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The Effect of Gender Stereotype Content, Program Congruity and Liking, on French Advertisement Recall and Purchase Intention.

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Abstract

This study investigated the effect of the portrayal of unconventional gender roles in advert content, congruent program context and liking of the advert on subsequent memory and purchase intention. In all 186 French participants watched either a congruent-stereotype content program or an incongruent neutral one, with either three conventional or unconventional gender role adverts embedded within it. Results suggested that advert recall scores and product purchase intention ratings were significantly higher for unconventional adverts, in a congruent program context. Advert liking positively influenced memory and purchase intentions, but there were no significant differences in recall of unconventional adverts between genders.

Public Policy Reference Statement

This study looks at how people react to television advertisements when actors are portrayed in unconventional (often opposite) gender roles. We found, as expected, that people remember more about all aspects of the advertisement when actors are in non-traditional roles. However, there were no gender differences in responses. Adverts that were more liked were better remembered.

Key Words: Unconventional Gender Role; TV advertisements; Memory; French; Program Congruity; Purchase intention

This study investigates the effect of stereotypically conventional and unconventional gender role presentations on advert recall and product purchasing intentions, including the consideration of gender differences. It also examines the impact of congruent and incongruent embedding program content: that is, where the advertisement and program are either traditional or not, in their portrayal of gender differences. It also explores the concept of viewer involvement in the program, exploring the idea that the more involved (caught-up in) a viewer is in a program, the more upset they will be by an advert interruption. This will lead them to pay less attention to, and hence remember less, about the advertisement. Finally, it focuses on the attitude of liking, for both the program and the adverts, and whether this influences memory of the advert and intention to buy.

Studies in this area have looked at such things as whether introducing humor, sex and even violence to a TV advertisement has an influence on memory for the advert and product and subsequent purchase (Lull & Bushman, 2015; Eisend et al., 2014). There have been more studies on the role the actors play in these advertisements, particularly the extent to which they portray, rather old and unfashionable, gender stereotypes. Some advertisers have explored the possibility of using unconventional, often “opposite” gender stereotypes, for their actors to see whether this makes the advertisement and the product more memorable. This study explores this area of research.

Developments in family role structures and in the labor force have led to considerable adjustments regarding gender roles representations found in adverts (Zotos & Tsihla, 2014). Yet, despite stereotypes becoming more subtle, advertisers seem to persist in depicting conventional roles: men generally work outside the home and women are in domestic roles such as parent, spouse, or homemaker (McArthur & Eisen, 1976). Indeed, Eisend (2010), in a meta-analysis, showed that gender stereotyping in advertising depends on gender-related developments and value changes in society rather than the other way around. That is, there is

support for the “mirror” argument over the “mold” argument concerning whether adverts reflect or change society attitudes to sex roles. More recent reviews have confirmed this observation (Furnham & Lay, 2019).

It is important to ensure that the results of these studies are cross-culturally valid. Nearly all published studies have come from English speaking countries (predominantly America and Great Britain). In this study, we use French speaking participants and advertisements to examine cultural differences and similarities in this phenomenon.

Effectiveness of Unconventional Advertisements

Previous research has briefly looked at the effectiveness of unconventional male roles (Kolbe & Muehling, 1995). Debevec and Iyer (1986) considered men in radio advertisements and found that breaking male stereotypes led to better evaluation and higher levels of purchase interest in advertised products, such as dishwashing liquid. These findings were supported by Vantomme, Geuens, and Dewitte (2005), who showed that deodorant adverts depicting non-traditional gender roles, such as men being nursery schoolteachers, rather than construction workers, elicited greater preference both explicitly and implicitly for the product.

Most of the studies focused on adverts depicting exclusively female roles and resulting attitudes towards these women when determining the effectiveness of the advert (Wolin, 2003). Scheibe (1979) suggested that people would exhibit better recall of adverts depicting new gender roles, rather than those perpetrating traditional occupations. Jaffe and Berger (1994) found that nontraditional adverts portraying women as egalitarian or ‘superwomen’ was preferred across genders. Bellizzi and Milner (1991) also showed that an unconventional presentation of a car repair service including a female voiceover was favored by women.

