well as to gender of the consumer (Chaudhuri & Holbrook, 2001).

Further, it has been argued that masculine brands that extend to feminine targets in a functional product category will have a higher chance of attitudinal success than a feminine brand (Jung & Lee, 2006). It has also been found that consumers with more liberal attitudes are more inclined to accept these extensions, compared to consumers that uphold traditional gender attitudes and stereotypes (Ulrich, 2013). Since consumers choose products and brands not only for their functional values but also for their hedonic benefits, brands possess deep meaning and serve to build consumers' self-concept or identities (MacCraken, 1989). Consumers use brands to construct themselves, present themselves to others or achieve their identity goals (Escalas & Bettman, 2003).

Furthermore, there is a positive correlation between evaluation of a brand extension and attitudes towards the original brand (Jung & Lee, 2006). Examples of attitudes are ad attitude and brand attitude. Ad attitude is the recipients' affective reactions to the ad and is defined as a predisposition to respond in a favorable or unfavorable manner to a particular exposure occasion (Scott & MacKenzie et al, 1989). Brand attitude on the other hand pertains to a target group liking a company's product, not the products in the category in general, and

thinking that it is better than competing products (Dahlen & Lange et al, 2017). Ad attitude and brand attitude thereby occur as a result of being exposed to an advertisement and the positive responses that customers obtain as a reaction of watching an advertisement (Mirabi & Tahmasebifard et al, 2015). Advertising can inform and affect consumer behavior and can in turn increase the likelihood of its positive evaluation (Mirabi & Tahmasebifard et al, 2015).

Feminine brands in the beauty industry have devoted themselves to more female empowerment advertising, i.e. femvertising, than masculine brands (Åkestam & Rosengren et al. 2017). Furthermore, Åkestam & Rosengren et al. (2017) discusses the importance of diverse advertising since femvertising (female empowerment advertising) leads to positive ad responses and that repositioning a brand to be more inclusive can create advertising that is favorable for a larger target audience. An example of that is Dove's self-esteem project #GirlCollective, which showcases the forward-thinking marketing of feminine brands (Dove, 2020). It is thus hypothesized:

**H1a: Feminine brands that extend to gender-neutral product advertising, will experience higher ad attitudes than masculine brands.**

**H1b: Feminine brands that extend to gender-neutral product advertising, will experience higher brand attitudes than masculine brands.**

One way to affect consumer behavior is by trying to evoke a positive emotional response from consumers. Brand affect, which is commonly defined as "*A brand's potential to elicit a positive emotional response in the average consumer as a result of its use*", can therefore be utilized (Sung & Kim, 2010). Brand affect can lead to brand loyalty, more specifically purchase loyalty (Chaudhuri & Holbrook, 2001). Moreover, hedonic products are significantly positively linked to brand affect, whereas functional products are significantly negatively related to brand affect (Chaudhuri & Holbrook, 2001).

Literature on the mental representation of social episodes shows that people's mental representations can mainly be formed by the affective characteristics of episode stimuli, rather than by their actual descriptive features (Sung & Kim, 2010). Applied to the brand

personality concept, findings imply that the mental brand representation (or brand experience) is largely influenced by the affective characteristic or personality of the brand and that the affective quality of brand characteristics will play an important role in brand memory retrievals (Sung & Kim, 2010).

In terms of brand extensions into gender-neutral marketing, it can be argued that brand affect is of high relevance, since the intended goal is to increase reach and awareness of the new venture. The purpose of marketing a brand extension is initially not about retention efforts, instead, ad attitude and brand attitude will be influenced by the potentially positive emotional responses that the consumers feel when they watch the advertisement. Brand affect is also, spontaneous, immediate and less deliberate reasoned in nature, which is well-fitting in terms of measuring ad attitude and brand attitude since it is not expected to be stable over time (Chaudhuri & Holbrook, 2001). Previous studies have also found that the feminine brand personality is influenced by positive emotional responses, i.e. brand affect, to a greater extent than the masculine brand personality (Sung & Kim, 2010). Additionally, the masculine brand personality has, compared to the four other measurements of brand personality, the weakest influence on ad attitude and brand attitude whereas the feminine brand personality has a higher influence on the attitudes (Eisend & Stokburger-Sauer, 2013). It is thus hypothesized:

**H1c: Feminine brands experiencing higher ad and brand attitudes for the gender-neutral ad than masculine brands will be due to brand affect.**

Past studies have shown that individuals prefer to buy products whose personalities match their own personalities (Govers & Schoormans, 2005). Further, it has been demonstrated that individuals who seek self-congruence with product personality also seek product gender congruence (Fugate & Phillips, 2010). This further explains that individuals who do not subscribe to traditional sex roles or were raised by individuals who did not demonstrate traditional sex roles are less likely to seek gender congruence with product purchases. A report from J. Walter Thompson Intelligence in 2015, shows that 81% of Gen Z members strongly believe that gender does not define a person as much as it did in the past. They're also embracing the idea of gender nonconformity, with nearly 60% reporting that they believe forms should include selection options besides "*man*" or "*woman*" (Powers, 2019).

Although individuals still may recognize and classify products by gender, buying products that are gender congruent may not be as important to some individuals as it is to others (Fugate & Phillips, 2010). Modern consumers are seeking brand experiences that are inclusive toward people of all gender identities (Powers, 2019). Consequently, consumers are beginning to embrace the fluidity of gender and that the way we identify and express ourselves doesn't have to strictly fall under masculine and feminine stereotypes (Powers, 2019). It is thus hypothesized:

**H2: Those who are interested in equality will have a preference for the brand to continue to use gender-neutral ads.**

An important concept for the formulation of the following hypothesis is the concept of social effects versus brand-related effects. Social effects are defined as effects that affect individuals but do not necessarily need to relate to the sender or his purpose with the advertising (Åkestam & Rosengren et al, 2017). Brand related effects are defined as consumer reactions to the sender and/or the compelling purpose of the advertising (Åkestam & Rosengren et al, 2017). The social effects, in terms of consumer-perceived social connectedness and empathy, also generate better brand-related effects which is explained by the fact that the receiver rewards the sender of the advertisement for making them feel good (Åkestam & Rosengren et al, 2017).

Additionally, femvertising generates lower levels of ad reactance than traditional advertising and this in turn leads to higher ad attitude and brand attitudes (Åkestam & Rosengren et al, 2017). The study is focused on perceptions of stereotypical portrayals and the psychological reactance they cause, which is explained to be especially interesting in the context of femvertising, as advertising portrayals have been found to be self-relevant to consumers (Dahlén & Rosengren et al. 2014; Mehta, 1999). Further, self-congruency theory states that individuals use products that are in some way reflective of their own image or identity; individuals purchase products for their symbolic meaning and their reflection of the individual's self-concept rather than just for functional attributes of the product (Grubb & Grathwohl, 1967). The symbolic meaning is largely dependent on ones understanding of the meaning associated with the product and although the individual may treat this process in a

private manner, he or she has learned the symbolic meaning from public sources (Grubb & Grathwohl, 1967). A firm can communicate desired clues for the consumers interpretation and therefore develop a desired symbolic meaning for the brand (Grubb & Grathwohl, 1967). It can therefore be argued that gender-neutral marketing can bring benefits by creating positive ad and brand attitudes by working proactively to challenge societal norms and stereotypes.

**H3a: Those that have a preference for the brand to continue to use gender-neutral ads will show a higher ad attitude than those who don't.**

**H3b: Those that have a preference for the brand to continue to use gender-neutral ads will show a higher brand attitude than those who don't.**

Advertising can prime attitudes and behaviors beyond their relationship with the advertised brand (Rosengren & Dahlén, 2013). “*Advertising equity*” is created by the advertising content itself, regardless of its effects on a specific brand (Rosengren & Dahlén, 2013). The value can come from brand equity or from well-designed advertising and the effects found on price perceptions and WTP seem to indicate that consumers could, indeed, be willing to pay for this value (Rosengren & Dahlén, 2013). It is thus hypothesized:

**H3c: Those that have a preference for the brand to continue to use gender-neutral ads will show a higher WTP.**

In relation to the aforementioned discussion regarding feminine and masculine brands, previous research has also found that masculine brands in some cases have failed to reposition themselves when extending their brand offering. For instance, when repositioning of cars and sports shoes were done, the products were still perceived as masculine and maintained their masculine status despite having tried to target new customers in the female segment (Fugate & Phillips, 2010). Additionally, brands are used for self-expression and when expressed properly, brand personality positively affects consumers attitude to the brand (Aaker, 1999). Therefore, given the discussion the above, it is hypothesized:

**H3d: Those that have a preference for feminine brands to continue to use gender-neutral ads will show a higher ad attitude than those who have a preference for**



**masculine brands to continue to use gender-neutral ads.**

**H3e: Those that have a preference for feminine brands to continue to use gender-neutral ads will show a higher brand attitude than those who have a preference for masculine brands to continue to use gender-neutral ads.**

Word-of mouth (WOM) has been defined in many ways. One of the earliest definitions of WOM is “*oral, informal, person-to-person communication between a perceived noncommercial communicator and a receiver regarding a brand, a product, an organization, or a service*” (Higie & Feick et al, 1987). Previously, researchers have traditionally considered WOM as an alternative to advertising (Huang & Cai et al, 2011). Even so, more research is now treating the concept as a complement rather than an alternative, claiming that advertisers and companies should focus on the types of ads that can promote positive WOM about the brand and products (Vasquez-Casielles & Suarez-Alvarez et al, 2013). 22 % of all WOM about brands involve participant referring to something that they saw or heard in paid-media advertising (Keller & Fay, 2009). Enabling consumers to co-create brand meaning and tell stories is essential to WOM, because it encourages firms to shift marketing objectives from sending a message to facilitating conversations with and between consumers (Vasquez-Casielles & Suarez-Alvarez et al, 2013). Further, content is more likely to be shared if it evokes high-arousal emotions and more practically useful, interesting and surprising content is more commonly shared (Berger & Milkman, 2012). Content that becomes viral is partially driven by psychological arousal. The high-arousal emotions, which could be defined as brand affect, thereby lead to it becoming viral (Berger & Milkman, 2012).

A brand is used for self-expression and when expressed properly, brand personality positively affects consumers attitude to the brand (Aaker, 1999). Additionally, gender dimensions of brand personality positively influence affective, attitudinal and behavioral consumer responses positively when they are congruent with consumers sex role identity and thus enable consumers to express an important dimension of their self-concept (Grohmann, 2009). There are positive relationships between attractiveness and the self-expressive value of brand personality (Kim & Han et al, 2001). Further, these relationships have a statistically

significant effect on consumers brand identification which has a direct effect on WOM. This means that the more consumers identify with a brand, the higher their willingness to recommend will be (Kim & Han et al, 2001; Keller & Fay, 2009).

