

**Consumer Race & Multiculturation:  
Do racially ambiguous models drive greater advertising  
effectiveness across all races in an organic multicultural market?**

BY  
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## **ABSTRACT**

Situated within the field of marketing studies, this research employs a transformative consumer research lens to examine the challenges of targeting markets that are increasingly multicultural. Extant studies, deriving from market contexts characterised by an ethnic majority, have investigated minority responses to advertising featuring models ethnically similar to themselves, but with conflicting results. Yet research on racial diversity in advertising continues to be dominated by studies characterising multicultural markets as dominated by one – normally the ‘white’ – group, plus a variety of minority ethnicities. In response to findings based on this context, advertisers populate their advertisements with models representing either the majority race or the minority race, or with multiple individuals each representing a different race. Little comparative research has examined the effectiveness or effect on consumer well-being of these different options, or considered the unintended outcome that these approaches hold the potential to exacerbate consumer vulnerability.

In the context of South Africa, this research, by contrast, tests the hypothesis that advertising acknowledging markets as made up of multiculturalised consumers – regardless of their ethnicity – has the potential to improve both consumer wellbeing and advertising effectiveness. The South African market has developed organically, with (unlike the West) no significant proportion of recent immigrants fragmenting a formerly homogeneous market. It comprises multiple diverse, and native ethnicities characterised by generations of social and cultural border crossing. Integration across multiple ethnicities has occurred throughout the country’s history, despite colonisation, and the legislated separation of apartheid. In the two post-apartheid decades, a media-rich environment has made exposure to multiple local, foreign and global ethnicities unavoidable. A level of multiculturalisation, involving more than two ethnicities, is being reached in South Africa.

A conceptual framework for multicultural advertising to ensure consumer well-being is developed through a multi-stage research design involving scale development to measure multiculturalisation and comparative advertising treatment testing and analysis. Through the use of an online consumer panel (university student populations traditionally used), 2,223 South Africans were subjected to a survey. Respondents were permitted to self-define their race, and then rated their level of multiculturalisation. Exposure to a series of pre-tested mock

advertisements, representing the three advertising model configurations, and satisfying four recommended conditions for external validity, was followed by ratings of advertising effectiveness and consumer wellbeing. The use of one-way, two-way and repeated measures ANOVA's tested the hypotheses, while structural equation modelling developed the final conceptual model.

The study adopted an alternative to the typical research focus on migrant ethnicity, instead considering local ethnicity in a multicultural marketplace and maintaining a holistic multicultural approach to measuring the dependent variable. It found that advertisements employing racially ambiguous models drive an emotional effect on the viewer, improving feelings of consumer well-being.

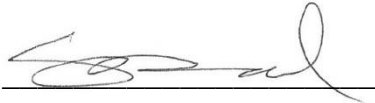
In South Africa, advertisers continue to perpetuate fragmentation of the South African market's organic multicultural make-up through a stereotyped use of race 'types' in advertisements. However, better understanding of multiculturalized marketplaces is also important to a West also becoming increasingly multicultural, with work, home, school and religious lives all increasing exposure across ethnic lines, and growth in social media networks creating virtual ethnicities. The research argues that the dominant ethnicity is rapidly becoming the multicultural market itself.

Thus this study contributes at multiple levels: theoretical, through its argument for a re-focusing of the literature on multiculturalization, consumer well-being and marketplace inclusion; methodological, through its innovative use of online panels; practitioner, in its indication of the benefits of employing racially ambiguous models in a multicultural market; and social, in reducing perceived consumer discrimination.

**Keywords:** multiculturalization, racial ambiguity, advertising effectiveness, consumer well-being, consumer panel, online survey response rates, transformative consumer research, South Africa

## DECLARATION

I, Samantha Swanepoel declare that the thesis/dissertation, which I hereby submit for the degree Doctor of Philosophy at the University of Pretoria, is my own work and has not previously been submitted by me for a degree at this or any other tertiary institution.

A handwritten signature in black ink, appearing to read 'S. Swanepoel', written over a horizontal line.

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# **Consumer Race & Multiculturation: Do racially ambiguous models drive greater advertising effectiveness across all races in an organic multicultural market?**

*AUTHORS' NOTE: Race being the central theme of this work raises complexities and contestations when describing previously researched concepts. Certain source material used was written at a time of sensitivity. However, it is important to demonstrate the misconceptions of the time. Therefore, words and phrases included in "quote marks" is not the opinion of the author.*

## **1 INTRODUCTION**

This chapter presents the background to this thesis and provides a problem and purpose statement. It describes four research objectives and research questions and explains the scope of the thesis. Further, it presents the definitions contained throughout the thesis and demonstrates the importance and benefits of the research findings. This chapter concludes with an outline of the contents of this document.