However, research has not always pointed in the same direction (Whipple & Courtney, 1980). Duker and Tucker (1977) demonstrated that traditional housewife adverts were more effective than non-traditional portrayals presenting a working mother, a modern woman or a professional. Vantomme et al. (2005) found that adverts promoting fictitious mobile phones elicited an explicit preference for adverts depicting non-traditional roles, but an implicit preference for those featuring traditional roles. The variation in the above findings can be accounted for by possible mediating factors, such as gender attitude, sex or social identification (Orth & Holancova, 2004).

Recall Effect of Humour and Liking

Advertisements in which gender stereotypical roles are reversed are often presented in a comical way (Kaufman, 1999). Investigating the advertising impact of joining stereotypes and humor has revealed that humor positively influences attitude towards an advert and the brand, particularly when unconventional stereotypes are used (Eisend et al., 2014). A number of studies have examined humor's influence itself on cognitive components. (Duncan & Nelson, 1985; Chung & Zhao, 2003; Haley & Baldinger, 1991). Lutz's (1985) affect transfer model suggests that if consumers experience positive feelings when watching the advert, they will link those feelings to the advertised product or brand.

Opposing views support the idea that humor can act with negative distraction effects, inherently harming recall for the advertisement (Krishnan & Chakravarti, 2003). While the assumption is that memory for the advert is essential for effective advertising, Strick et al. (2013) argued that brand recognition does not particularly need to be explicit and conscious. For instance, many studies have found no evidence for the influence of humor on purchasing intentions (Gelb & Pickett, 1983; Belch & Belch, 1983; Zhang & Zinkhan, 2006). This would

suggest that the effectiveness of humor in advertising could not be extended to its persuasive effects on brand choice. However, research indicates that implicit brand memory can actually predict the brand people choose (Shapiro & Krishnan, 2001). Hansen et al. (2009) further examined explicit and implicit memory, finding that explicit memory for a brand was lower in non-humorous ads, while implicit recognition was identical for both humorous and neutral ones. This suggests that although humor distracts, resulting in weaker explicit recall, implicit memory stays intact.

Congruity Effects

Another controversial issue in the literature is whether program and advertisement congruity or incongruity best allows advert recall. When adverts are placed in a congruent context program, contrary to one in which the content is dissimilar to the advert, cognitive priming results in more precise recall of brand and product (Sanbonmatsu & Fazio, 1991). This effect of priming was found also in research by Furnham et al. (2002) and Gunter et al. (2005). Thus, the resemblance between advert and program evoked moods would serve as a primer for advert processing, supporting the affect transfer hypothesis (De Pelsmacker, Geuens, & Anckaert, 2002). Indeed, the positive feelings associated to the context are easily transferred to the advert, generating a positive attitude towards it.

On the other hand, studies showed that products and brands presented in a non-congruent program were remembered better than those advertised in a program of similar content (Furnham et al., 2002). This contrast effect is in line with the theory of cognitive interference, which suggests that information from similarly themed programs and adverts merges, illustrating the “meltdown” phenomenon (Furnham & Price, 2006). Subsequent memory of the advert is impaired due to unclear source details between the advert and the program. On the

contrary, novel and unexpected information are identified as innovative and viewers pay more attention. Therefore, the literature points towards both positive and negative effects of advert and program congruity.

Program Involvement

Disputed results in this area could be explained by focusing on program involvement as a mediator (De Pelsmacker et al., 2002). High-involvement programs could lead to a poorer recall of adverts because of viewers' annoyance at having a program, with which they are involved, interrupted (Howard, 1977; Kennedy, 1971). Others have reported that advertisements instead have a greater impact on viewers when they are adjacent to high involvement contexts (Lloyd & Clancy, 1991).