The impact of WOM on brand evaluations (purchase intentions and brand attitudes) is moderated by brand familiarity. While consumer evaluations become less favorable for both familiar and unfamiliar brands as a result of negative WOM, the negative messages have a detrimental effect on unfamiliar brands than familiar brands. Conversely, while positive WOM benefits both familiar and unfamiliar brands, the unfamiliar brand has more to gain from positive WOM (Keller & Fay, 2012). Positive WOM messages enhance brand evaluations and negative WOM messages reduce brand evaluations for both familiar and unfamiliar brands (Sundaram & Webster, 1999). In terms of brand extensions through gender-neutral marketing, which may mean a deviation from the usually familiar brand associations, it does not necessarily result in negative WOM. It is thus hypothesized:

**H4: Brand affect for the gender-neutral ad will have a positive relationship with WOM.**

### **3. Methodology**

This section will describe the methodology used to conduct both pilot studies as well as the main study. First, the choice of research subject is discussed. This is followed by an explanation of the research measures, as well as the research approach and research method. Then, the pilot study designs and results for the two pilot studies are presented, followed by the survey design, measures and sampling used in the main study. Lastly, the assessment of validity and reliability is discussed.

#### **3.1 Choice of research subject**

In 2020, the hairdressing industry is flourishing in terms of turnover in Sweden, with companies such as L'Oréal, Henkel, Unilever and Kicks at the top (Ridder, 2020). Henkel Norden AB, the company that owns Schwarzkopf, has a turnover of 1282 MSEK and is the ninth highest ranked company in the cosmetics and beauty industry in Sweden, with companies such as H&M and Unilever surpassing them (Ridder, 2020). Data from 2017 also reveal the importance of personal care and cosmetics products for Swedes, with 22,6% answering that it is very important to them, which also makes it an interesting research subject to explore further (Ridder, 2019). Until now, products such as shampoo and deodorant have been gendered in a way to sell more. However, there has been a rise in the gender-neutral beauty category given that more focus has been given to gender-neutral products in the beauty industry with brands making unisex personal-care products (Cheng, 2019). Since the women's beauty market has been much larger than men with recurrent innovation and R&D, this calls for new research on the topic (Cheng, 2019). Further, the gender dimensions of brand personality affect brand-related consumer responses (Grohmann, 2009). These effects are especially important to the management of brands that speak to the enhancement of consumers' sex role identity, such as brands of personal care products, clothing, or services (Grohmann, 2009).

Since the male grooming category is a large business, there has been notable interest in how to continue develop it, with a changing gender-focus as one solution (Allan, 2016). In many countries, male grooming products are now becoming less masculine with a larger range of products. Similarly, the female beauty industry is moving away from hyper femininity and is

becoming more gender-neutral (Karsan, 2018). Consequently, the beauty industry is changing and in need of studies that are up to date.

### **3.1.1 Assumptions**

Certain products have both functional and hedonic benefits and some categories can provide both functional and hedonic benefits (Miranda 2009). For example, shampoo combines a functional benefit (clean hair) with a hedonic benefit (nice smell) (Miranda 2009). Although, the functional-hedonic distinction is not limited to the product level and the concept also applies to attributes (Miranda 2009). Since the current paper is focused on hedonic benefits in terms of brand image and self image, the paper relies on the assumption that shampoo is a hedonic product. This assumption is incorporated into the slogan for the second pilot study and thus the main study, which focuses on hedonic attributes (*see 3.4.1 Pilot study 2 design*).

### **3.1.2 Defining Gender-neutral**

Brand personality has been studied a lot and different measures have been used to describe the five personalities. The gender traits have not been included explicitly in Aaker's five dimensions of brand personality (Aaker, 1997). The gender dimensions of brand personality, masculine brand personality (MBP) and feminine brand personality (FBP), has also been studied a lot, with varying inputs into the measurements. The MBP and FBP concepts complement and can be used in conjunction with Aaker's (1997) five dimensions of brand personality (Grohmann, 2009). Grohmanns (2009) independence of the gender dimensions of brand personality allows for a classification of brands into (1) high-masculine/low-feminine, (2) low-masculine/high-feminine, (3) low-masculine/ low-feminine (undifferentiated), and (4) high-masculine/ high-feminine (androgynous) brands.

In this study, the five dimensions of brand personality are used, and they are: *sincerity, excitement, competence, sophistication, and ruggedness*, in accordance with (Aaker, 1997), who developed it from start. The five dimensions have 4 facets each as shown in table 1 (Aaker, 1997).

*Table 1. Aaker's Five dimensions of brand personality (Aaker, 1997).*

<b>Sincerity</b>	<b>Excitement</b>	<b>Competence</b>	<b>Sophistication</b>	<b>Ruggedness</b>
Domestic	Daring	Reliable	Glamorous	Tough
Honest	Spirited	Responsible	Pretentious	Strong
Genuine	Imaginative	Dependable	Charming	Outdoorsy
Cheerful	Up-to-date	Efficient	Romantic	Rugged

By compiling the existing ways of defining masculine and feminine brand personalities from the literature, this study has decided on 4 particular facets each to describe masculine brand personality and feminine brand personality that stems from both Aaker (1997) and studies on consumer perceptions on the dimensions of brand personality (Maehle & Otnes et al, 2011). Grohmann (2009) argued that masculine and feminine personality traits are readily accessible to people and that it therefore is likely that along with other personality traits, consumers also associate masculine and feminine personality traits with brands. Similarly, it has also been demonstrated that individuals who seek self-congruence with product personality also seek product gender congruence (Fugate & Phillips, 2010). With respect to the close connections between the concepts, our measures (*table 2*) do not exclude the traditional brand personality dimensions but focused on the extended research that has been made. The studies on consumer perceptions on the dimensions of brand personality demonstrate that sophisticated brands usually are of feminine nature, whereas rugged brands are of masculine nature (Maehle & Otnes et al, 2011). Further, there are examples of studies demonstrating distinguishable effects of brand masculinity and femininity even when the other brand personality dimensions have been considered (Lieven & Grohmann, 2015). Using the traits shown in table 2, this thesis can differentiate between the masculine and feminine personality traits.

Table 2. Choice of measurement for this study.

<b>Sophistication (feminine)</b>	<b>Ruggedness (masculine)</b>
Glamorous	Tough
Pretentious	Strong
Charming	Outdoorsy
Romantic	Rugged

In this study it is of interest to measure gender-neutrality. In accordance with Fugate & Phillips (2010), the term “*gender*” in this study represents the dominant views of masculinity and femininity, which according to Grohmann (2009), would be classified as: (1) high-masculine/low-feminine and (2) low-masculine/high-feminine. This thesis has therefore decided on the following definition of gender-neutral: “*Marketing that does not have clear and strong masculine or feminine features*”. Gender-neutrality henceforth is construed as when measures from both the feminine and masculine traits in table 2 are in the middle (3,5) or lower, on a scale from 1-7. This means that the majority of the 8 facets (*see table 2*) should be around 3.5 for a brand to be considered as gender-neutral. When the feminine measures and the masculine measures respectively create a mean average around 3.5, it becomes possible to define a brand as gender-neutral. Thus, if the feminine (masculine) measures are above 3.5, the brands are defined as feminine (masculine).

### 3.2 Research approach and research method

Quantitative methods work best when you’re able to put specific numbers on the material that you are examining (Eliasson, 2010, p.30). By using quantitative methods, it is possible to draw conclusions about larger populations by only using a smaller sample (Eliasson 2010, p.30). This method also enables you to ask a broader set of questions in the survey, however, these questions aren’t asked in depth which might be a disadvantage. To combat that, a few open questions were asked in the main survey. The con with quantitative methods is that the risk for misunderstanding can be increased with surveys (Eliasson, 2010, p.29).

Using experiments allows one to test causal claims in a rigorous way. To test if a certain statement of the type “*x leads to y*” corresponds to an empirical reality, it can be relatively easily expanded in experiments to test which of several possible causes has the strongest

influence on a certain effect variable y. The causal statement by allowing multiple causal variables to compete with one another can represent a higher stage of knowledge by also showing whether other factors contribute or not at all contribute (Söderlund 2010, p.28). An experimental approach is characterized by manipulation, standardization and control which are further described in the following sections (Olsson 2011, p.43-44). For this thesis, the manipulation would be the advertisement and the standardization indicate that the circumstances of the experiment must be clearly explained, which is presented in section 3.4 *Main study*. Control is achieved by having comparable groups.

This thesis has used a deductive approach in order to theoretically undertake different quantitative methods (Holme & Solvang, 1997, p.51). Therefore, the thesis relies on previously used theory and models, in order to derive new hypotheses that in turn can be tested with the help of empirical tests and thereafter be analyzed (Bryman & Bell 2015, p.11). This approach was seen as fitting, since it is commonly used for quantitative research (Bryman & Bell 2015, p.50)

### **3.3 Pilot studies**

To assess the validity and reliability of the underlying assumptions regarding what brands constitute as masculine and feminine, as well as what a gender-neutral ad is, two pilot studies were conducted before testing the hypotheses (Holme & Solvang, 1997, p.148-153). The pilot studies were conducted before the main study in order to control that the stimuli have the qualities it is aimed to have (Söderlund, 2010, p. 118). The purpose of the two pilot studies was to receive feedback on the survey design and improve the survey accordingly and ensure that the survey question operated well (Eliasson 2010, p.42; (Bryman & Bell 2015, p.272). As far as possible, these pilot studies were not employed to people that would answer the main study, since it could affect the respondent's representativeness (Bryman & Bell, 2015, p.272).

#### **3.3.1 Pilot study 1 design**

The aim of the pilot study was to choose two brands, one masculine and one feminine, that would be representative gender-specific brands for the main study. To do so, four different

shampoo brands were chosen. Two feminine brands: *Schwarzkopf* and *Tresemmé*, and two masculine brands: *Axe* and *Head & Shoulders*. The reason as to why these particular retailers were chosen, is because the brand personality dimensions and its consequent effect, is stronger for mature brands than for brands that are in the early life-cycle stages (Eisend & Stokburger-sauer, 2013). In the beginning, other brands besides these four were chosen but since the results did not show that these brands were perceived as either masculine or feminine according to our criteria (*see 3.1.2 defining gender-neutral*), these were excluded.

In total, 32 answers were collected. 20 answers were used as the basis for the results since those that answered 1-2 on a 7-point scale regarding the attitude question (1= negative/7 = positive) were removed, as were those that chose the low answer alternatives regarding brand familiarity, i.e. the continuous variable that reflects a consumer's level of direct and indirect experiences with a product (Alba & Hutchinson, 1987). The participants were shown a picture of a shampoo bottle for each of the four brands and were then asked if they recognize the brand and how they perceive the brand (1= negatively/7= positively). To avoid contrast effects, the order of which picture was shown first was randomized. The participants were then asked to assess how well each of the 8 facets of brand personality (*see table 2*) described each of the 4 brands (1= Do not agree /7 =Strongly agree) in order to distinguish the masculine and feminine brands from each other.

### **3.3.2 Pilot study 1 results**

By conducting mean average comparisons for the feminine and masculine measures for each brand, the results show that Schwarzkopf (M=4.60) and Axe (M=4.60) have the highest mean averages, whereas Tresemme (M=4.35) and Head & Shoulders (M= 3.55) are slightly lower. Since Schwarzkopf and Axe have higher mean averages, they became considered as the representative gender-specific brands. Additionally, the brand familiarity for Axe and Schwarzkopf is high, with 84,6% of the respondents answered that they were familiar with both brands.

