

A Work Project, presented as part of the requirements for the Award of a Master's degree in
Management from the Nova School of Business and Economics.

**DADVERTISING VS. TRADITIONAL MASCULINITY IN ADVERTISING – AN
EMPIRICAL INVESTIGATION**

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Abstract:

The role of gender has changed in recent years. Dadvertising is a non-traditional masculine advertisement representing fathers as a caregiver. The study examined the product involvement, attitude towards the ad, and emotional response between a traditional masculine and non-traditional advertising. Three hypotheses have been tested with a sample of 328 participants. The results showed that product involvement is higher when the ad rating is higher. However, the attitude towards traditional masculine advertisements was significant, whereas dadvertising was insignificant. Nonetheless, dadvertising was perceived as significantly more loving and trustful than traditional masculine advertisements.

Keywords: Dadvertising, Non-Traditional Masculinity, Attitude towards the ad, Product Involvement, Emotional Response, Sexual Appeal

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1. Introduction

Consumers are nowadays constantly confronted with an enormous amount of advertisements. However, it is becoming difficult to attract consumers' attention with the vast number of advertisements in the market (Fidelis et al., 2017; Wedel & Pieters, 2000; Winer, 2009). Advertisers increasingly seek ways to grab customers' attention toward a brand and product. Sexual appeal is an advertising technique that is used in mainstream media to get consumers' attention (Reichert & Carpenter, 2004; Wyllie et al., 2015). The use of sexual appeal has its origin in the late 19th century (Reichert, 2002), and it consists of “nudity, explicit or implicit erotic behavior, or sexual innuendo“ (Wirtz et al., 2018). Although sexual appeal seems to be a successful advertising strategy, academic research investigated the advantages and disadvantages of the usage of sex appeal in advertisements as it differs by personal, product, and situational factors (Putrevu, 2008). Researchers continuously investigate ethical judgments regarding advertisements (Brunk, 2010; Michaelidou et al., 2021), mainly when using sexual appeal (Choi et al., 2016; Wirtz et al., 2018). As the gender role in the society is changing, marketers seek for new opportunities how to address to that trend.

Little research has been conducted on the effect of modern male representation in advertising and how it could impact the advertisement. Therefore, this thesis aims to explore if there is a more significant effect on “dadvertising” instead of a traditional sexualized man in an advertisement for a low-involvement product.

The following research question for this study has been examined: *How does non-traditional masculinity (dadvertising) impact attitude towards the ad for a product category shampoo?*

To investigate it, the research will focus on three variables: (1) *attitude towards the ad* (2) *product involvement*, and (3) *emotional response*. Furthermore, one advertisement with a non-traditional (dadvertising) will be compared with a traditional masculinity to test different

effects on variables. The insights gained from the study will support advertisers on how to use a new form of modern male representation in advertisements for product category shampoo to overcome the gap between sexualized advertisements with traditional masculinity.

2. Literature Review & Research Hypothesis

In the following a thorough literature review will be conducted and subsequent hypothesis will be elaborated.

2.1 Masculinity in Advertising

According to several researchers, the media informs viewers about gender norms and stereotypes, which affect how they perceive and treat members of portrayed groups (Gentry & Harrison, 2010). Eisend (2010) analyzed gender roles in TV and radio advertisements by reviewing previous studies. He found out that women are represented twice as much in stereotypical roles than men due to occupational status. Furthermore, the analysis suggests a decrease in stereotyping over the years in countries with a prevalent masculine culture, whereas there was little improvement “in countries with low masculinity indices” (Eisend, 2010). He stated that “markets apparently react to gender-related development in society and use existing values in a society to promote their brands rather than trying to alter these values” (Eisend, 2010) and that companies must be conscious of society norms and principles since failing result in disgruntled customers (Eisend, 2010). According to research by Ford et al. (1991), former roles shown in advertising are not likely to be crucial in the future. In studies looking at social role depictions in advertising, the subject of masculine roles has frequently been a subtext to the wider conversation around women (Gentry & Harrison, 2010).

Despite the fact that marketing has taken longer to adjust to the increase in feminism, improvements in theoretical viewpoints on how men are depicted in ads show that research is now paying more attention to this issue. According to Orth & Holancova's (2004) research, male audiences automatically show the opposite reactions to character portrayals that cause

favorable reactions from female audiences, and the opposite occurs in reverse. This is a crucial finding since it implies that companies should consider gender when communicating with their target group in order to evade negative reactions.

Additional studies have been conducted on the impact of stereotypical and more traditional male imagery. Based on Garst & Bodenhausen (1997) examining the moderating effect of traditionally masculine advertising on male gender role attitudes, they found that “traditional images appeared to reinforce masculine cultural norms for less traditional participants” (Garst & Bodenhausen, 1997). They also recommend more research on a potential long-term influence on the conduct of less conventional males because their findings showed a short-term impact on views about male gender norms. Besides that, their findings suggest that because these men are constantly exposed to ideals of conventional masculinity, they may grow to have more dominant or sexist views toward women (Garst & Bodenhausen, 1997).