Research into program involvement has further considered effect differences between advert-program congruity and incongruity (De Pelsmacker et al., 2002). In cases of low involvement, the message is more likely to be handled peripherally, thus congruent content would facilitate the processing of advertising. In contrast, high involvement cases might lead to central processing when advert and context are incongruent, resulting in more positive attitudes towards the advert

The Current Study

The present study will test the effectiveness of television advertisements in terms of recall and purchasing intent, as a function of advertisement content and contextual program congruity, on French participants. By congruent contexts we mean conventional gender roles adverts in a

conventional program while an incongruent context is where a conventional advert is in a program with unconventional gender roles.

It is important for reasons of ecological validity to use real-world, already broadcast, television advertisements and programs rather than those made by the experimenter. Inevitably it takes a great effort to find and match advertisements which are never perfectly matched on all criteria. Nevertheless, this is the standard practice in the research (Eisend, 2010).

The following hypotheses were tested:

H1_A: Free and cued recall for the product will be better when adverts portray unconventional gender roles rather than conventional ones.

H1_B: Purchase intention for products will be stronger when adverts portray unconventional gender roles.

H2_A: Free and cued recall for the product will be better when the adverts are embedded in a congruent gender stereotype content program as opposed to an incongruent one.

H2_B: Purchase intention for products will be stronger when the adverts are embedded in a congruent gender stereotype content program.

H3: Advertisement liking (for humor) will increase advert effectiveness in terms of recall and purchase intent.

H4: Women will display better free and cued recall for unconventional adverts than men. This is tentative hypothesis, given little previous research.

Method

Participants

A sample of 186 French nationals, either male (N=90) or female (N=96) took part in this study. All participants had the French nationality, but 78 had dual nationalities (citizens of two

countries: France and one other). They were aged between 18 and 73, with a mean age of 27.13 years old ($SD=14.29$). A total number of 6 participants were excluded from the data, as they had either previously seen the presented program or skipped the adverts ignoring the given instructions. A power analysis suggested that this N was more than adequate to test our hypotheses.

Materials

All four videos were each built from a short television program embedded with three consecutive adverts of the same type (see Table 1). The advert break was inserted at equal length from the end of the program (exactly 8 minutes) in every video to ensure that the time between encoding and retrieval was the same for each participant.

Programs were chosen for their similarity on a maximum number of criteria. These included country of origin, TV channel, tone, period and length (around 12 minutes). The incongruent program was “Tourism: the revolution of holidays 2.0” [*translated from French*] and aired in July 2016, depicting the recent evolution of tourism all over France. The congruent program aired in September 2016 and was called “Stay at home dads, so what?” [*translated from French*]. This one focused on still existing inequalities between genders and the evolution of gender stereotypes in recent years.

The advertisements were also selected to be the most similar possible. Brand was held constant for one pair of adverts and the two other pairs were matched on content features such as product type, setting, number and age of characters, tone, length and likeability. It is extremely difficult trying to find “real” (as opposed to experimentally designed) advertisements which could be considered matched. It took many weeks to find them and they were not ideal. For instance, it would be ideal to try to find advertisements which portrayed women in a high-powered working environment, but at the time of the study these were not available.

A panel of 8 independent judges (4 males and 4 females) also rated these characteristics for all 6 adverts, along with their level of representativeness and conventionality on a 7-point scale. Indeed, 3 adverts were selected for their conventionality to gender stereotypes, while the 3 others were chosen for their unconventionality. The first pair depicted either a woman (conventional) or a man (unconventional) cooking for their children (food brands were Knorr and Blédina respectively). The second pair presented a woman (conventional) or a man (unconventional) doing laundry (common product brand was Vanish). For the last pair, either two young men (conventional) or two young women (unconventional) were seen driving a Ford or Renault car respectively. All adverts lasted about 30 seconds.