To make a final decision as to whether these two brands can be the representative gender-specific brands for the main study, one sample t-tests were conducted. The brand personality measures were significant for both brands in the one sample t-test, implying that



there is a pattern that shows that the brands have a tendency to be more or less feminine/masculine. In addition, by looking at the 95 % confidence intervals, it is evident that Schwarzkopf is showing more feminine traits as the values are above 3.5 (*see 3.1.2 Defining Gender-neutral*). Likewise, Axe can be considered as more masculine since most of the masculine measures scored higher than 3.5.

Lastly, a paired sample t-test was conducted in order to compare the variables and see if the difference between the masculine brand (Axe) and the feminine brand (Schwarzkopf) was statistically significant (Eliasson, 2010, p.86). By measuring the differences between them, the results show that all measures are statistically significant ( $p = 0,00$ ) (*see appendix*). This implies that there are clear differences between the masculine brand and the feminine brand, when it comes to their brand personalities as well as differences within each brand which in turn makes it possible to use Axe and Schwarzkopf as representative gender-specific brands.

#### **3.4.1 Pilot study 2 design**

The aim of the second pilot study was to develop a stimulus specifically for the main study in order to evaluate the effects of gender-neutral marketing. This becomes a manipulation check before the main study to make sure that the stimuli has the qualities it is aimed to have (Söderlund, 2010, p. 118). The respondents were shown an ad without a brand or logotype, and then measured if they perceived the ad as gender-neutral by using the measurements for brand personality and its gender dimensions masculinity and femininity in table 2. Since the ad also had to look realistic, a question was asked at the end to confirm if the respondents perceived the ad as realistical.

The respondents that didn't feel like the ad was realistic were removed from the sample, as were those that disliked the ad and answered 1-2 when asked if they liked the ad (1= Do not agree / 7 =Strongly agree). There was also a control question to make sure that people understood that the ad was about shampoo. Those who didn't, were removed as well. In the ad, a slogan was shown that stated: "*A healthy and natural hair dynamic*". When deciding on the suitable font and the design of the letters, previous studies have found that bold logos were perceived as masculine whereas slender logos were perceived as feminine (Lieven & Grohmann et al, 2015). As such, an estimation was made that an in-between alternative

would be perceived as gender-neutral since it would lack clear masculine or feminine traits. Previous research also mentions that using darker colors enhances brand masculinity (Lieven & Grohmann et al, 2015). Therefore, both lighter and darker colors were chosen for the ad in order to weigh the effect.

### **3.4.2 Pilot study 2 results**

The feminine measures ( $M=3.89$ ) and masculine measures ( $M=3.41$ ) have some facets with values that are higher than 3.5 (*see appendix*) yet most values are just around the middle (3.5) which would imply that the ad was perceived as gender-neutral according to the aforementioned definition of gender-neutral. To make sure that the ad was indeed perceived as such, a paired sample t-test was conducted to compare the two different variables and see if the difference between the feminine and masculine measures were statistically significant (Eliasson, 2010, p.80). The results show that the differences weren't significant ( $p < 0,35$ ). This means that the ad that was shown was not perceived as more or less masculine or feminine, meaning that no clear differences have been found (Eliasson, 2010, p.111). As such, it is determined that the ad was perceived as gender-neutral.

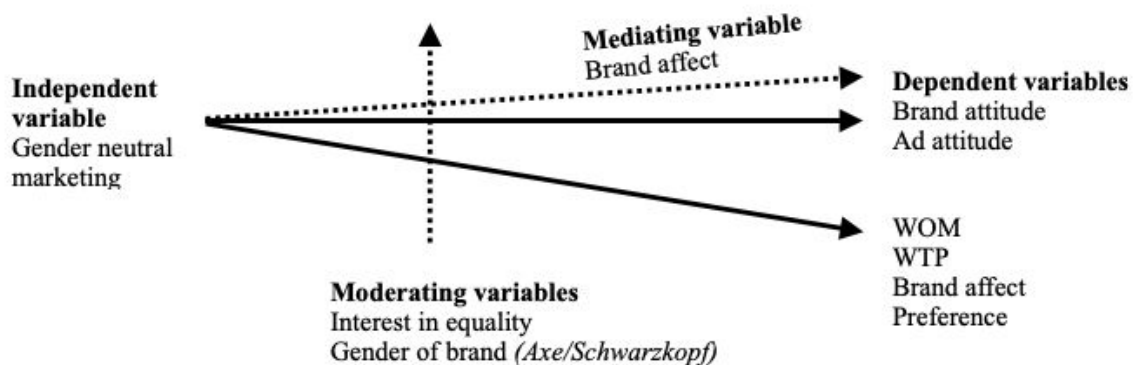
### **3.4.3 Conclusions from both pilot studies**

In conclusion, the pilot studies revealed that the masculine brand that will be used in the main study is Axe, and that the feminine shampoo brand is Schwarzkopf. This decision was based on the results from the mean comparisons, which were highest for these two brands, as well as t-tests, that showed that these brands were significantly more or less masculine/feminine. Additionally, the ad that we created, was perceived as gender-neutral with regards to the brand personality measurements and will thus be used in the main study.

### 3.4 Main study

The aim of the main study is to study how consumers perceive masculine and feminine brands when they engage in gender-neutral product extensions with the help of gender-neutral marketing. In the following section, the main study's survey design, measures, sampling and the assessment of validity and reliability will be presented.

**Table 3.** *Overview of the main study.*



#### 3.4.1 Survey design

The main study was conducted with an experimental approach and a between-subject design which implicates that each individual in the group is exposed to one, and only one stimuli, which in this case means seeing one of the ads for either Axe or Schwarzkopf (Söderlund, 2010, p.78). This method makes it possible to avoid the carry-over effects that arise from different learning or fatigue effects that can occur when participants are exposed to several stimulus, which can affect their reactions and makes it difficult to determine which reaction that a particular stimuli actually gave rise to (Söderlund, 2010, p.78). It further avoids the undesirable effect of making it clear to the participant what an experiment is about, which in turn can have several undesirable effects (Söderlund, 2010, p.78). All respondents saw the same ad with regards to the models used and the slogan that was depicted, with the only difference being the packaging of the shampoo product and the logotype. Thus, everything else except the different logotypes used for the two different ads, were the same.

This was done so that only the difference between the stimuli, i.e. if you saw the ad for Axe or Schwarzkopf, could be analyzed. Beyond that, a timer was set in Qualtrics in order in order to guarantee that each respondent carefully viewed the ad.

The survey was designed to contain different sections. The order was designed as to not create unwanted influences in the respondent's answers and reaction (Söderlund, 2018, p.122). Complex and controversial questions were introduced later in the survey (Eliasson, 2010, p.41). Therefore, the first section contained a short introduction. In the second section, the respondents were shown one out of two ads and asked related questions. and in the third section, personal factual questions were asked.

The types of questions that were asked can be factored into personal factual questions, behavior questions and attitude questions (Bryman & Bell, 2015, p.262). The personal factual questions were with regards to age, income, gender, whereas the behavior questions were about how frequently they did certain things (social media, shampoo purchases etc). Lastly, when the questions about attitudes were asked, the Likert and the Bipolar scales were used. These types of questions were asked in the beginning to ensure that they were salient to respondents and so that the respondents' interest and attention more likely was secured (Bryman & Bell, 2015, p.263).

Ambiguous questions were avoided when designing the survey. Thus, the wording was specified by not using words such as "*often*". Instead, the multiple-choice alternative was "*Once a month*" or "*Once a week*" (Bryman & Bell, 2015, p.260). The "*Don't know*" option was also not included in the answer alternatives in order to hinder the tendency of laziness that respondents might feel as the survey progresses. In some cases, respondents that are opinionated choose to answer "*Don't know*" in order to think less (Bryman & Bell, 2015, p.255). To not misinterpret the results, a decision was made to exclude this alternative.

### **3.4.2 Measures**

The following measurement items were rated on a 7-point Likert and Bipolar scale. Most of the questions asked in the survey were closed questions. These measures are designed so that they can capture psychological responses in a continuous way, allowing the respondent a

certain reaction between two extremes (Söderlund, 2010, p.143). The reasoning behind this is that closed questions enhance the comparability of answers making it easier to show the relationship between variables and to make comparisons between respondents or types of respondents (Bryman & Bell 2015). Therefore, only three open questions were asked, these were numerical questions about the number of people in the household, age of the respondent and their WTP, in order for them to answer in their own terms without suggestions that might leave impressions (Bryman & Bell, 2015, p.257). To make sure that the measures relate to the same thing and have coherence, Cronbach's alpha was tested (Bryman & Bell, 2015, p.169). By accepting a calculated Cronbach's alpha above 0.7 in for the measurement items, the reliability of the measures was ensured (Olsson, 2011, p.161).

#### **Ad attitude (cronbach's $\alpha = 0.96$ )**

This was measured by using the items bad/good, dislike/like, negative opinion/positive opinion in response to the question "*What is your opinion on the ad?*". This measure was previously used by Åkestam & Rosengren et al, (2017).

#### **Brand attitude (cronbach's $\alpha = 0.96$ )**

For this measure, bad/good, dislike/like and negative opinion/positive opinion were used in response to the question "*What is your opinion on the brand?*". These items have been used by Åkestam & Rosengren et al, (2017) to answer the question "*What is your opinion on the ad?*" and are therefore fitting for measuring brand attitude as well.

#### **Brand affect (cronbach's $\alpha = 0.93$ )**

Brand affect was measured by using the following statements and turning them into an item: "*I feel good when I use this brand*", "*This brand makes me happy*" and "*This brand gives me pleasure*", in response to the statement "*Feelings about Axe as a brand*" or "*Feelings about Schwarzkopf as a brand*". This measure was previously used by both Chaudhuri & Holbrook (2001) and Sung & Kim (2010).

#### **Interest in equality (cronbach's $\alpha = 0.83$ )**

This question aimed to measure the interest in shampoo that the respondents have. To do so,

the following statements were used: *“I have a general interest”*, *“I actively look for news and information regarding equality”* and *“I seek out situations where I can get information about equality”*. This measure has been used in a previous study by Wik & Lindersson, (2019).

### **WOM (word of mouth)**

For this measure, a single 7-point scale question that said *“How likely is it that you would recommend/speak well about this ad?”* was asked, (1= Do not agree /7 =Strongly agree).

This is in line with Swalander & Bollman (2015). The reason why a single item measure was asked instead of a multi-item question, is because we did not want the respondents to engage in *“mindless response behavior”* by asking multiple questions that take time and increase the response error (Drolet & Morrison, 2001). Since WOM is a straightforward question, a single-item question was preferred to not undermine the response reliability.

### **Preference for the brand to continue to use gender-neutral ads**

This particular question was asked on a nominal scale with the answers being either *“yes”* or *“no”* to the question *“After having seen the ad, do you think that Axe should continue with these types of ads?”* and *“After having seen the ad, do you think that Schwarzkopf should continue with these types of ads?”*, depending on what ad each respondent saw. In order for the question to not influence the respondent, the question did not include the word *“gender-neutral”*. Since the manipulation check confirmed that the ad was perceived as gender-neutral (*see 3.4.2 sampling*), it should be understood that this question intended to ask the respondents about their preference for the brand to continue with gender-neutral ads. For this question, a single-item question was preferred to not undermine the response reliability by having additional questions (Drolet & Morrison, 2001).