### **1.1 BACKGROUND**

Extant theory on consumer ethnicity and advertising effectiveness through ethnic identification bases its assumptions on immigrants to a host culture situated in either the United States of America (USA) or the United Kingdom (UK). However, globalisation is forming increasingly multicultural markets, including the USA and UK, mirroring multicultural markets that have developed organically. This chapter explains the interchangeability of race and ethnicity as operationalised constructs, and the importance of testing existing theory in a South African context to understand the practical, and potentially negative, impacts of its adoption. It also introduces the conceptualisation of South Africa as an organic multicultural marketplace.

#### **1.1.1 A note on the interchangeability of race & ethnicity**

Consumer ethnicity research has incompletely conceptualised its definitions, resulting in a lack of clarity and the interchangeable use of both 'race' and 'ethnic identity' (Luedicke,

2011; Visconti et al., 2014), where ethnicity, as a construct, is predominantly operationalised as race (Hoplamazian & Appiah, 2013; Sierra, Hyman, & Heiser, 2012; Torres, 2007). Since the context of this research is the organic multicultural market of South Africa, this requires an understanding of the differences and similarities between the two terms.

Generally, ethnicity is agreed to be the concept of individuals belonging to or identifying with particular groups (Cleveland & Laroche, 2007). It is considered as a social construct (Visconti et al., 2014), as people are not part of an ethnic group by choice (Smith, 1991). Having been born into a group, over a period they develop both emotional and symbolic references which cause a greater intensity of feeling related to that group (Smith, 1991). Ethnicity is adaptable and can be seen more as a process than a physical identifier; it evolves over time based on subjective and objective pressures (Cleveland & Laroche, 2007). Ethnicity serves as a framework which group members use to facilitate, position and understand their biases in how to think, feel and act in a particular circumstance (de Mooij, 2014). However, the decisions made based on this framework depend on the intensity of the bond between the individual and the ethnic group (Burton, 2000; Sanchez, Shih, & Garcia, 2009) and the strength of ethnic identification as an antecedent of consumer purchase decisions (Hui, Laroche, & Kim, 2012).

Operationalisation of the race construct occurs from both an etic and emic perspective. The etic approach, objectively using the perception of respondents' race based on the visual factor of skin colour (Hirschman, 1981; Kaynak, Kara, Chow, & Apil, 2013; Luna & Gupta, 2001; Pires, 1999), has predominantly been used in the advertising literature to create a convenient metric (Visconti et al., 2014). The emic approach, considers the strength of ethnic identification (Deshpandé & Stayman, 1994; Visconti et al., 2014), defining race subjectively based on an individual's feelings about their race and the strength of this identity, which develops over time (Smith, 1991). The period of development depends on their commitment to the group and the influence that the group has on them (Hirschman, 1981). The process starts with race, moving towards ethnicity (Smith, 1991). Further, the interactions between race and ethnicity in different situations allow for either element to be predominant at different given times (Smith, 1991). Moreover, as Smith (1991) states: "The factor of race becomes submerged when ethnicity is the more salient factor and vice versa" (p. 187).



These situational interactions are a possible reason for the confusion in the literature. The consumer ethnicity definition being operationalised using race and ethnicity interchangeably has led to calls to consider ethnicity as a combination of both the etic and emic (Cleveland & Laroche, 2007; Steenkamp & Jong, 2010; Visconti et al., 2014). Although, the most conventional approach to assigning respondents to racial classifications is the strength of ethnic identification (Sierra, Hyman, & Heiser, 2012; Sierra, Hyman, & Torres, 2009). This interchangeability may be further impacting consumer well-being by practice adopting the approaches maintained in conventional research. To this end, Transformative Consumer Research (TCR) has been developed from the Association of Consumer Research (ACR). This new branch of research is dedicated to consumer welfare, giving consumers a voice and providing support for consumers, societies and the environment (Mick, Pettigrew, Pechmann, & Ozanne, 2012).