Two memory questionnaires were designed based on numerous studies in this area (Furnham & Mainaud, 2011; Parker & Furnham, 2007). The first was a free, then cued, recall. Participants were first asked to write down all they could remember about the adverts. After that, they were reminded about the adverts and asked specific questions about facts mentioned in the adverts such as the cost of the product, the brand name or the strap line used. A third questionnaire was used to evaluate the impact of advert and program type on purchase intention and of liking on recall and intention to buy. This asked participants to indicate whether they owned a TV and how often they watched it, whether they had previously seen the program or advert and whether they knew the presented brands. They were also asked to rate their liking of both advert and program and their product purchase intention on a 7-point scale for the three different adverts. Final ratings of advertisement liking and purchase intention were calculated by summing up the points for each ad, which thus ranged from 1 to 7 and led to a maximum rating of 21.

Insert Table 1 here

Procedure

Participants were tested individually or in small groups, but always in a silent environment to ensure that they were calm and relaxed. These consisted either of libraries, small lobbies, lab cubicles or their own rooms. They were given an information sheet, which pointed out the purpose of the study but revealed no clues about the topic or aims of the research. Participants were instructed to watch the video until the end without pausing or fast-forwarding any parts of it. They knew that they would need to subsequently answer three short questionnaires but were not informed about their content. They were also told that they could withdraw from the experiment at any time and could request for their data not to be used. Ethics permission was sought and received from the appropriate committee (CEHP/514/2017)

Results

Following the standard analysis for papers in this area (Parker & Furnham, 2007), we ran two analyses. First, three one-way ANCOVAs were used to determine whether there were any free recall, cued recall or purchase intention differences, either as main effects of advertisement type and program type or as interactions, while controlling for gender and age: that is gender and age were covariates. Where t-tests were done, appropriate corrections were made. Scores for free recall and cued recall were analyzed separately as two dependent variables and purchase intention as a third. Because of the skewed age of participants, those over 60 were removed from the analyses but there was no significant change in the pattern of results.

Second, two-way ANOVAs aimed to see whether males and females displayed mean differences in their recall scores of conventional and unconventional adverts. Partial correlations of liking on free recall, cued recall and purchase intention were also conducted to try and reveal an effect of advertisement liking, while still controlling for gender effects.

For free recall scores, participants presented with unconventional adverts were found to have higher means ($M = 9.53$; $SD = 2.81$) than those presented with conventional ones ($M = 7.97$;

$SD = 2.96$). The main effect of advertisement type was found to be significant: $F(1,175) = 15.28, p = < .001, \eta_p^2 = .08$. Moreover, an independent-sample t-test did show significant differences in the free recall of unconventional adverts within the incongruent ($M = 8.64, SD = 2.91$) or congruent ($M = 10.42, SD = 2.44$) program; $t(88) = 3.14, p = .002$. Then participants who watched the incongruent program were found to have lower free recall score means ($M = 7.84; SD = 2.92$) than those who watched the congruent one ($M = 9.66; SD = 2.78$). In line with $H2_A$, the main effect of program type was also found to be significant: $F(1,175)=17.41, p=<.001, \eta_p^2 = .09$. Moreover, an independent-sample t-test did show significant differences in the free recall of unconventional ($M = 10.42, SD = 2.44$) or conventional ($M = 8.89, SD = 2.92$) adverts within the congruent program; $t(88) = 2.71, p = .008$. The analysis revealed only a marginal effect of gender on free recall scores ($F(1,175) = 3.84, p = .052, \eta_p^2 = .021$) and no significant interaction between advertisement type and program type ($F < 1$). Table 2 displays the mean free recall scores for conventional and unconventional advertisements in incongruent and congruent programs.

Similar results were found for cued recall scores. Participants presented with unconventional adverts were found to have higher means ($M = 10.48; SD = 1.47$) than those presented with conventional ones ($M = 9.63; SD = 2.05$). The main effect of advertisement type was found to be significant: $F(1,175) = 10.20, p = .002, \eta_p^2 = .05$. However, an independent-sample t-test did not show significant differences in the cued recall of unconventional adverts within the incongruent or congruent program; $t(88) = .93, p = .354$. As shown in Table 2, participants who watched the incongruent program were found to have lower means ($M = 9.90; SD = 2.02$) than those who watched the congruent one ($M = 10.21; SD = 1.61$). Yet the main effect of program type was found to be non-significant: $F(1,175) = 1.13, p = .29, \eta_p^2 = .006$. The analysis revealed no effect of gender of cued recall score, nor did it show a significant interaction between advertisement type and program type (both $F < 1$).