### **3.4.2 Sampling**

Since it was not possible to survey the entire Swedish population, a sample was used. Initially, people in our social networks were asked to complete the survey, after that, they were asked to ask people in their own networks. This would imply that a snowball sample was used (Eliasson, 2010, p.50). Because those closest to us were initially asked, this sample

can also be regarded as a convenience sample (Eliasson, 2010, p.50). The drawback of using these kinds of samples is that they aren't probability samples, implying that generalizations about the population should be made with caution since the results aren't representative (Eliasson, 2010, p.50).

The pilot study was conducted before the main study to ensure that the stimuli has the qualities it aimed to have (Söderlund, 2010, p. 118). A manipulation check was also carried out within the framework of the main study to ensure the stimuli was perceived the same way which was measured by using the same measurements for brand personality and its gender dimensions, that were used in the pilot study. Beyond that, control questions were asked at the end to ensure that the respondents were attentive. These kinds of explicit questions are recommended by Söderlund (2018, p.95-97). It is possible that a manipulation check can affect the participants in such a way that the control itself affects the effects variables included in the experiment. This can be avoided by embedding the questions aimed for the manipulation check among the other questions to make the treatments characteristics less obvious to the participant (Söderlund, 2010, p. 122).

From March 16th until the 6th of April in 2020, the responses were collected. All answers were collected online, and each person only saw one experiment. The sample initially contained 183 response. Out of the 183 responses, 3 of those answered incorrectly on the control questions with regards to what the survey was about and/or which brand they saw in the advertisement. Those responses were excluded, and 180 valid responses remained and were used for the analyses. The sample contained two groups. One group of respondents saw the ad from Axe, and another group respondents saw the ad from Schwarzkopf ( $N_{\text{Axe}} = 88$  and  $N_{\text{Schwarzkopf}} = 92$ ) and were thus big enough for statistical testing according to Eliasson (2010, p. 80) since there are more than 30 respondents in each group.

78,3 % of those in the sample were women, 21,1% were men and 0,6% non-binary. Furthermore, 89,4% were heterosexuals, 6,7% bisexuals, 3,3% homosexuals and 0,6% answered "other". The average year of birth for the sample was 1992, the oldest person was born in 1948 and the youngest in 2002. Approximately 74% were born between 1990-2002, and the rest, around 25%, were born between 1948-1989. The average disposable income

for this sample is 20 000 SEK/month. 45% earn between 15 000 and less than 10 000. Additionally, 53% spend less than 100 SEK on shampoo monthly. Similarly, 21,7% only buy shampoo every sixth month and 34,4 % every third month. When asked if they had used shampoo from the brands in question, 15,9% had used Axe before, compared to Schwarzkopf's 67,4%.

### **3.4.3 Assessment of validity and reliability**

In order to complete an analysis without doubting its authenticity, high validity and reliability is important (Olsson 2011, p.161). Definitions of the concepts are explained below.

#### **3.4.3.1 Validity**

Validity refers to if the survey measures what it is supposed to and making sure that the right tools are used for each analysis (Eliasson, 2010, p.16). Validity relies on having high reliability, since the validity in itself cannot be better than the reliability. (Eliasson, 2010, p.17). Face validity - that is, that the measure reflects the content of the concept in question, was ensured by asking someone with expertise on the field (in our case, our supervisor) whether or not the measure seemed to reflect the concept concerned (Bryman & Bell, 2015, p.170). By using available measurement items, i.e. measurements that have been validated in previous studies, we ensured that all variables measured what they were intended to and made it possible to draw comparisons with other research (Bryman & Bell, 2015, p.164). The sample for this study is not completely representative of the Swedish population due to it not being a probability sample (Eliasson, 2010, p.50).

#### **3.4.3.2 Reliability**

Reliability is fundamentally concerned with issues regarding the consistency of measures. In order to make sure that the respondents completed the survey in the intended way without confusion, the survey was adapted multiple times before sending it out. For the final version of the survey, clear instructions were given to clarify what was expected of the respondents (Eliasson, 2010, p.15-16).

In this study, stability, i.e. the correlation of variables in order to measure the consistency



over time, has unfortunately not been examined due to time constraints and the occurring issues with COVID-19 (Bryman & Bell, 2015, p.168-169). Instead, we made sure to use measurements that were deemed to be valid and reliable from previous studies, as well as continuous reviewal of our measurements by our supervisor, SSE faculty and making sure that the survey questions were reviewed by acquaintances as well as fellow students.

Internal reliability on the other hand refers to the application of multiple-indicator measures where each question is aggregated in order to form an overall score. For this, testing Cronbach's alpha is common (Bryman & Bell, 2015, p.169). By accepting a calculated Cronbach's alpha above 0.7 in the analyses, reliability of the multiple-indicator measures was ensured (Olsson, 2011, p.161). Lastly, inter-rater reliability is measured to hinder the lack of consistency that can occur in the decision-making regarding categorization of items or open-ended questions (Bryman & Bell, 2015, p.169). Taking this into account, the open-ended questions have been kept at a necessary minimum, only allowing such questions when it comes to age and the respondents' WTP, as these questions are better suited for such formats (Bryman & Bell, 2015, p.257).

Considering that the necessary measures and actions were taken in order to ensure both the validity and reliability of this study, we thereby argue that they are at an acceptable level for this study.

## 4. Results

In this section, the results from the main study are presented.

### 4.1 Tests of systematic differences

The experimental approach demands comparable groups to ensure control of the manipulation (Olsson 2011, p.43-44). Therefore, the following statistical tests were conducted to ensure no systematic differences between the treatment groups in terms of income, age and gender do not differ between the groups. A Mann-Whitney U test shows that there are not significant differences based on income ( $U = 3740$ ,  $p = 0,37$ ). Moreover, an independent t-test reveals there are not significant difference in age ( $M_{Axe} = 26.22$ ,  $SD = 1.20$  vs.  $M_{Schwarzkopf} = 26.40$ ,  $SD = 1.20$ ;  $t = -0,15$ ,  $p = 0,37$ ) and a Pearson chi square test show there are not significant differences between the treatment groups based on gender ( $\chi^2 = 1.02$ ,  $p = 0,59$ ). Lastly, there is no difference between the two treatment groups based on how often they buy shampoo, as shown by the Pearson chi square test ( $\chi^2 = 5,27$ ,  $p = 0,26$ ).

### 4.2 Manipulation control

Another important factor, is that the advertisement needed to be perceived as gender-neutral in the main study, just like in the second pilot study (Söderlund, 2010, p. 118). The manipulation check shows that the ads were perceived as gender-neutral ( $M_{Axe, feminine} = 2,7175$  and  $M_{Axe, masculine} = 2,71$ ,  $N = 88$ ) and ( $M_{Schwarzkopf, feminine} = 3,125$  and  $M_{Schwarzkopf, masculine} = 2,44$ ,  $N = 92$ ), given that gender-neutrality is assessed as having a mean average lower than 3,5 on a 7-point scale.

### 4.3 Hypotheses testing

H1 suggests that feminine brands that extend to gender-neutral product advertising will generate higher ad attitude and brand attitude than masculine brands, which will be due to brand affect. Brand affect, the mediating variable, is expected to explain the relation between the gender of the brand (masculine vs feminine) and the ad attitude and brand attitude.

An independent t-test between the two groups, Axe and Schwarzkopf, reveal that there are no

significant differences between ad attitude ( $M_{\text{Axe}} = 3,72$ ,  $SD = 1,35$  vs  $M_{\text{Schwarzkopf}} = 3,98$ ,  $SD = 1,35$ ;  $t = -1,28$ ,  $d = -0,19$ ,  $p = 0,20$ ) or brand attitude ( $M_{\text{Axe}} = 3,97$ ,  $SD = 1,24$  vs  $M_{\text{Schwarzkopf}} = 4,10$ ,  $SD = 1,16$ ;  $t = -0,71$ ,  $d = -0,13$ ,  $p = 0,47$ ) with regards to if the respondent was exposed to the feminine brand or the masculine brand. Also, no significant differences for any of the outcomes were found based on gender. Thus, both H1a and H1b are not supported.

In order to test H1c and see if brand affect has a mediating effect on the respondent's ad attitude and brand attitude for the feminine vs the masculine brand, two regression analyses were conducted. The first regression analysis tested if the gender-neutral ad (either from Axe or Schwarzkopf) was a significant coefficient with ad attitude as a dependent variable. The other tested the same, with brand attitude as the dependent variable. Both regression analyses were not significant ( $p > 0,05$ ) since H1a and H1b were not supported, there is therefore no interaction effect to be mediated and no further testing was done. This means that there is no a mediating effect for brand affect and that H1c is not supported.

Table 4. Hypotheses 1a -b.

	Axe mean N = 88	Schwarzkopf mean N = 92	Mean difference	p-value	95 % confidence interval of the difference (lower)	95 % confidence interval of the difference (upper)
Ad attitude	3,72	3,98	-0,26	0,20	-0,66	0,14
Brand attitude	3,97	4,10	-0,12	0,47	-0,48	0,23

*Independent t-test (\* $p < .05$ ).*

H2 suggests that those who are interested in equality will have a preference for the brand to continue to use gender-neutral ads. To test this, a Pearson correlation test was conducted. It shows that there is a significant correlation ( $p = 0,00$ ) and that the correlation is 0,24 ( $d = 0,49$ ). Therefore, H2 is supported. Additionally, the percentage of people that have a preference for the brand to continue to use gender-neutral ads (for both Axe and Schwarzkopf) is 35,6 % against 64,4 % people that don't want the brands to continue.

For this second hypothesis, a gender effect was evident. This means that men and women answered have significantly difference answers that result in different outcomes. For the

female respondents, interest in equality did not correlate with a preference for the brand to continue to use gender-neutral ads ( $p > 0,05$ ). Whereas the correlation was significant ( $p = 0,00$ ) with a strong positive correlation of 0,5. So even if the respondents overall show a significant positive correlation that supports the hypothesis, the gender effect is evident and needs to be taken into consideration when evaluating the results.

Moreover, H3a, H3b and H3c suggests that those who have a preference for the brand to continue to use gender-neutral ads will show higher ad attitude, brand attitude and WTP than those who don't have such a preference. An independent t-test shows that there is a significant effect for those who have a preference for the brand to continue to use gender-neutral ads with regards to H3a which is ad attitude ( $M = 4,88$ ,  $SD = 1,16$ ) compared to those who have don't ( $M = 3,29$ ,  $SD = 1,10$ ;  $t = 8,89$ ,  $d = -1,40$ ,  $p = 0,00$ ). This also holds for H3b, which is brand attitude, where those with such a preference ( $M = 4,81$ ,  $SD = 1,19$ ) significantly differ from those who don't ( $M = 3,61$ ,  $SD = 0,97$ ;  $t = 6,89$ ,  $d = -1,11$ ,  $p = 0,00$ ).