Research and practice should strive to ensure consumer satisfaction and feelings of well-being (Mick, Pettigrew, Pechmann, & Ozanne, 2012; Scarpaci, Sovacool, & Ballantyne, 2016; Sirgy et al., 2008). This thesis argues that using self-classification (based on race) and ethnic identification, based on a personal feeling of strength of group membership (Phinney, 1992), both the etic and emic bases can be covered and allows for the interchangeable use of the terms in research (Deshpandé & Stayman, 1994). This can be achieved through the measurement of identification in a multicultural marketplace; multiculturalisation (Kipnis, Broderick, & Demangeot, 2014). This in turn should drive the most appropriate choice of model race configuration in advertising to achieve consumer well-being.

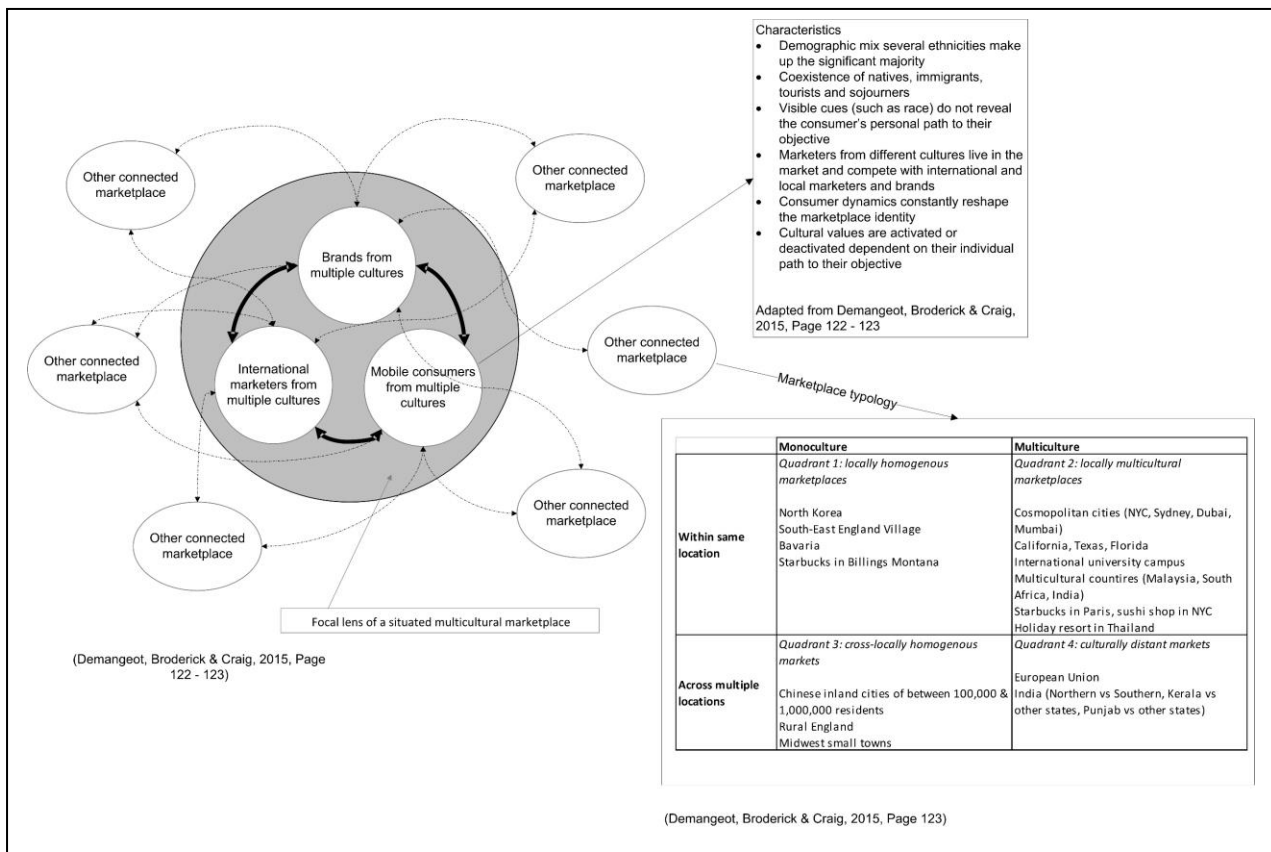
Therefore, to contribute to the multicultural marketplace and consumer well-being research this thesis is underpinned by the TCR paradigm and employs a balanced measure of consumer ethnicity (Visconti et al., 2014). This design will ensure a valid comparison to UK & US based race and advertising effectiveness findings (Brumbaugh & Grier, 2006; Johnson & Grier, 2012, 2011) through embedding the context of the theory in a newly defined organic multicultural marketplace. The conceptualisation of an organic multicultural marketplace using South Africa as the research context brings mainstream thinking to a new general knowledge arena (Burgess & Steenkamp, 2006).