The analysis also revealed that participants presented with unconventional adverts were found to have higher means of purchase intention ($M = 9.17$; $SD = 2.57$) than those presented with conventional ones ($M = 6.83$; $SD = 2.69$; see Table 2). The main effect of advertisement type was found to be significant, $F(1,175) = 36.11$, $p = <.001$, $\eta_p^2 = .171$, as predicted by H1B. However, an independent-sample t-test did not show significant differences in purchase intention of unconventional adverts within the incongruent or congruent program: $t(88) = .78$, $p = .438$. Then, participants who watched the incongruent program were found to have higher means of purchase intention ($M = 8.38$; $SD = 2.82$) than those who watched the congruent one ($M = 7.62$; $SD = 2.88$). The main effect of program type was statistically significant: $F(1,175) = 4.03$, $p = .046$, $\eta_p^2 = .023$. Moreover, an independent-sample t-test did show significant differences in the purchase intention of unconventional ($M = 9.38$, $SD = 3.01$) or conventional ($M = 7.38$, $SD = 2.24$) adverts within the congruent program: $t(88) = 3.58$, $p = .001$. The analysis again revealed no significant effect of gender on purchase intention and no interaction between advert and program type (both $F < 1$).

Insert Table 2 here

ANOVAs including gender as a fixed factor were also conducted for all three dependable variables and led to identical results. None of the interactions between gender, advert and program types were significant (all $F < 1$).

Simple effects analyses were conducted to identify differences in recall for conventional and unconventional adverts between male and female participants. Although mean free recall for conventional adverts was higher for females ($M = 8.56$) than for males ($M = 7.29$), while controlling for program type, the difference between genders was not significant: $F(86) = 3.11$, $p = .081$, $\eta_p^2 = .035$. Cued recall of conventional adverts led to similar results, as females again showed higher means ($M = 9.71$) than men ($M = 9.55$), but the difference was not significant ($F < 1$). Moreover, mean free recall for unconventional advert were higher for females ($M =$

9.91) than males ($M = 9.16$), but this difference was not significant ($F < 1$). This was again the case for cued recall scores of unconventional advert ($M = 10.64$ for females and $M = 10.31$ for men, $F < 1$). All means and standard deviations of males and females' advert recall scores are displayed in Table 3.

Insert Table 3 here

To test H_3 , a partial correlation controlling for gender was computed. It aimed to identify the relationship between liking of the advert and the three dependable variables. When controlling for gender on the relationship between liking and free recall scores, the following partial correlation is identified as non-significant: $r = .12$, $p = .122$. However, cued recall scores and purchase intention ratings were significantly correlated with liking: $r = .20$, $p = .006$ and $r = .49$, $p < .001$ respectively.

Two-tailed partial correlations were also conducted to identify the relationship between age, gender identity, country of residence, television ownership, advert familiarity and brand familiarity and free recall, cued recall and purchase intention. Age was found to be significantly correlated with cued recall, $r = .20$, $n = 177$, $p = .007$.

Discussion

The purpose of this study was to investigate the effects of unconventional gender role depiction in adverts and context program congruency on advert recall and purchasing intention. Most, but not all, of our hypotheses were supported by the findings. The most central hypotheses namely H_{1ab} and H_{2ab} received empirical support

Results validated H_{1A} : Free and cued recall scores were better when the advert depicted unconventional gender roles. H_{1B} was also confirmed, as purchase intention was higher for nontraditional adverts. Free recall scores for the adverts and product purchase intentions were found to be higher when they were embedded in a congruent content program, however this

was not the case for cued recall scores. No interaction was found between advertisement and program type: unconventional adverts were better recalled than conventional ones within both programs. Advertisement liking did correlate positively with cued recall scores and purchasing intentions, yet there was no relationship with free recall. Finally, no evidence was found for H4, as the differences in means for recall of unconventional adverts between males and females were not significantly different.