Lastly, H3c states that those who have a preference for the brand to continue to use gender-neutral ads will have higher WTP ( $M = 53,19$ ,  $SD = 45,13$ ) than those who don't have such a preference ( $M = 35,59$ ,  $SD = 47,58$ ;  $t = 3,27$ ,  $d = 0,38$ ,  $p = 0,00$ ). These results thereby show higher attitudes and WTP for those that have a preference for the brand to continue to use gender-neutral ads than those who don't, which implies that H3 is supported. There were also no significant differences found for any of the outcomes based on gender.

*Table 5. Hypothesis 3.*

	Preference mean N = 64	No preference mean N = 116	Mean difference	p-value	95 % confidence interval of the difference (lower)	95 % confidence interval of the difference (upper)
Ad attitude	4,88	3,29	1,59	0,00*	1,23	1,94
Brand attitude	4,81	3,61	1,20	0,00*	0,85	1,55
WTP	53,19	35,59	17,60	0,00*	34,53	54,24

*Independent t-test (\*  $p < .05$ ).*

In relation, H3d suggests that those that have a preference for feminine brands to continue to use gender-neutral ads will show a higher ad attitude than those who have a preference for

masculine brands to continue to use gender-neutral ads, whereas H3e suggests that those that have a preference for feminine brands to continue to use gender-neutral ads will show a higher brand attitude than masculine brands. In order to test these two hypotheses, independent t-tests were conducted. The results show that there is no significant difference in ad attitude between those that have a preference for the feminine brand (Schwarzkopf) to continue with gender-neutral ads, compared to those that want the masculine brand (Axe) to continue to use gender-neutral ads ( $M_{\text{Schwarzkopf}} = 5,16$ ,  $SD = 1,13$  vs  $M_{\text{Axe}} = 4,62$ ,  $SD = 1,14$ ;  $t = -1,88$ ,  $d = 0,48$ ,  $p = 0,06$ ). Likewise, the independent t-test for brand attitude is also not significant ( $M_{\text{Schwarzkopf}} = 4,95$ ,  $SD = 1,13$  vs  $M_{\text{Axe}} = 4,68$ ,  $SD = 1,24$ ;  $t = -0,90$ ,  $d = 0,23$ ,  $p = 0,37$ ). Thus, H3d and H3e are not supported.

*Table 6. Hypothesis 3d.*

	Axe mean N = 34	Mean difference	p-value	95 % confidence interval of the difference (lower)	95 % confidence interval of the difference (upper)
Ad attitude	4,62	-0,53	0,06	0,96	1,97
Brand attitude	4,68	-0,27	0,37	0,65	1,66

*Independent t-test (\*  $p < .05$ ).*

*Table 7. Hypothesis 3e.*

	Schwarzkopf mean N = 30	Mean difference	p-value	95 % confidence interval of the difference (lower)	95 % confidence interval of the difference (upper)
Ad attitude	5,16	-0,53	0,06	1,26	2,25
Brand attitude	4,95	-0,27	0,37	0,79	1,75

*Independent t-test (\*  $p < .05$ ).*

H4 suggest that there is a positive relationship between brand affect for the gender-neutral ad and WOM. Initially, a Pearson correlation test was done, and it was both significant ( $p = 0,00$ ) and positive with a correlation of 0,44. However, the WOM-intentions for all respondents is rather low, ( $M=2,01$ ,  $SD = 1,30$ ). Therefore, an independent t-test was done to compare those that with high brand affect and those with low brand affect, to see if their

WOM-intentions differ. The t-test was significant and shows that higher brand affect is positively related to higher WOM ( $M_{\text{high brand affect}} = 2,72$ ,  $SD = 1,45$  vs  $M_{\text{low brand affect}} = 1,63$ ,  $SD = 1,05$ ;  $t = -4,67$ ,  $d = 0,86$ ,  $p = 0,00$ ). Also, no significant differences for the outcome was found based on gender, and thus, H4 is supported.

*Table 8. Hypothesis 4.*

	High brand affect mean N = 47	Low brand affect mean N = 116	Mean difference	p-value	95 % confidence interval of the difference (lower)	95 % confidence interval of the difference (upper)
WOM	2,72	1,63	-1,09	0,00*	-1,67	-0,63

*Independent t-test (\*  $p < .05$ ).*

#### 4.4 Summary of results

*Table 10. Summary of results.*

Hypothesis	Results
H1a: Feminine brand that extend to gender-neutral product advertising, will experience higher ad attitude than masculine brands	Not supported
H1b: Feminine brands that extend to gender-neutral product advertising, will experience higher brand attitude than masculine brands	Not supported
H1c: Feminine brands experiencing higher ad and brand attitudes for the gender-neutral ad than masculine brands, will be due to brand affect.	Not supported
H2: Those who are interested in equality will have a preference for the brand to continue to use gender-neutral ads	Supported
H3a: Those that have a preference for the brand to continue to use gender neutral-ads will show a higher ad attitude than those who don't	Supported
H3b: Those that have a preference for the brand to continue to use gender-neutral ads will show a higher brand attitude than those who don't	Supported
H3c: Those that have a preference for the brand to continue to use gender-neutral ads will show a higher WTP	Supported
H3d: Those that have a preference for feminine brands to continue to use gender-neutral ads will show a higher ad attitude than those who have a preference for masculine brands to continue to use gender-neutral ads	Not supported
H3e: Those that have a preference for feminine brands brand to continue to use gender neutral ads will show a higher brand attitude than those who have a preference for masculine brands to continue to use gender neutral ads	Not supported
H4: Brand affect for the gender-neutral ad will have a positive relationship with WOM	Supported

*The results of the executed hypotheses testing.*

## **5. Discussion**

This study examined consumers reaction of when masculine and feminine brands engage in gender-neutral brand extensions through gender-neutral marketing. In the following section, the results will be discussed and analyzed based on the theory, to describe the outcome. First, each hypothesis will be discussed in sequence. Second, the general discussion and conclusion follows.

### **5.1 Discussion of each hypothesis**

H1a and H1b suggests that feminine brands that extend to gender-neutral product advertising will experience higher ad attitude and brand attitude than masculine brands. These hypotheses were not significant. Consequently, any differences between the feminine brand and masculine brand have not been found, but that does not mean that they don't exist. The fact that ad attitude and brand attitude weren't significant does not mean that the ads didn't evoke positive attitudes, only that there aren't any visible differences between the two groups that were examined. This in turn means that there is no support for the notion that gender-neutral brand extensions are preferable (in terms of ad and brand attitude) for feminine brands over masculine brands, when it comes to shampoo brands.

Brand affect did not have a mediating effect despite the fact that hedonic products are significantly positively linked to brand affect, whereas functional products are significantly negatively related to brand affect (Chaudhuri & Holbrook, 2001). No support for H1a and H1b was found, meaning that there is no significant relation between the gender of the brand (masculine or feminine) for the gender-neutral ad and the ad and brand attitudes that follow. Therefore, mediation cannot be tested and H1c is thus not supported. Since there is no support that feminine brands that extend to gender-neutral products with the help of advertising will experience higher ad and brand attitudes than masculine brands, it in turn means that there is nothing to be mediated.

H2 suggests that those who are interested in equality will have a preference for the brand to continue to use gender-neutral ads. The correlation was significant and the relationship between the two variables is positive. Even so, the positive relationship isn't very strong.



This implies that the relationship isn't completely linear and that an interest in equality does not completely result in a preference for the brand to continue to use gender-neutral ads. This is in line with previous studies that show that some individuals don't rely on gender congruity whereas others do (Fugate & Phillips, 2010) and that modern consumers seek brand experience with inclusive gender identities, for instance gender fluidity instead of resorting to masculine and/or feminine stereotypes in advertisement (Powers, 2019). Hence, the results from this study show that even though interest in equality has a correlation with a preference for the brand to continue to use gender-neutral ads, there might be other variables not included in this study that impact the strength and magnitude of the correlation.

H3a, H3b and H3c suggests that those that have a preference for the brand to continue to use gender-neutral ads will show higher ad attitude, brand attitude and WTP than those who don't have that preference. The results were significant, which is in accordance with previous studies that have found ad attitude and brand attitude to be positively influenced by female empowering advertisement, i.e. femvertising (Åkestam & Rosengren et al, 2017a). The symbolic meaning of products and self-congruency supports the notion that gender-neutral marketing leads to benefits as it results in better attitudinal factors and in turn WTP (Grubb & Grathwohl, 1967). Thus, this study drew parallels between the results found by both Åkestam & Rosengren et al, (2017) and Grubb & Grathwohl (1967) in order to evaluate what effects gender-neutral advertising has on consumers ad attitude and brand attitude. H3c also suggests that WTP will increase for those that positively evaluate gender-neutral advertisement which was supported. This study thereby adds to the existing literature on the subject.

Furthermore, H3d and H3e suggests that those that have a preference for feminine brands to continue to use gender-neutral ads will show a higher ad attitude and brand attitude than those that have a preference for the masculine brand to continue to use gender-neutral ads. Neither H3d nor H3e were supported. However, H3d did display a p-value of 0,06, which is very close to the acceptance level of 0,05. This indicates that there is a difference between preferences with regards to the gender of the brand (masculine/feminine) for the gender-neutral ad. Thus, those that have a preference for Schwarzkopf to continue to use gender-neutral ads, show an indication of having higher ad attitudes, than those that have a preference for Axe to continue to use gender-neutral ads. This is in line with previous studies

that have proved that masculine brands retain their original masculine status to a greater extent than feminine brands, which is caused by unsuccessful repositioning (Fugate & Phillips, 2010). Even so, this thesis has in accordance with Eliasson (2010, p.87), decided not to accept any significance levels above 0,05.

H4 suggests that brand affect for the gender-neutral ad has a positive relationship with WOM. The results were supported as they were significant and there was a positive correlation, although the WOM for all respondents is rather low ( $M=2,01$ ,  $SD = 1,30$ ). This could be explained by parallels between studies about gender dimensions of brand personality (Grohmann, 2009) and brand identification (Kim & Han et al, 2001). The positive attitudinal responses could be the result of gender dimensions congruent with consumers sex role identity which enables them to express an important dimension of their self-concept (Grohmann, 2009). The gender-neutral ad could be appealing to individuals who do not subscribe to traditional sex roles, and therefore cause greater brand identification which in is shown to have a positive effect on WOM (Kim & Han et al, 2001). Further, the low WOM for the respondents could be explained by a lack of other drivers in the ad to spread WOM whereby the ad might not have evoked high-arousal emotions or been seen as practically useful, interesting or surprising (Berger & Milkman, 2012).

## **5.2 General discussion and conclusion**

The purpose of this thesis was to examine how a gender-neutral brand extension on a masculine and feminine brand would be received by consumers through gender-neutral marketing efforts. This study used the existing literature regarding gender-specific brand personality and looked at consumers ad attitude, brand attitude, brand affect, WTP and WOM-intentions as a result of viewing the gender-neutral ad. This was relevant since consumers and people in general tend to describe brands the way they would describe a person. Additionally, gender stereotypes are becoming void, with a lot more focus being directed towards gender fluidity (Halkias, 2015; Catterall & Maclaran et al, 1997). This in turn affects the way brands communicate with their consumers and generate profit.