2.2 Traditional Masculinity

Masculinity is a social construction that results from the interaction of several discourses and ideas (Knudsen & Andersen, 2020). Pleck et al.'s (1993) research discovered two theoretical approaches regarding traditional masculinity. It can be defined as a set of generally perceived masculinity traits that men own or as a normative construction of masculinity defined by cultural standards (Pleck et al., 1993; Scheibling & Lafrance, 2019). According to Connell & Messerschmidt (2005), the classification of hegemonic masculinity varies across time and cultures. As a result, hegemonic masculinity is the dominating type of masculinity. Hence, the idea of masculinity is a social, cultural, and historical concept and the change in masculine ideals take place slowly and with resistance (Risman, 2004; Scheibling & Lafrance, 2019). At the beginning of the 1970s, Brannon & David (1976) defined four characteristics that reflect the central ideal of masculinity in advertising: “the big wheel (a preoccupation with competition, achievement, and success); the sturdy oak (an emphasis on physical toughness and emotional

stoicism); no sissy stuff (homophobia and avoidance of all things feminine); and give them hell (a focus on being aggressive and forceful)“ (Brannon & David, 1976). Knudsen & Anderson (2020) stated that these characteristics have changed over time into a “stronger focus on male sexuality (Bordo, 1999) but also have a younger presentation than previous masculinity ideals (Cortese & Ling, 2011)”. Hence, “the idea of hegemonic masculinity in advertising does not seem to change but rather strengthens its adoption of traditional male virtues of strength, sexual potency, competence, freedom and heroism” (Knudsen & Andersen, 2020).

2.3 Non-Traditional Masculinity

As previously elaborated, hegemonic masculinity still dominates in masculinity advertisements. However, in recent years there have been conversations regarding gender and masculinity worldwide “as the voices and lived experiences of people are being heard and shared at unprecedented rates” (Zayer et al., 2019). Especially movements like #metoo and #TimesUp are increasing awareness on social media and grabbing the attention of men and women. One example of a recent controversy was Gillette’s “The Best Men Can Be” campaign, addressing a message against toxic masculinity (Gurrieri, 2019).

Gentry & Harrison (2010) stated that female are represented less in common traditional roles and men remain to be displayed in a traditional reflection of masculinity. Although there are television programs and advertisements that portray men in more equal roles, men are unlikely to perceive those representations. Furthermore, they also criticize the absence of men as breadwinners or active fathers (Gentry & Harrison, 2010).

The representation of masculinities has seen a significant transformation in recent years due to changes in family and gender structures during the previous several decades, as well as a trend in advertising towards a more open and inclusive image of men and women (Grau & Zotos, 2016). However, little research has been conducted on the new type of male representation in advertisements and the definition of the concept. One definition of

contemporary masculinity in advertising is the term “dadvertising,” which is “advertising that uses fathers to represent ideal masculinity centered on involved parenting and emotional vulnerability” (Leader, 2019). Pando-Canteli & Rodriguez (2021) define new masculinity as “menvertising,” an advertising concept that “questions hegemonic masculinity and provides visual and narrative portrayals of men that promote diversity and advance equality” (Pando-Canteli & Rodriguez, 2021).

As masculinity is changing, men are seeking to redefine themselves and gain independence from traditional norms and ideas, resulting in a crisis of masculinity. Furthermore, it is essential to rethink modern masculinity in advertising, and marketers should consider different types of modern masculinity advertisements and represent multiple types of masculinities. Pando-Canteli & Rodriguez (2021) deduced the components for analyzing menvertising with five aspects: “use of diverse male talent,” “pushing gender norms/stereotypes boundaries,”; “real man, authentic manner,” “promale message,” and “downplay sexuality” (Pando-Canteli & Rodriguez, 2021). Various practical examples have been applied to those aspects. For instance, the magazine Vogue represents their cover look with Harry Styles wearing a dress (Bowels, 2020). There are even more examples. However, this thesis aims to compare male sentiments of traditional masculinity towards non-traditional masculinity with a specific example of “dadvertising.” Therefore, the term advertising will be elaborated into more detail in the following subchapter.

2.4 Dadvertising

Gottschall (2008) has examined how fatherhood and masculinity were portrayed in four different magazines between 1960 and 2000. His investigation revealed that throughout this period, male imagery concentrated on self-enhancement and creating a link between masculinity, consumption, and lifestyles rather than the growth he had anticipated in representing males in domestic scenes and nurturing roles (Gottschall, 2008). Yet, the research by Gentry & Harrison

(2010) acknowledges these findings from Gottschall. As previously stated, Leader (2019) defined the term “dadvertising,” which is a type of “manvertising” that emphasizes portraying fathers as nurturers in active childcare rather than just the traditional function of “breadwinner.”