As predicted, the memory for unconventional advertisements was better than for conventional ones, in both free and cued recall scores. This is consistent with findings by Vantomme et al. (2005), who indicate that nontraditional stereotypical depictions in adverts elicited greater advert effectiveness. The main effect of advert type cannot be attributed to brand familiarity, as this potentially mediating factor did not correlate in any way with memory of the advert. The effect could then be due to the heightened levels of attention, as suggested by the adaptation-level theory (Helson, 1959). The unconventional adverts act as distinctive and unusual stimuli, which consequently stand out and draw more focus. The analysis indeed revealed a positive relationship between ratings of advert liking and cued recall score. Greater levels of liking lead to better recall, which suggests that unconventional adverts also elicited higher preferences. This is, no doubt, what the advertisers had in mind.

By contradicting earlier studies in gender role advertising (Duker & Tucker, 1977; Whipple & Courtney, 1980), our results do not support the Brescoll and Uhlmann's (2005) theoretical account. Presenting nontraditional gender roles did not lead to a weaker memory and thus by inference do not seem to induce negative assessments. This could emanate from current shifts in social trends (Diekmann & Eagly, 2000). Traditional depictions were preferred in the 1970-80s (Duker & Tucker, 1977), and more recent results have favored nontraditional portrayals of gender roles (Bellizzi & Milner, 1991; Jaffe & Berger, 1994; Hupfer, 2002; Orth & Holancova, 2004).

The findings did not suggest that portraying nontraditional stereotype was a more effective advertising process for women than for men. Although means leaned in favor of Lysonski and Pollay's (1990) claims that women exhibited better recall of unconventional portrayals and adverts in general, differences between genders were not significant enough to support this view. Women were not more affected by the consequences of stereotyping and did not evaluate nontraditional portrayals more favorably. As established previously, consumers respond more favorably to depictions of their own gender in-groups (Orth & Holancova, 2004). Thus, as adverts portraying men and women were equally balanced in this study, it is possible that preferences for members of their own gender group overruled effects of the different processing strategies. **This finding, like the study as a whole, merits replication.**

This study extends on previous findings that incongruent context programs lead to weaker recall of product and brand (Furnham et al., 2002; Gunter et al., 2005). Cognitive priming seemed to occur with regard to free recall scores, resulting in stronger memory for adverts that had been embedded in a congruent program. However, the hypothesis testing for better recall in congruent programs (H2_A) was only partially supported, because cued recall scores did not follow the congruity principle. It is also possible that these results support Furnham and Price's (2006) "meltdown" phenomenon. Especially, seeing as brand names used in the cued questionnaire were all strongly similar, either phonetically or in term of available products. This could have increased confusion and cognitive interference for the participants. The overall pattern of results concerning the congruity effect remains unclear and calls for further exploration. Memory theories suggest that recall is stronger when conditions at encoding, both externally and internally, are the same as during retrieval (Godden & Baddeley, 1975).

Alternatively, it could be that the main effect of context program on free recall scores is not accountable to congruity, but rather to the content itself. Previous findings on context content influences (Furnham & Hiranandani, 2009; Lull et al. 2015), underlined that non-neutral

contexts, such as violent or sexual ones, hindered recall. It was inferred that people lacked the cognitive capacity to dedicate complete attention to both program and embedded adverts. Yet results from the current study showed that memory scores for unconventional adverts were higher in an arousing context program, as opposed to in a neutral one. A theoretical explanation for this influence could stem from the excitation transfer alternative (Zillmann, 1971).