### **1.1.2 Conceptualisation of an organic multicultural marketplace**

Characterising marketplaces by a host ethnicity and drawing comparisons between a host or dominant ethnicity and a minority ethnicity increasingly lack relevance. Marketplaces are more recently regarded as physical or virtual spatial environments (see Figure 1-1) hosting a convergence of brands, consumers and marketers from multiple ethnicities (Demangeot, Broderick, & Craig, 2015). Figure 1-1 demonstrates that each actor is bi-directionally connected with other marketplaces. These actors interact concurrently and at times connect to multiple ethnicities in other locations (Demangeot et al., 2015; Demangeot, Broeckerhoff, Kipnis, Pullig, & Visconti, 2014). Consumers within a multicultural market can be characterised as a combination of natives, immigrants, tourists and sojourners from several ethnicities (Demangeot et al., 2015) which can be said to make up the dominant majority. Race, as a visible clue, does not predict the process a consumer uses to achieve their consumption objective (Demangeot et al., 2015). Further, the marketers that live within the market connect cultural and consumer dynamics activating cultural and brand values as they become relevant in the personal journey towards purchase intention (Demangeot et al., 2015).

The multiple interactions between the brands, consumers and marketers and their different cultures means that a multicultural marketplace can no longer be rationalised as an “imagined community” (Demangeot et al., 2015) but conceptualised as a locality. The outcome matrix depicted in Figure 1-1 identifies a monoculture and multiculture, both either, within the same or across multiple locations (Demangeot et al., 2015). The second quadrant describes the locally multicultural marketplace which can describe cities such as Dubai & Sydney, states such as California, international university campuses, countries such as South Africa, Malaysia and holiday resorts or retail coffee chains such as Starbucks (Demangeot et al., 2015).

**Figure 1-1: Conceptualisation of a Multicultural Marketplace**



Source: Adapted from Demangeot, Broderick & Craig, 2015, Pages 122 - 123

In contrast to extant theory, in a local multicultural marketplace such as South Africa, different ethnicities are not predominantly present because of recent immigration. They have evolved through long-term organic development. For example, South Africa's identity developed through the presence of nine indigenous "tribes", originally demarcated by geographic location and language, which have migrated across borders over time; grouped under the term of the Black race. Dutch, Huguenot and English settlers (commonly termed the 'White race') joined them between the mid-1600s and the early 1800s. In the latter part of the 1800s, indentured labourers and traders arrived from the Indian & Chinese subcontinent (Adams, Van der Vijver, de Bruin, & Bueno Torres, 2014); grouped under the term of the Indian/Asian race. During these periods, communities of people of mixed descent developed, later labelled by the apartheid regime the Coloured race (Adams et al., 2014). The South African Population Registration Act of 1950 classified inhabitants based on their racial characteristics. The classifications of Black, Coloured, Indian and White remain ingrained in society and legislation today referenced in notable acts such as the

Broad-Based Black Economic Empowerment Act of 2003 and its 2011/2013 amendments (Broad-Based Black Economic Empowerment Act, 2013; The Population Registration Act, 1950). The “coloured” label was not only applied to people of mixed-heritage but also to people whose heritage – or, by some apartheid-era tests, appearance – could not easily be fitted into Indian, White or Black categories, such as descendants of Malay slaves, of Chinese immigrants, and of the KhoiSan peoples (Adams et al., 2014).

Despite the initial Western colonisation, and the later formalised discrimination of apartheid, integration across multiple ethnicities has occurred. Twenty years post-apartheid, a media-rich era prevails, making exposure to a range of local, foreign and global ethnicities unavoidable. Therefore, a level of multiculturalisation – involving more than two ethnicities – is being reached in South Africa (Kipnis et al. 2014). In fact, only six years after desegregation, 21.3% of the population refer to themselves as South African irrespective of race (19% Black, 27.9% White, 29.7% Coloured and 31.1% Asian/Indian) (Gibson & Gouws, 2000), demonstrating that ethnicity within multicultural markets is far less clear-cut than race.