According to the research of Iryani et al. (2017), they focused on a new kind of man and father in the Korean variety show “Superman is back,” which represented a construct of masculinity associated with household duties, nurturing, cooking, and playing with children. However, reactions towards that masculinity construction were ambivalent. A study by Brescoll & Uhlmann (2005) investigated that “perceived social regard was lowest for stay-at-home fathers” (Brescoll & Uhlmann, 2005).

Although Baxter et al. (2016) showed that non-traditional male caregivers were still seen as unusual, individuals with non-traditional gender role ideology had a generally favorable attitude toward them. Furthermore, in Leaders (2019) research, she examined several Procter & Gamble Tide commercials. She found that the advertisements that featured fathers helping around the house did not completely commit to a portrayal of gender equality. She criticizes the brand for cautiously minimizing the difficulties and challenges of househusbands, and representing it as a simple task rather than honoring the hard work of housework and emphasizing actual feminist values, as the brand's main goal appears to be driving sales rather than causing political change (Leader, 2019). Contrary to the dadvertising purpose, the limited representation promotes hegemonic values. Hunter et al. (2019) investigated similar findings while analyzing 200 Australian media articles. They stated that “constructions and categorizations of fatherhood are routinely worked up such that primary caregiving fathers remain aligned with traditional, hegemonic ideals” (Hunter et al., 2019).

This trend allows advertisers to distinguish and draw attention differently without overpowering significant core product messages that advertisers want to convey to the viewer may be one reason businesses use a less contentious version of dadvertising. Nevertheless, the

shift toward more equal perspectives in society is a sign of advertising's increasing ability to challenge stereotypes, particularly with regard to the influence of gender role beliefs on awareness of advertising and nontraditional masculine advertising.

2.5 Variables that affect responses to advertisements

Responses to advertising and masculine ads may be influenced by several factors. However, as no research compares reactions to different types of non-traditional masculine advertising and how it differs from traditional masculine advertising, this thesis focuses on the variables of *product involvement, attitude towards the ad, and emotional response towards the advertisement*. The following section assesses the variables.

Product Involvement in sexual imagery

Research has shown that consumers' mindfulness of sexual advertisements is influenced only under certain characteristics (Gong et al., 2021; Pieters & Wedel, 2007).

Product involvement is a crucial element that influences consumers while examine an advertisement. Zaichkowsky (1985) defined product involvement as "person's perceived relevance of the object based on inherent needs, values, and interests" (Zaichkowsky, 1985).

According to the latest research by Gong et al. (2021) they analyzed sexual imagery in advertisements and their product involvement in advertising. The results showed that the distraction effect was limited for advertisements with sexual content with low product involvement, because the sex appeal made a negative impact on consumers when processing the advertisement. The reason for this was that the sexual model increased consumers attention higher and decreased therefore attention for non-sexual elements. However, with high product involvement this had no influence, and the sexual model increased the attention for the product (Gong et al., 2021)

Attitude towards dadvertising

Attitude is an important concept in marketing that evaluates an object such a product or brand (Mitchell & Olson, 1981). It is a “useful predictor of consumers’ behavior toward a product or service” (Mitchell & Olson, 1981). The variable attitude towards the advertisement is a crucial variable to predict the “differences in consumers responses to traditional versus modern depictions of dads in advertisement” (Mueller et al., 2022).

Reichert et al. (2011) highlight that sex appeal has the potential to result in a good attitude toward the advertisement and can even be more convincing than other advertisements because it captures the audience's attention for a more extended period. However, multiple studies revealed that positive advertisement attitude towards sexual appeal and ad attitude is more favorable if there is a cause, for example, femvertising that is an advertisement that represents “pro-female talent, messages, and imagery to empower woman and girls” (Skey, 2015).

Emotional Response

Observing consumers' emotional responses to commercials is one method for determining their responses to advertisements. According to Bolls (2010) and Mueller et al. (2022), emotions are “biological responses to internal and external stimuli that develop from a basic motivational process” (Bolls, 2010; Mueller et al., 2022). Motivational processes are triggered by activating a stimulus, e.g., through an advertisement (Mueller et al., 2022) that is seen as a “building block of emotions” (Bolls, 2010; Cacioppo et al., 1999). Orth & Halancova investigated that there is a connection between emotional response and sex role.