This thesis finds no support for the notion that feminine brands that extend to gender-neutral products with the help of gender-neutral ads would have higher ad and brand attitude than

masculine brands that attempt gender-neutral brand extensions. This relation is also not due to brand affect, which was initially hypothesized. This indicates that more research is needed on the subject to clearly determine if there is a difference between masculine and feminine brands with regards to gender-neutral brand extensions and its consequent reception from consumers.

Even if we couldn't find differences between the masculine brand and feminine brand in terms of ad attitude and brand attitude, this thesis does provide evidence for the positive relationship between those who are interested in equality and have a preference for the brand to continue to use gender-neutral ads. Those who in turn have such a preference, also show higher ad attitudes, brand attitudes and WTP than those who don't. Even so, there is some indication that the feminine and the masculine brand differ regarding the respondent's preference for the brands continue with gender-neutral ads. Those that have a preference for Schwarzkopf to continue to use gender-neutral ads display higher ad attitudes than for those that have a preference for Axe to continue to use gender-neutral ads, even if the significance level was slightly above this paper's acceptance level.

In contrast, the gender-neutral ad that was shown did not result in high WOM-intentions. Those with higher brand affect did in fact show a significantly higher willingness to recommend. However, they still displayed very low intentions on a 7-point scale (approximately around 2) which implies that despite the increased willingness to recommend, the likelihood of the respondents engaging in WOM-activities is low.

## 6. Practical implications

From a managerial perspective, the results of this thesis offer new insights to marketers about the perception of gender-neutral brand extensions and gender-neutral marketing from the perspective of mature brands. Although empirical research shows that cross gender brand extensions might cause negative attitudes following a brand extension and that it differs amongst consumers gender and the product orientation, the current paper hasn't found any differences between masculine and feminine brands when they extend towards gender-neutral marketing (Ulrich, 2013; Jung & Lee, 2006).

This paper defines gender neutral marketing as “*Marketing that does not have clear and strong masculine or feminine features*”. By defining gender neutral marketing, this paper makes a contribution to the start of conceptualizing gender neutral marketing as a market strategy rather than considering it a trend. Further, this paper has specifically examined whether the gender-neutral ad has an effect on consumers' ad and brand attitudes, brand affect, WTP and WOM-intentions. These variables provide a holistic view of how gender-neutral marketing and gender-neutral brand extensions for masculine and feminine brands affects consumers in the short-term, which is relevant to investigate before the long-term effects such as loyalty can be studied more in depth.

These findings still serve as an incentive to study this subject in more depth. As found in this study, challenging gender stereotypes in the hair care industry with the help of gender-neutral ads can be beneficial for mature brands. Gender-neutral ads can be used to target consumers with an interest in equality, since their interest results in a preference for the brand to continue with these types of ads. This might be favorable for brands in the hair care industry that want to reach new customer segments and focus on their customers with these types of interests.

The finding that consumers with an interest in equality and in turn gender-neutral ads lead to higher ad attitudes, brand attitudes and WTP can be seen as evidence that gender-neutral ads and gender-neutral brand extensions should be explored further (Åkestam & Rosengren et al, 2017). By targeting those who don't seek gender congruency and in turn are less inclined to

seek gender cues in a marketing context, hair care brands might extend their offering and draw in new customer segments. This thereby has an impact on marketer's way of communicating with potential consumers by enabling marketers to adjust their marketing based on the actual identity of the consumers and not solely focusing on the sex of the consumer. The findings of this thesis should therefore be of interest for marketers when they try to target this market segment with differing product designs and promotional activities.

## 7. Limitations and further research

Even if the present study presented new information regarding gender-neutral brands, there are a few limitations. Firstly, the experiment that was made with the help of an advertisement. Therefore, the respondents did not have a real product to examine but had to rely on a hypothetical advertisement. Future studies can look deeper into this and see if there is any differing effects from using a product as a gender-neutral brand extension, instead of using gender marketing as a tool for said extension.

Additionally, with regards to the advertisement that was shown in the survey, we acknowledge that not mentioning the size of the product packaging might have made it hard for the respondents to answer the question about their WTP for the shampoo. However, we did use a picture of a well-known shampoo product from each brand, which might have helped mitigate this effect.

The main survey was also designed so that we could look at the potential differences that could emerge from having two different platforms (Facebook vs public transportation). Therefore, the background of the ad differed (*see appendix*) with one group seeing the ad online (Facebook) and the other group of respondents seeing the ad on public transportation. Because of COVID-19, the ability to distribute the survey at the Stockholm Central Station as planned was impossible. That, in addition to us using a non-probability sample snowball sample, lead to us not analyzing the placement of the ad (online/offline) further since it wasn't possible to accurately test this. Our chosen non-probability and snowball sample also contributes to the results not being generalizable, which needs to be considered when interpreting the results.

The main study also contained two different manipulations. The respondents either saw the gender-neutral ad from Axe, or from Schwarzkopf. What we did not include however, was a control condition. Adding a condition would have determined if the manipulation had an effect more accurately and allow us to rule out other factors that might impact the analysis of the results, since the independent variable (the gender-neutral ad they saw) can be isolated and analyzed (Cherry, 2020). The control group would thus have been compared to our

experimental group. Our methodology for this thesis is thereby a bit limited and this should be taken into consideration when reviewing our results. Future studies can also make sure to include a control condition in order to increase the reliability.

Furthermore, the language that was used in the second pilot study was English whereas the first pilot study and the main study were translated into Swedish. The second pilot study was not translated because the language was easily comprehensible, compared to the other studies that used concepts that might not be known to all respondents. However, the faculty did approve of the second pilot study being in English, but for consistency, it could have been in Swedish.

Additionally, the ad was perceived as gender-neutral in the second pilot study. When the gender-neutral ad was created, the font and design of the letters were chosen by excluding the fonts that were perceived as either masculine or feminine (by using our definition of gender-neutral in *3.1.2 Defining Gender-neutral*). However, it cannot be stated with complete certainty what role the font and design of the letters had on the perceptions of the ad as gender-neutral or if the picture of the models that were chosen impacted the perceptions of gender-neutrality. This can be tested further but was beyond the scope of our study. We speculate that there might be some effect that might improve the brands perception as gender-neutral by using different graphics and designs.

Even so, it would have been interesting to see what effect the font and the two models that were in the ad, had. A question that was included in the survey was regarding the respondents feeling more or less included after seeing the ad. This question wasn't utilized fully and therefore more focus could have been given to this since gender-neutral ads often use nonconforming elements and/or models to a greater extent than the hypothetical advertisement that was shown in the survey. Therefore, even if we did have social and societal effects in mind when creating the survey, its effects and implications for practitioners could have been explored in more depth in order to explain the results better.

There are also four things that need to be considered when interpreting the results. Firstly, two well-known brands (Axe and Schwarzkopf) were used as the stimuli. Although this can improve the validity of the study, this can also create unexpected effects from respondents'

previous brand experiences. Secondly, when asked if they had used shampoo from the brands in question, only 15,9% had used Axe before, compared to Schwarzkopf's 67,4%. Even if the respondents confirmed in the pilot study that they were familiar with the brands, their experiences vary. However, this is not surprising, since Schwarzkopf is a female shampoo brand and since the majority of the sample contained female responses. Thirdly, H2 stated that an interest in equality will lead to a preference for the brand to continue to use gender-neutral ads. These results however, displayed a gender effect, where only the male respondents (and not the female respondents) display significant positive results for the relationship between interest in equality and the preference for the brand to continue to use gender-neutral ads. this needs to be taken into consideration when evaluating the results. Future studies can, if interested, determine if this gender effect is due to the nature of our sample or if this effect holds for a more representative sample as well, and what the underlying mechanisms are. Lastly, the sample for this thesis is young, with approximately 74% being born between 1990-2002, and around 80% of the respondents are women. This influences the results, but other researchers can determine if that's true or not.

Furthermore, H1 was not significant. The feminine brand did not display higher ad and brand attitudes, and neither was this due to brand affect. Future research can investigate what/if there are other variables that would cause feminine brands to experience higher ad and brand attitudes than masculine brands. For H1c, a stronger way to measure the mediation would have been to use Hayes' PROCESS, but since that was beyond the scope of this thesis, that method was not used (Hayes, 2009).

In H4, WOM is at focus. This variable was indeed significant, but the mean for WOM was very low. This implies that the respondents aren't willing to recommend the ad, even if those with higher brand affect want to significantly recommend more than those who have lower affect. As a part of the stimuli developed for this study, the slogan "*A healthy and natural hair dynamic*" was developed. It could be argued that the slogan lacks the kind of value that has been proven to make content more likely to be shared in terms of evoking high-arousal emotions and by being more practically useful, interesting and surprising (Berger & Milkman, 2012). Further studies can, if interested, look into what factors might have caused this gender-neutral ad to not be evaluated positively in terms of WOM and if it was the



slogan, prior brand experiences, social and societal effects or other factors.

We specifically focused on the effects gender-neutral brand extensions had on one hedonic product, future studies can examine if the results hold for functional products as well, since specific brand personality dimensions are associated with product categories (Maehle & Otnes et al, 2011). Considering that we only investigated the effects on shampoo and in the hair care category, future research can also explore if the results are generalizable and hold for additional hedonic products in other categories.

In conclusion, this study has contributed to the existing research and hopefully it will open up further investigations about the effects that gender-neutral brand extensions have on consumer responses.

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## 9. Appendix

### Pilot study 1: Tables

The following tables show the results of the first pilot study. The bold text highlights the relevant gendered brand personality for each brand, i.e. feminine measures for Schwarzkopf and Tresemmé, and masculine measures for Axe and Head & Shoulders.

*Table 1-4. Mean average comparisons.*

<b>Tresemmé N = 20</b>	<b>Mean</b>	<b>Standard deviation</b>
Glamorous	5,10	1,37
Pretentious	4,20	1,28
Charming	4,10	1,37
Romantic	4,00	1,49
<b>Mean average feminine measures:</b>	<b>4,35</b>	
Tough	2,45	1,10
Strong	2,55	1,15
Outdoorsy	1,90	1,17
Rugged	1,30	0,80
<b>Mean average masculine measures:</b>	<b>2,05</b>	

<b>Schwarzkopf N = 20</b>	<b>Mean</b>	<b>Standard deviation</b>
Glamorous	4,85	1,46
Pretentious	4,55	1,10
Charming	4,45	1,27
Romantic	4,50	1,24
<b>Mean average feminine measures:</b>	<b>4,60</b>	
Tough	2,65	1,09
Strong	2,55	1,36
Outdoorsy	1,90	1,07
Rugged	1,45	0,95
<b>Mean average masculine measures:</b>	<b>2,14</b>	



<b>Axe N = 20</b>	<b>Mean</b>	<b>Standard deviation</b>
Glamorous	2,05	1,05
Pretentious	3,00	1,55
Charming	2,75	1,35
Romantic	2,30	1,53
Mean average feminine measures:	2,53	
Tough	5,30	1,08
Strong	5,35	1,14
Outdoorsy	4,15	2,00
Rugged	3,55	1,88
Mean average masculine measures:	4,60	

<b>Head &amp; shoulders N = 20</b>	<b>Mean</b>	<b>Standard deviation</b>
Glamorous	2,65	1,46
Pretentious	2,70	1,30
Charming	3,05	1,23
Romantic	2,25	1,21
Mean average feminine measures:	2,66	
Tough	3,55	1,35
Strong	4,05	1,40
Outdoorsy	3,95	1,90
Rugged	2,65	1,60
Mean average masculine measures:	3,55	

Table 5-6. One sample t-tests.