The hypotheses that unconventional adverts and congruent context would strengthen purchase intention were both confirmed. This does not only add to an existing body of research, it also reinforces earlier literature (Debevec & Iyer, 1986; Vantomme et al., 2005), in support for a main effect of advert-type on intention to buy. However, present results also contradict findings by Zawisza and Cinnirella (2010), who found no impact of nontraditional stereotypes of women on purchasing intentions. Despite that fact that purchase intention is one of the most crucial measures of consumer behavior with regards to advert effectiveness, it is also maybe the hardest to assess. Indeed, the fact that these measures rely on self-report assessment makes them susceptible to error (Nisbett & Wilson, 1977). Additionally, the purchase intention scale in this study may be low in sensitivity and does not consider all potential effects of peripheral or central cues, such as argument strength (Zawisza, 2006), which could also have influenced purchase intention ratings. However, this study did examine the effects of advert liking on purchase intention and found a positive relationship between the two. This is in line with Lutz's (1985) affect transfer model, which explains that affective responses lead to more encouraging views towards the product.

There was some evidence for H3, namely that the more people like advertisements the more they were remembered. However, there was no support for H4, which was an exploratory hypothesis stating that women would remember the unconventional advertisements even more than men. Clearly the effect is the same on the two genders.

This study has a number of limitations, starting with the lack of generalization of its findings across cultures, social groups and to a certain extent, generations (Lundstrom et al., 1999). Perceptions of unconventional adverts may depend on the gender attitudes and values that dominate in different countries (Ford et al., 1997), thus being proportionate to how deeply gender role stereotypes are anchored in a particular culture.

Additionally, students and highly educated adults dominated the sample of participants. It is plausible that within the French culture, different social groups also react differently to stereotypical depictions. Previous investigations have already established a division between traditional and liberal thinkers, when looking at members of feminist organizations for example (Ford & Latour, 1993). Yet no differences were found in advert preference, suggesting that such social groups do not predict for contrasts in advert effectiveness.

Conclusion

Traditional gender roles are being strenuously challenged in all aspects of society. Many commentators have lamented the power of television to perpetuate outdated and unfair gender stereotypes, yet it seems the majority of programs and advertisements still portray old-fashioned gender stereotypes. Whilst there appear to be more programs and advertisements that explore un- and non-conventional gender roles (from a variety of perspectives) it is clear from this study that they have the power of arresting more attention from the viewer and hence better memory for the product. However, as their number increases it may well be, that this effect decreases. This is one of the few studies that have explored this phenomenon and therefore merits both replication and extension.

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Table 1. *Four different conditions depending on advertisement type and contextual program.*

Condition Type	Advertisement Type	Contextual Program Content
1	Conventional Adverts	Neutral Program Content
2	Unconventional Adverts	Neutral Program Content
3	Conventional Adverts	Gender Stereotype Content
4	Unconventional Adverts	Gender Stereotype Content

Table 2.

Mean and Standard Deviations of Free Recall Scores, Cued Recall Scores and Purchase Intention Ratings.

	Variable	Incongruent Program		Congruent Program		Total	
		<i>M</i>	<i>SD</i>	<i>M</i>	<i>SD</i>	<i>M</i>	<i>SD</i>
Free Recall	Conventional Advert	7.04	2.73	8.89	2.92	7.97	2.96
	Unconventional Advert	8.64	2.91	10.42	2.44	9.53	2.81
	Total	7.84	2.92	9.66	2.78		
Cued Recall	Conventional Advert	9.47	2.28	9.80	1.79	9.63	2.05
	Unconventional Advert	10.33	1.62	10.62	1.30	10.48	1.47
	Total	9.90	2.02	10.21	1.61		
Purchase Intention	Conventional Advert	7.38	2.24	6.29	3.00	6.83	2.69
	Unconventional Advert	9.38	3.01	8.96	2.04	9.17	2.57
	Total	8.38	2.82	7.62	2.88		

Table 3.

Means and Standard Deviations of Males and Females' Free and Cued Recall Scores for Conventional and Unconventional Adverts.

		Free Recall		Cued Recall	
		<i>M</i>	<i>SD</i>	<i>M</i>	<i>SD</i>
Conventional Advert	Male	7.29	2.74	9.55	2.20
	Female	8.56	3.04	9.71	1.92
	Total	7.97	2.96	9.63	2.05
Unconventional Advert	Male	9.16	2.73	10.31	1.55
	Female	9.91	2.87	10.64	1.38
	Total	9.53	2.81	10.48	1.47