Therefore, contemporary representations of fatherhood that differentiate from traditional masculine stereotypes of dads may raise emotional reactions and can impact and various elements concurrently (Mueller et al., 2022). To investigate emotional responses between traditional and non-traditional masculinity in the advertisement, this thesis will focus

on six emotional characteristics: *loving, boring, aggressive, trustful, curious, and sexist*. The aim is to understand the impact and the difference in emotional states between the two advertisements. With the shifting role of gender and new fatherhood, dadvertisement may raise men's new role as chores without eliminating the hegemonic masculine traits (Mueller et al., 2022).

2.6 Research Hypothesis

Based on the literature review, the following hypothesis has been conducted:

Product Involvement

Since there is no research regarding product involvement in dadvertisng, the first hypothesis is related to the latest study of product involvement in sexual imagery by Gong et al. (2021):

H1: The higher the product involvement, the higher the ad rating

Attitude toward the advertisement

Although sexual appeal strongly influences attitudes toward advertising, other researchers have found that advertisements with a cause positively impact ad attitudes (Reichert et al., 2011; Sternadori & Abitbol, 2019). Therefore, the following is hypothesized:

H2: The use of dadvertising impacts the ad attitude more positively than a traditional masculine advertisement

Gender

Female only respond positively to sexual appeal when there is a strong fit between the advertisement and the brand. Men respond positively to sex appeal, regardless of the degree of fit (Putrevu, 2008). Therefore, the following hypothesis is formulated:

H3: The influence of dadvertising will be more substantial among female respondents than male respondents.

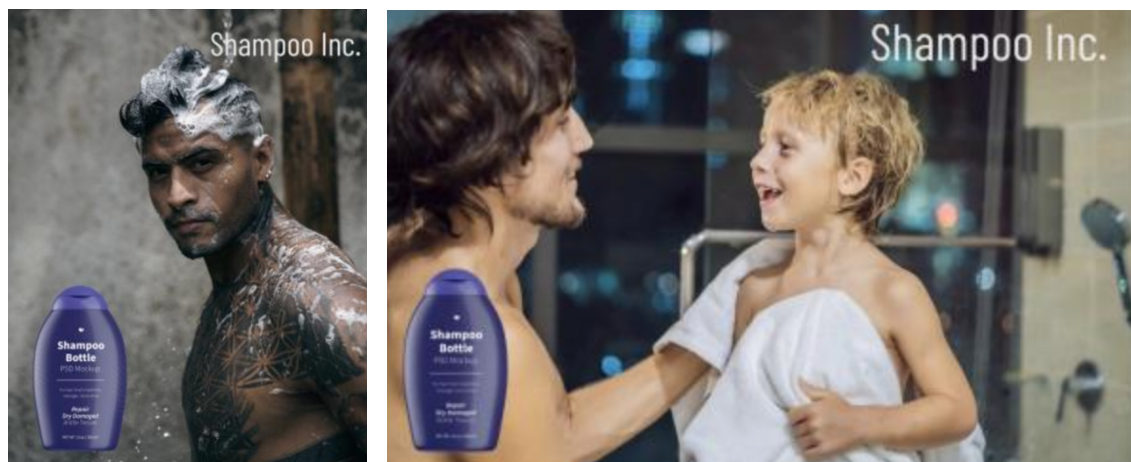
3. Method

The method section briefly describes the research approach, including the studies, data collection, sample size, and measurement.

3.1 Research Approach

As no research compares responses to different types of non-traditional advertising and how it differs from traditional advertising, this research follows the deductive approach to examine the connection between variables and derive hypotheses (Saunders et al., 2007). To test the hypotheses, two advertisements with a shampoo product were created with Freepik and Canva. The first advertisement represented a shampoo ad with a traditionally masculine man in a shower (see Scenario 1). The second advertisement represents an example of "Dadvertising" showing a dad and his son in a shower (see Scenario 2).

Figure 1: *Traditional vs. Non-Traditional Masculine Advertisement*



Scenario 1

Scenario 2

3.2 Data Collection and sample

To gather data, primary research was conducted by a questionnaire to collect a massive amount of data in a short time frame. Furthermore, primary research has its advantage as it allows an increased response rate in a certain period and is fully automated. Therefore, an online survey was designed with Qualtrics XM and was published between November 16th, 2022, and

November 20th, 2022. The survey was spread among personal contacts through social media – Facebook and Instagram and interactions with Nova SBE students on campus.

The survey was structured into three different parts. In the first part, all participants were asked to evaluate the product shampoo based on three questions to understand the product involvement of that product category. The second part of the survey implied two different scenarios. The participants had to evaluate either the traditional masculinity advertisement (Scenario 1) or the advertisement with the "dadvertising" that represented a dad and his son (Scenario 2). The scenarios were randomly assigned to the participants; however, they included the same question types. The aim of randomizing the question was so that the participant would not be biased by one of the advertisements. First, three questions were asked to rate the advertisement. Further, three questions were asked to rate the demonstrated model in the ad. These questions aimed to gain insights regarding the attitude towards the ad. The last question in the second part was to evaluate the emotional response toward the advertisement. Therefore, the participants had to assess six emotional characteristics: *loving, boring, aggressive, trustful, curious, and sexist*. The last part of the survey required demographic questions regarding age, gender identity, sexual orientation, whether they have children, occupation, and country of residence.