<b>Schwarzkopf</b>	<b>Significance</b>	<b>95 % confidence interval of the difference (lower)</b>	<b>95 % confidence interval of the difference (upper)</b>
Glamorous	0,00*	4,17	5,53
Pretentious	0,00*	4,04	5,06
Charming	0,00*	3,85	5,05
Romantic	0,00*	3,92	5,08
Tough	0,00*	2,14	3,16
Strong	0,00*	1,92	3,18
Outdoorsy	0,00*	1,40	2,40
Rugged	0,00*	1,01	1,89

<b>Axe</b>	<b>Significance</b>	<b>95 % confidence interval of the difference (lower)</b>	<b>95 % confidence interval of the difference (upper)</b>
Glamorous	0,00*	1,56	2,56
Pretentious	0,00*	2,27	3,73
Charming	0,00*	2,11	3,39
Romantic	0,00*	1,59	3,01
Tough	0,00*	4,79	5,81
Strong	0,00*	4,82	5,88
Outdoorsy	0,00*	3,21	5,09
Rugged	0,00*	2,67	4,43

*Table 7. Paired sample t-test.*

<b>Pairing</b>	<b>Mean</b>	<b>Standard deviation</b>	<b>95 % confidence interval of the difference (lower)</b>	<b>95 % confidence interval of the difference (upper)</b>	<b>Significance</b>
Feminine vs masculine (Axe)	-1,90	1,58	-2,46	-1,33	0,00
Feminine vs masculine (Schwarzkopf)	-2,04	1,41	-2,54	1,54	0,00
Feminine Axe vs feminine Schwarzkopf	-1,70	1,64	-2,30	-1,12	0,00
Masculine Axe vs masculine Schwarzkopf	2,24	1,47	1,72	2,76	0,00

## Pilot study 2: Tables

Table 1. Mean average comparisons.

Gender neutral ad N = 32	Mean	Standard Deviation
Glamorous	3,31	1,57
Pretentious	3,44	1,64
Charming	4,09	1,42
Romantic	3,91	1,46
<b>Mean average feminine measures:</b>	<b>3,89</b>	
Tough	3,25	1,60
Strong	3,75	1,48
Outdoorsy	3,56	1,75
Rugged	3,09	1,51
<b>Mean average masculine measures:</b>	<b>3,41</b>	

Table 2. Paired sample t-test.

Pairing	Mean	Standard deviation	95 % confidence interval of the difference (lower)	95 % confidence interval of the difference (upper)	t	Sig (2-tailed)
Masculine facets vs feminine facets	0,19	1,18	-0,21	0,59	0,95	0,35

## Pilot study 1: Survey

Hej,

Denna enkät handlar om olika schampovarumärken och tar ca 3 minuter att besvara.

Tack på förhand!

/Lia & Viktoria

Studera bilden nedan och svara på kommande två frågor om varumärket



Känner du till Head & Shoulders?

- ☐ Ja  
☐ Nej

Hur ställer du dig till Head & Shoulders som varumärke?

	1 (Negativt)	2	3	4	5	6	7 (Positivt)
Inställning till varumärket	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Studera bilden nedan och svara på kommande två frågor om varumärket



Känner du till Axe?

- ☐ Ja  
☐ Nej
- 

Hur ställer du dig till Axe som varumärke?

	1 (Negativt)	2	3	4	5	6	7 (Positivt)
Inställning till varumärket	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Studera bilden nedan och svara på kommande två frågor om varumärket



Känner du till Tresemmé?

- ☐ Ja  
☐ Nej
- 

Hur ställer du dig till Tresemmé som varumärke?

	1 (Negativt)	2	3	4	5	6	7 (Positivt)
Inställning till varumärket	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Studera bilden nedan och svara på kommande två frågor om varumärket



Känner du till Schwarzkopf?

- ☐ Ja  
☐ Nej

Hur ställer du dig till Schwarzkopf som varumärke?

	1 (Negativt)	2	3	4	5	6	7 (Positivt)
Inställning till varumärket	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Till vilken grad anser du att dessa varumärken är inom samma prisklass?

	1 (Inte lika)	2	3	4	5	6	7 (Valdigt lika)
Prisklass	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Om du skulle tillskriva Axe mänskliga egenskaper, hur väl stämmer följande in?

	1 (Instämmer inte)	2	3	4	5	6	7 (instämmer helt)
Glamorös	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pretentiös	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Charmig	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Romantisk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tuff	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Stark	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Utomhusmänniska	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ovårdad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Om du skulle tillskriva Head & Shoulders mänskliga egenskaper, hur väl stämmer följande in?

	1 (Instämmer inte)	2	3	4	5	6	7 (Instämmer helt)
Glamorös	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pretentiös	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Charmig	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Romantisk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tuff	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Stark	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Utomhusmänniska	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ovårdad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Om du skulle tillskriva Tresemmé mänskliga egenskaper, hur väl stämmer följande in?

	1 (Instämmer inte)	2	3	4	5	6	7 (Instämmer helt)
Glamorös	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pretentiös	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Charmig	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Romantisk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tuff	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Stark	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Utomhusmänniska	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ovårdad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Om du skulle tillskriva Schwarzkopf mänskliga egenskaper, hur väl stämmer följande in?

	1 (Instämmer inte)	2	3	4	5	6	7 (Instämmer helt)
Glamorös	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pretentiös	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Charmig	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Romantisk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tuff	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Stark	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Utomhusmänniska	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ovårdad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## Pilot study 2: Survey

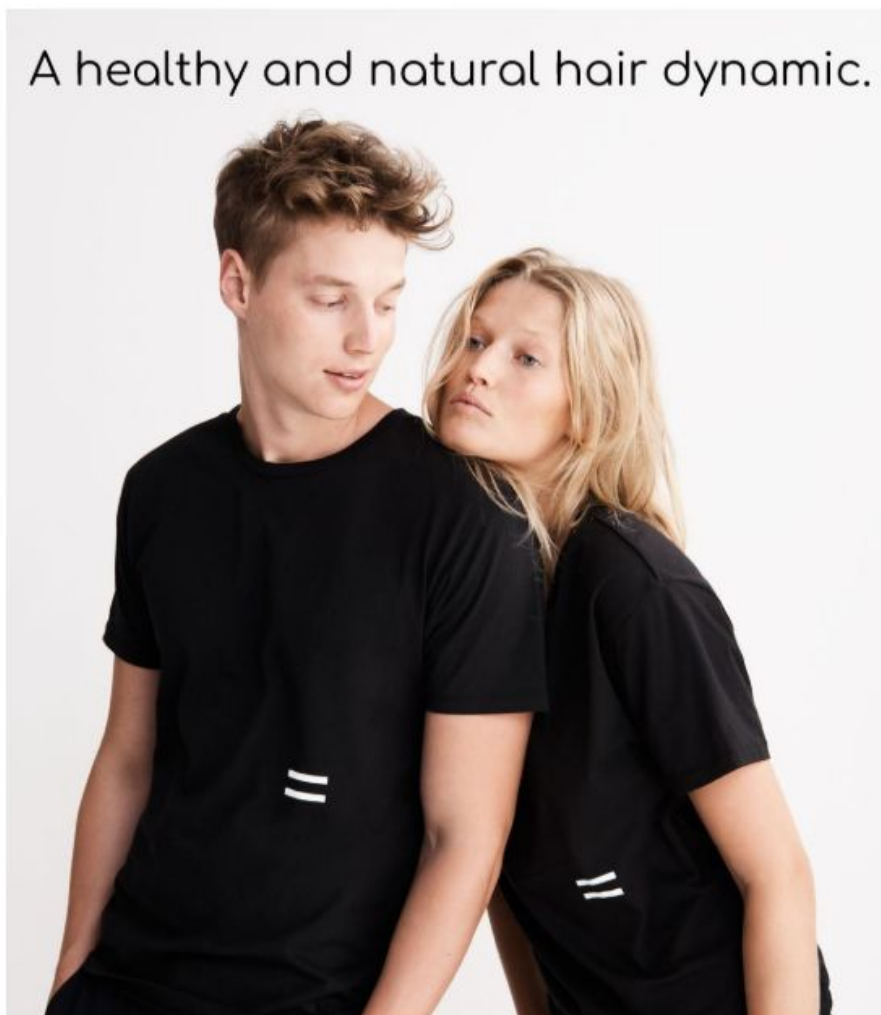
Hi,

This short survey about a hypothetical shampoo ad will take about 2 minutes to complete and is completely anonymous.

Thank you for your participation!

/Lia & Viktoria

This is the hypothetical ad, please observe it carefully.





How did you perceive the ad?

	1 (Do not agree at all)	2	3	4	5	6	7 (Strongly agree)
Glamorous	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pretentious	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Charming	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Romantic	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tough	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Strong	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Outdoorsy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rugged	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

---

Do you find this ad realistic?

- ☐ Yes
- ☐ No
- ☐ Don't know

What do you think about the ad?

	1 (Dislike it very much)	2	3	4	5	6	7 (Like it very much)
Feelings about the ad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

---

What gender do you identify with?

- ☐ Male
- ☐ Female
- ☐ Non-binary
- ☐ Do not want to disclose

What was this survey about?

- ☐ Food
- ☐ Clothes
- ☐ Shampoo

## Main study: Survey

Hej,

Vi uppskattar din medverkan i vår undersökning! Din åsikt är viktig för oss i arbetet och resultatet av vår kandidatuppsats på Handelshögskolan i Stockholm. Enkäten bedöms ta 5 minuter att genomföra och är helt anonym.

Du kommer att få se en annons från ett schampoföretag och därefter besvara några frågor. Se till att **granska annonsen noga!**

Vid eventuella frågor om undersökningen, maila 50557@student.hhs.se eller 50542@student.hhs.se

Tack för din medverkan!

/Lia & Viktoria

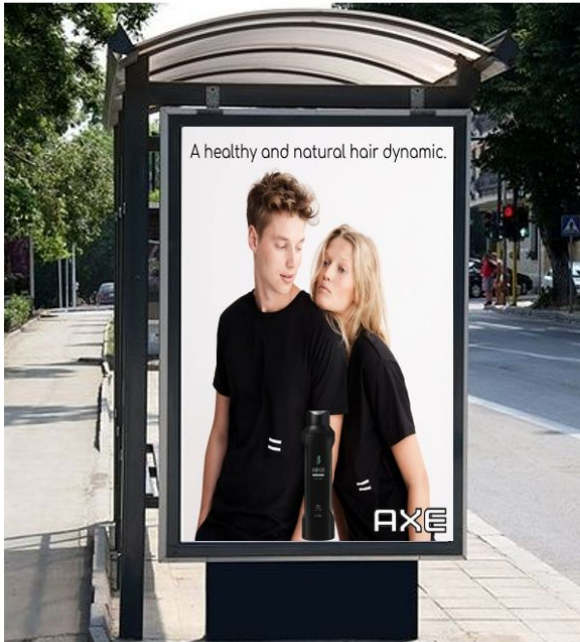
## Public transportation (offline) | Feminine brand (Schwarzkopf)

Nu kommer du att få se en annons från varumärket Schwarzkopf, granska den noggrant!