Within the time frame of the survey was published, a total of 342 respondents participated in the study. However, 14 participants had to be eliminated from the sample due to pretesting the survey before it was published. Therefore, 328 responses were significant and included in the analysis. Out of the 328 responses, 164 participants were assigned to scenario 1, and the remaining 164 were assigned to scenario 2, which can be concluded that the participants were equally distributed among the scenarios. Looking into the gender distribution, three gender types were considered. There was a balance between male ($n=143$), female ($n=180$), and diverse ($n=5$). Diving deeper into the age structure, the respondents were between 16 and 68. The

average age in the sample was 25.74. Therefore, four generation groups are represented in the sample: Baby Boomers, Gen X, Y, and Z (Cooper, 2022; James, 2017). However, the primary age range in the sample was between 18 and 29 ($n=273$), which is 83.2% of the total sample. Considering occupation, 71.3% of the sample were students ($n=234$), and 23.5% were employed ($n=77$). The remaining 5.2% were apprentices, self-employed, retired, or another occupation status. Many students participated in the sample because the present study was conducted as part of a master's thesis and mainly spread among students at Nova SBE. The most represented countries in the survey were Germany, with 43% ($n=141$), and Portugal, 34.1% ($n=112$). Despite European countries, countries from Asia, Africa, North and Central America participated in the survey, although it is a small part of the sample. Regarding sexual orientation, 88.4% ($n=290$) of participants identify their sexual orientation as heterosexual. Furthermore, 89.6% of the model ($n=294$) have no children.

3.3 Measurement

For the first part of the survey, the variable product involvement was used to test how the participant was involved within the product category shampoo. Therefore, three questions were used to ask if they are interested in the product, the relevant product category, and how involved the respondent is when purchasing shampoo. In comparison, Sherman & Quester (2005) performed a study on product involvement for a congruent product with a seven-point scale. To measure that variable, the assumption of the scale value of their research was transferred to this master thesis.

The second part of the survey included the variable attitude towards the ad and emotional response. Questions about the advertisements and the demonstrated model were asked to gain insights regarding the attitude towards the ad. A seven-point Likert scale was used to measure that variable based on the research of Putrevu & Swimberghek (2013). There, they investigate, among other things, the attitude of sexual appeal advertisements with a seven-point

Likert scale. The third variable, emotional response, was used to elaborate the emotions towards the advertisements based on individual characters. A 10-point Slider scale (Toepoel & Funke, 2018) was used for each character to measure their unique emotional characteristics. To check the internal consistency of the data collection, Cronbach's alpha was used. The result for the variable product involvement showed a reliability coefficient of 0.585 for the three items, which is below 0.700. This indicates an inconsistency between the questions and the variable. However, Cronbach's alpha reliability coefficient for the variable attitude towards the ad is 0.881 for the six variables and expresses an internal consistency within that variable. In addition, two extra variables have been included. The total mean value for product involvement and attitude towards the ad was computed to investigate further analysis.

4. Results

A statistical software (IBM SPSS Version 29) was used to analyze the collected data. Following the preparation of data, a variety of statistical tests were conducted. First, descriptive statistics was conducted to assess the average variability of the mean values. Second, an independent t-test was used to prove the significance of the measurable difference between the two advertisement scenarios and emotional response. Lastly, three between-subject tests have been conducted to test how different variables influence the attitude towards the ad model.

4.1 Descriptive Statistics

Descriptive analysis was conducted to obtain an overview of each variable's average sample variability and skewness. *Table 1* displays the individual results.

Table 1

Descriptive Statistics

Variable	N	Mean (M)	Std. Deviation	Skewness
Product involvement	328	4.57	1.20	-0.49
Attitude towards the ad	328	4.19	1.24	-0.13
Loving	328	4.34	2.99	0.26
Boring	328	4.20	2.84	0.47

Aggressive	328	2.24	2.53	1.46
Trustful	328	4.36	2.78	0.26
Curious	328	3.45	2.63	0.68
Sexist	328	3.09	2.82	0.95

The variables of product involvement and attitude towards the ad are based on a 7-point Likert scale, whereas the emotional characteristics are based on a 10-point slider scale. Both product involvement (M=4.57) and Attitude towards the ad (M=4.18) show a normal distribution. The mean values for the emotional characteristics indicate that the variables loving, boring, and trustful show a uniform distribution, whereas aggressive, curious, and sexist have a right-skewed distribution. Therefore, it can be concluded that the total sample size ($n=328$) evaluated both advertisements as more trustful, loving, and boring but less curious, sexist, and even less aggressive.

4.2 Preliminary Analysis

In the preliminary analysis, an independent t-test was applied to compare the differences in emotional characteristics between the two scenarios: masculine advertising and dadvertising. The following **Table 2** highlights the results of the t-test:

Table 2

T-test

Emotional Characteristic	Scenario	N	Mean	Std. Deviation	P-value
Loving	Masculine Ad	162	2.81	2.306	<0.001
	Dadvertising	166	5.82	2.831	<0.001
Boring	Masculine Ad	162	4.01	2.935	0.212
	Dadvertising	166	4.40	2.737	0.213
Aggressive	Masculine Ad	162	3.17	2.769	<0.001
	Dadvertising	166	1.34	1.877	<0.001
Trustful	Masculine Ad	162	3.33	2.509	<0.001
	Dadvertising	166	5.36	2.677	<0.001
Curious	Masculine Ad	162	4.07	2.854	<0.001
	Dadvertising	166	2.84	2.238	<0.001
Sexist	Masculine Ad	162	4.07	3.076	<0.001
	Dadvertising	166	2.14	2.168	<0.001

The t-test analysis shows a significant difference between the emotional character and the two advertisement scenarios by evaluating the mean values. The dadvertising advertisement is perceived as significantly more loving and trustful, whereas the masculine advertisement is perceived as more aggressive, curious, and sexist. Considering Levene's test for assessing the equality of variances between emotional characters, however, it shows that the emotional character boring is statistically insignificant ($p > 0.05$). The variable boring does not affect the two presented advertisements. Therefore, the emotional character boring was eliminated from the sample for further statistical analysis.

4.3 Main Analysis

In the main analysis, a between-subject effect test was conducted to test the individual variables from the model in their ability to explain the variation from the dependent variable attitude towards the ad. In total, three between-subject tests were performed. In the first run, the following independent variables of the two advertisement scenarios were considered: gender, sexual orientation, children, product involvement, and the individual response to the advertisement by gender. In the second run, independent variables that had not been significant in the first run were eliminated from the model to see if the adjusted analysis showed a significant model. The final analysis added emotional responses to the model to evaluate possible indirect effects. **Table 3** illustrates the results from the first and second iterations of the between-subject test. The Breusch-Pagan Test for heteroskedasticity was conducted in both runs and was non-significant (Run 1: 0.915; Run 2: 0.952). Therefore, heteroskedasticity can be assumed in both tests.

Table 3***Test of Between-Subject Effects***

Dependent Variable: Attitude towards the ad				
Run 1			Run 2	
Parameter	B ₁	Sig.	B ₂	Sig.
Intercept	1.173	0.376	2.176	<0.001
Scenario Advertisement				
Masculine Advertisement	0.276	0.125	0.215	0.140
Dadvertising	0 ^a	-	0 ^a	-
Gender				
Male	0.531	0.006	0.492	<0.001
Female	0 ^a	-	0 ^a	-
Sexual Orientation				
Heterosexual	0.734	0.536	Eliminated due to non-significance	
Homosexual	0.990	0.424		
Bisexual	1.292	0.290		
Other	0 ^a	-		
Children				
Yes	0.066	0.834	Eliminated due to non-significance	
No	0 ^a	-		
Product Involvement				
Product Involvement	0.275	<0.001	0.255	<0.001
Age				
Age	0.022	0.065	0.020	0.016
Individual Advertisement Response by Gender				
Masculine Advertisement - Male	-0.069	0.796	Eliminated due to non-significance	
Masculine Advertisement - Female	0 ^a	-		
Dadvertising - Male	0 ^a	-		
Dadvertising - Female	0 ^a	-		

a. This parameter is set to zero because it is redundant.

For both advertising scenarios (masculine and dadvertising), the masculine ad was rated more favorable than the dadvertising ad ($B_1 = 0.276$; $B_2 = 0.215$). However, it is non-significant as $p\text{-value} > 0.05$. Due to this result, hypothesis 2 cannot be validated.

Taking gender into consideration, both runs ($B_1 = 0.531$; $B_2 = 0.492$) demonstrated a significantly higher attitude towards the ad for males than females. Results further indicate that men have a slightly pessimistic attitude toward masculine advertisements. However, this statement is not significant ($p > 0.05$). Thus, the variables for the second run were withdrawn from the model. Irrespective of gender, the remaining results for attitude towards the ad in dadvertising are zero, hence redundant. Therefore, hypothesis 3 cannot be supported.