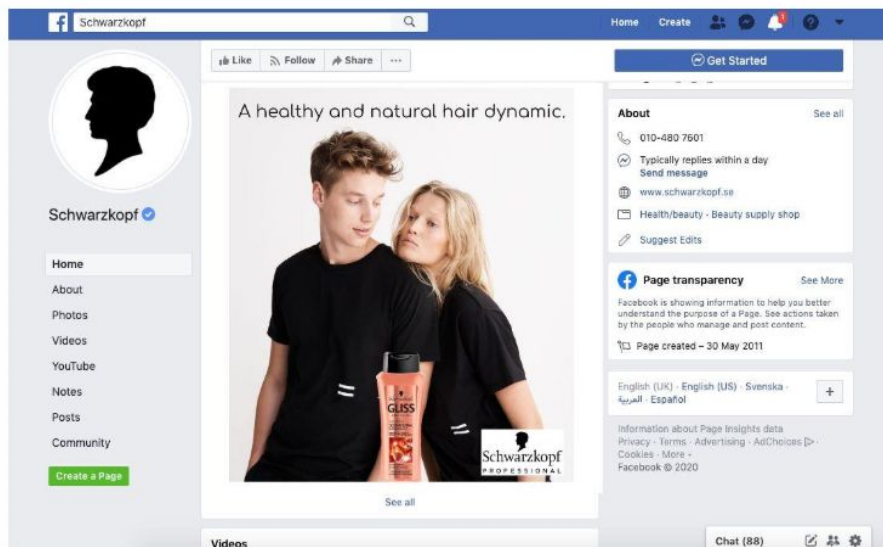
## Public transportation (offline) | Masculine brand (Axe)

Nu kommer du att få se en annons från varumärket Axe, granska den noggrant!



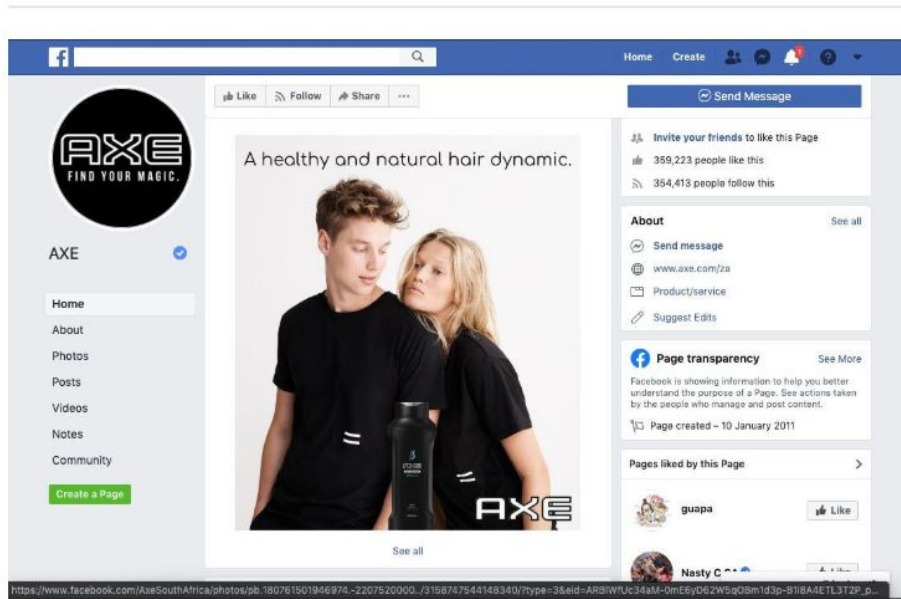
## Online (Facebook) | Feminine brand (Schwarzkopf)

Nu kommer du att få se en annons från varumärket Schwarzkopf, granska den noggrant!



## Online (Facebook) | Masculine brand (Axe)

Nu kommer du att få se en annons från varumärket Axe, granska den noggrant!



## DEPENDING ON WHAT AD THEY SAW, THEY ANSWERED ONE OF THE QUESTIONS ABOUT ONLINE/OFFLINE BELOW:

Vilket är ditt generella intryck av av reklam i kollektivtrafiken?

	1		7		
Negativt	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Positivt
Dåligt	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Bra
Ogillar	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Gillar

Vilket är ditt generella intryck av av reklam på Facebook?

	1		7		
Negativt	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Positivt
Dåligt	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Bra
Ogillar	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Gillar

Vilket varumärke marknadsfördes i annonsen?

- ☐ Axe
- ☐ Schwarzkopf
- ☐ Head & Shoulders
- ☐ Olaplex

## IF THEY SAW THE AD FROM SCHWARZKOPF:

Nu när du har sett annonsen från Schwarzkopf kommer du att få besvara ett par frågor.

Efter att ha sett annonsen, vad fick du för intryck av Schwarzkopf som varumärke?

	1						7	
Negativt	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Positivt
Dåligt	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Bra
Ogillar	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Gillar

Vad fick du för intryck av annonsen?

	1						7	
Negativt	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Positivt
Dåligt	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Bra
Ogillar	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Gillar

Känslor om Schwarzkopf som varumärke

	1 (Instämmer inte)	2	3	4	5	6	7 (Instämmer helt)
Jag mår bra när jag använder Schwarzkopf	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Schwarzkopf gör mig glad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Schwarzkopf ger mig njutning	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Vad fick annonsen dig att känna?

	1						7	
Exkluderad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Inkluderad

Vilken personlighet hade du tillskrivit denna annons?

	1 (Instämmer inte)	2	3	4	5	6	7 (Instämmer helt)
Glamorös	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pretentiös	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Charmig	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Romantisk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tuff	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Stark	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Utomhusmänniska	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ovårdad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Efter att ha sett annonsen, anser du att Schwarzkopf ska fortsätta använda sig av denna typ av reklam?

- ☐ Ja  
☐ Nej

Hur mycket skulle du vara villig att betala för detta schampo från Schwarzkopf?

## IF THEY SAW THE AD FROM AXE:

Nu när du har sett annonsen från Axe kommer du att få besvara ett par frågor.

Efter att ha sett annonsen, vad fick du för intryck av Axe som varumärke?

	1						7	
Negativt	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Positivt
Dåligt	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Bra
Ogillar	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Gillar

Vad fick du för intryck av annonsen?

	1						7	
Negativt	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Positivt
Dåligt	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Bra
Ogillar	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Gillar

Känslor om Axe som varumärke

	1 (Instämmer inte)	2	3	4	5	6	7 (Instämmer helt)
Jag mår bra när jag använder Axe	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Axe gör mig glad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Axe ger mig njutning	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Vad fick annonsen dig att känna?

	1	7
Exkluderad	<input type="radio"/>	<input type="radio"/>
Inkluderad	<input type="radio"/>	<input type="radio"/>

Vilken personlighet hade du tillskrivit denna annons?

	1 (Instämmer inte)	2	3	4	5	6	7 (Instämmer helt)
Glamorös	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pretentiös	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Charmig	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Romantisk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tuff	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Stark	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Utomhusmänniska	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ovårdad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Efter att ha sett annonsen, anser du att Axe ska fortsätta använda sig av denna typ av reklam?

- ☐ Ja  
☐ Nej

Hur mycket skulle du vara villig att betala för detta schampo från Axe?

**QUESTIONS TO ALL RESPONDENTS REGARDLESS OF WHAT AD THEY SAW:**



Hur ofta handlar du shampo?

- ☐ Var sjätte månad
- ☐ Var tredje månad
- ☐ Varannan månad
- ☐ Varje månad
- ☐ Oftare

Ungefär hur mycket pengar lägger du ned på schampoinköp till dig själv (SEK)?

- ☐ Mer än 1000 per månad
- ☐ 500 - 1000 per månad
- ☐ 250 - 500 per månad
- ☐ 100 - 250 per månad
- ☐ Mindre än 100 per månad

Hur stort är ditt intresse för jämställdhet?

	1 (Instämmer inte)	2	3	4	5	6	7 (Instämmer helt)
Jag har ett allmänt intresse	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Jag brukar aktivt leta efter nyheter och information om jämställdhet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Jag söker mig till situationer där jag kan få information om jämställdhet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Hur stort är ditt intresse för schampo?

	1 (Instämmer inte)	2	3	4	5	6	7 (Instämmer helt)
Jag har ett allmänt intresse	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Jag brukar aktivt leta efter nyheter och nylanseringar inom hårvård	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Jag söker mig till situationer där jag kan få information om nya produkter och varumärken	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



#### Rekommendation

	1 (Inte sannolikt)	2	3	4	5	6	7 (Väldigt sannolikt)
Hur sannolikt är det att du skulle rekommendera/tala väl om denna annons?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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Hur ofta använder du sociala media?

- ☐ Någon gång i månaden
  - ☐ Någon gång i veckan
  - ☐ En gång per dag
  - ☐ Flera gånger per dag
- 

Har du Facebook?

- ☐ Ja
  - ☐ Nej
- 

Brukar du lägga märke till annonser vid busskurer/tunnelbanor?

- ☐ Ja
- ☐ Nej

Har du någonsin använt schampo från varumärket i fråga?

- ☐ Ja
- ☐ Nej

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Jag är en

- ☐ Man
  - ☐ Kvinna
  - ☐ Ickebinär
  - ☐ Annat alternativ
  - ☐ Vill ej svara
- 

Sexuell identitet

- ☐ Heterosexuell
- ☐ Homosexuell
- ☐ Bisexuell
- ☐ Pansexuell
- ☐ Asexuell
- ☐ Övrigt

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Vilket år är du född (vänligen fyll i 4 siffror)?

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Antal i hushållet (vänligen skriv en siffra)

### Inkomst

- ☐ Mindre än 10 000
  - ☐ 10 001 - 15 000
  - ☐ 15 001 - 20 000
  - ☐ 20 001 - 25 000
  - ☐ 25 001 - 30 000
  - ☐ 30 001 - 40 000
  - ☐ 40 001 - 50 000
  - ☐ Mer än 50 000
  - ☐ Vill ej svara
- 

### Vad handlade annonsen om?

- ☐ Schampo
  - ☐ Skor
  - ☐ Mat
- 

### Vilken plattform visade sig annonsen på?

- ☐ Online (Facebook)
- ☐ Offline (Kollektivtrafik)

Denna enkät handlar om om reaktioner på könsneutral reklam. Med könsneutral reklam menar vi reklam som inte har tydliga/starka maskulina eller feminina drag. Har du sett en könsneutral reklam förut?

- ☐ Ja
- ☐ Nej