Considering the impact of children, the result shows it is not significant ($p > 0.05$) and was therefore excluded from the second run. Sexual orientation was not significant ($p > 0.05$) and was banned for the second run. The variable product involvement impacts attitude towards the ad positively ($B_1 = 0.275$; $B_2 = 0.255$). For both runs, the variable significantly affects attitude towards the ad ($p < 0.001$). Therefore, it can be inferred that the higher the product involvement is, the better the attitude towards advertisement. Since product involvement has a significant impact, hypothesis 1 can be confirmed. The last variable considered in the model is age. Age has a minimal positive contribution to the model ($B_1 = 0.022$). However, the $p\text{-value}$ is slightly above 0.05 and, therefore, insignificant. For the second run, the non-significant values are taken out, and age ($B_2 = 0.020$) has a significant effect. Thus, it can be derived that the older a person, the stronger their attitude toward advertising. To conclude, by eliminating the non-significant variables from the first run and performing the test again, the overall model $B_1 = 1.173$ increases to $B_2 = 2.176$ and becomes significant ($p < 0.001$).

In the third test, the significant variables from the second test (run 2) and the significant emotional responses (see Table 2) have been included in the between-subjects to analyze how each emotional character indirectly influences the model. Again, a Breusch-Pagan Test for

heteroskedasticity was conducted and was non-significant ($p = 0.975$). Therefore, heteroskedasticity can be assumed in the third test. **Table 4** shows the results of the test.

Table 4

Test of Between-Subject Effects

Dependent Variable: Attitude towards the ad		
Parameter	B ₃	Sig.
Intercept	1.848	<0.001
Masculine Advertisement	0.647	<0.001
Dadvertising	0 ^a	-
Male	0.292	0.015
Female	0 ^a	-
Product Involvement	0.140	0.004
Age	0.009	0.229
Loving	0.115	<0.001
Aggressive	-0.082	0.001
Trustful	0.053	0.054
Curious	0.139	<0.001
Sexist	-0.004	0.85

a. This parameter is set to zero because it is redundant.

The following differences were found when the emotional variables loving, aggressive, trustful, curios, and sexist were included in the model. The emotional variable boring was not considered, as it showed no significant differences in the T-test (Table 2) compared to the advertisements. Compared to the previous between-subjects tests, the third analysis resulted in a significant attitude towards masculine advertising ($B_3 = 0.647$) with ($p < 0.001$). The reasons for this are the significant emotional variables. For example, the emotional variables loving ($B_3 = 0.115$) and curios ($B_3 = 0.139$) have a positive effect on the model because both variables are significant ($p < 0.001$). The variable aggressive ($B_3 = -0.082$) leads to a significant negative impact on the model. The variable trustful ($B_3 = 0.053$) is not significant ($p > 0.05$). The last remaining variables, age and sexist indeed are not significant ($p > 0.05$). Regarding the gender

variable, male respondents ($B_3 = 0.292$) still have a significantly higher impact on the model than female respondents. The same applies to product involvement ($B_3 = 0.140$). As in the previous test, product involvement has a significant positive effect on the model.

5. Discussion

The last section of the master thesis will examine the key findings of the research and explain how it relates to the existing literature and the research question. Afterward, limitations and future research possibilities will be elaborated.

Sexual appeal is a very successful strategy and positively impacts attitudes toward the ad. In recent years, gender roles are changing, and men stay home and take care of the children. However, mainly traditional muscular man is represented in advertising. It is scientifically proven that sex appeal has a positive effect, and consumers can memorize such advertising. The change in gender roles has arrived in society but is not widespread in the advertising landscape.

For this reason, this thesis has dealt with how the effect of dadvertising, a form of non-traditional advertising, affects consumers. Since very little research has been conducted in this area and there is no comparative study of traditional and non-traditional advertising, this master's thesis has addressed this issue by looking at common variables examined in research on sexual appeal. To test the variables, product involvement, attitude toward the ad, and emotional response were examined. Furthermore, it investigated how these variables affect the respective gender.

The first hypothesis examined product involvement. According to Zaichkowsky (1985) product involvement is the importance of a product based on “interests, values, and needs” (Zaichkowsky, 1985). Gong et al. 2021 examined product involvement and found that product involvement increased visual attention to the product image during sexual appeals. These results were also obtained in the study during the master's thesis. After applying the test of Between-

Subject Effects, the results showed that product involvement increases when the attitude toward the advertisement increases.

Next, the variable attitude toward the advertisement was examined. As discussed in the literature review, sexual appeal positively affects the advertisement. It can be more convincing than other advertisements because it captures attention over an extended period (Reichert et al., 2011). However, several researchers have found that attitudes toward advertising are more positive when the advertisement creates a positive cause. Since dadvertising can affect a positive cause, the assumption for the second hypothesis was that dadvertising causes a more positive attitude than traditional masculine ads. After applying the test of Between-Subject Effects, the statistical analysis showed that the masculine ad was rated significantly better than the dadvertising, and second hypothesis could not be confirmed. There are several reasons for this. As already described in the literature review, masculinity is perceived as a social construct and results from the interaction of several discourses and ideas (Knudsen & Andersen, 2020). In addition, Eisend (2010) found that markets were more likely to push their brands than to try to counteract the gendered development of values. There are positive examples of brands that counteract this. However, practical examples are limited, and it will require time for society and brands to adapt to this trend.

The next step was to examine how dadvertising affects the respective gender. Putrevu (2008) found that men respond positively to sexual inducements, regardless of the degree of fit. Women, however, only when sexual incentives are positively matched to an ad strongly. For this reason, H3 assumed that women perceive dadvertising better than men. However, this hypothesis could not be confirmed. When analyzing the results, the between-subjects test showed that men have a significantly better attitude toward traditional masculine ads and have no influence on dadvertising. Following the current state of research, Knudsen & Andersen (2020) found that hegemonic masculinity in advertising is still prevalent and does not seem to change and

strengthen traditional masculinity traits. That could indicate that women do not prefer advertising for a product category shampoo because women generally prefer a feminine ad that shows that the shampoo has a positive effect on the hair.

Next, various emotional responses were examined to determine the impact of the emotional states between the two advertisements. During the independent t-tests, six emotional characteristics - loving, boring, aggressive, trustful, curious, and sexist have been considered. Participants in the study rated advertising as more loving and trustful and the masculine ad as aggressive, curious, and sexist. Boring had no significant influence on either ad. In a following between-subject effect test, when the dependent variable attitude toward the ad was examined, it was found, as previously mentioned, that men perceived the masculine ad significantly better. Furthermore, emotional responses were added, showing that sexism perceives insignificantly. This result is interesting since research has previously shown that men prefer sexual appeal regardless of the fit of the ad (Putrevu, 2008).

5.1 Limitations and Future Research

The investigation in the master thesis had its limitations. First, the variable product involvement was inconsistent after Cronbach's alpha was below 0.700. This shows that the questions were not measured similarly and were evaluated differently. A possible reason for this is that the purchase decision and the importance of the product for shampoo varies among consumers. Another limitation of the study is that 71.3% of the sample were university students, and most of the results are geared toward this represented group.

Furthermore, the proportion of participants with children was very low and insignificant, so that no insights could be drawn from this variable. Also, regarding sexual orientation, most respondents were heterosexual and negligible in the model; therefore, no results could be taken from the variable. Furthermore, the product category in the advertisements was limited to the product category shampoo. The effect of shampoo is different for each consumer, which leads

that the perception is also different, as it can be perceived either high or low. The analysis in section 4 shows that some variables are insignificant. As a result, there are unidentified factors that influence the dependent variable. This limitation can be considered for future research.

The limitations that have been explored have the potential to investigate in the future. First, different aspects of non-traditional ads can be considered as this master thesis is limited to dadvertising. Currently, there is no comparison in research of traditional and non-traditional masculinity in advertising. This research concentrated only on product involvement, attitude toward the ad, and emotional response, other variables that impact advertisement could be considered. Furthermore, insignificant variables that have been examined in this study should be investigated more deeply to determine their impact on non-traditional masculinity in advertising. Finally, this thesis focused only on analyzing the product category shampoo. However, different product categories that men consume could be considered to investigate more research on non-traditional masculinity in advertising.

5.2 Conclusion

To conclude, the research aimed to identify how non-traditional masculinity, using dadvertising as an example, is perceived compared to traditional masculinity in advertising for a product category shampoo. Based on the statistical analysis of the variable attitude towards the ad, product involvement, and emotional response, it can be concluded that the traditional masculine advertisement was significantly perceived better than the non-traditional masculine advertisement. This result shows that hegemonic masculinity is still strongly perceived in consumers' minds. Although society is aware of the shifting gender roles and more fathers taking the role of caregiver, it will still require time until it is entirely accepted. However, in general, the dadvertisement was perceived as more loving and trustful, whereas the traditional masculine advertisement is perceived as more aggressive, curious, and sexist.

The variable product involvement was significant and stated that the higher the product involvement, the higher the ad rating. The six emotional responses that impacted the model, however boring, sexist, and trustful, were insignificant and raised the opportunity to investigate more research into other emotional responses. Besides that, women had an insignificant impact on the model. However, the literature states that women are attracted to sexual content only if there is a fit for the product. Men, in general, are attracted to products with sexual content.

This research is the first that compares traditional and non-traditional masculinity in advertising. To better understand the implications of the results, researchers in the future should consider applying appropriate product categories and other variables to gain more meaningful insights regarding non-traditional masculinity in advertising.

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