South Africa is, therefore, an important context for research that can provide academic advancements in consumer ethnicity and advertising theory outside the traditional, white dominated, UK- & US-based views. Consumer ethnicity has received little academic attention in these markets (Burton, 2000). The consumer marketplace has developed organically, and the large proportion of recent immigrants of different races creating a fragmented market, characteristic of those contexts, is absent. South Africa comprises diverse native ethnicities (Adams, Van der Vijver, & De Bruin, 2012; Demangeot et al., 2015; Johnson & Grier, 2011; Kipnis et al., 2013) which have been described as biologically and psychologically rooted (Berry, 2008; Chao & Moon, 2005). At least two generations of social and cultural border-crossing created this diversity (Johnson & Grier, 2011; Luedicke, 2011) which has developed into a home-grown (or organic) consumer ethnicity termed in this research as an organic multicultural market. The application of existing theory in organic multicultural markets may thus have adverse impacts regarding the concepts of multiculturalisation and consumer well-being.

### 1.1.3 Negative impacts of existing theory in multicultural markets

The role of acculturation and migrant populations has been kept at the core of consumer ethnicity and advertising research, despite societal transformation such as that in South Africa and the potential impact of non-migrant consumer ethnicity (Visconti et al., 2014). Targeting using race whether individually or using multiple representations may be alienating profitable segments of the market. The concern from a consumer well-being point of view is that stereotypes or tokenism are used to demonstrate ethnic minority inclusion in advertising (Demangeot et al., 2014; Gao, Xu, & Kim, 2013; Jafari & Visconti, 2014; Visconti et al., 2014).

Formal discrimination in South Africa, termed Apartheid, was enacted through policies and legislation against population groups of colour (Adams et al., 2014). Apartheid intensified perceived differences causing alienation of certain groups (Adams et al., 2014). Group identities were formed based on ethnicity and language which resulted in “Black” and “White” segment targeting dominating consumer marketing (Burgess, 2003).

In an effort to transform the marketing & communications industry, post-apartheid, a code has been written into law “in terms of section 9 (1) of the Broad-Based Black Economic Empowerment Amendment Act, (Act No. 53 of 2003) as amended by the B-BBEE Amendment Act No. 46 of 2013” (Association for Communication & Advertising, 2016). The Marketing, Advertising and Communications South Africa sector code has the following values statement at its foundation:

*“We, members of the broader marketing, advertising, public relations, communication and research industry as well as related sectors, recognise the critical role our industry, fulfils in South Africa. We are mindful of the impact our industry has on millions of our people across all walks of South African life, therefore we accept the responsibility consequent thereto. We further acknowledge that marketing and advertising communication is the livewire of a free market-based economy. It is an intrusive form of communication to which over 40 million South Africans are subjected every day of their lives. For such a small industry, its power to influence South Africans is disproportionate to its size, hence the need to make it a truly South African industry is imperative.”*

However, from this well-intentioned base, advertisers continue to perpetuate the fragmentation of the South African market’s organic multicultural make-up through the often

stereotypical inclusion of every race within advertisements. Examples of this include the Castle Lager and Telkom advertisements in Figures 1-2 and 1-3. Yet the conceptual characteristics of multicultural consumers suggest that race may not be the most effective driver of advertising effectiveness in an organic multicultural market. The use of racially ambiguous models (Elias, Appiah, & Gong, 2011; Hoplamazian, 2011; Hoplamazian & Appiah, 2013) in a multicultural market could reduce perceived consumer discrimination, improve sales and profits in business and contribute to improved consumer well-being and marketplace inclusion (Bennett, Hill, & Daddario, 2014; Bennett, Hill, & Oleksiuk, 2013; Hill & Paphitis, 2011; Ouellet, 2007) and it is this issue that this research investigates.

**Figure 1-2: 2014 South African Advertising – Castle Lager**



Source: <http://www.pinterest.com/pin/233835405626070418/> accessed 16<sup>th</sup> October 2014

**Figure 1-3: 2014 South African Advertising - Telkom**



Source: [www.bestadsontv.com/ad/66516/Telkom-Cribs](http://www.bestadsontv.com/ad/66516/Telkom-Cribs) (DDB Johannesburg, 2014) accessed 28<sup>th</sup> October 2014

The literature defines racially ambiguous models as neutral characters that have no obvious identifiable traits enabling classification of their race (Appiah & Elias, 2009). In 1993, *Time* magazine utilised a piece of software called Morph 2.0 to analyse a range of facial pictures, both male and female, from all ethnicities, present in the United States and produced a computer designed racially ambiguous human being (Jamieson & Seaman, 1993).

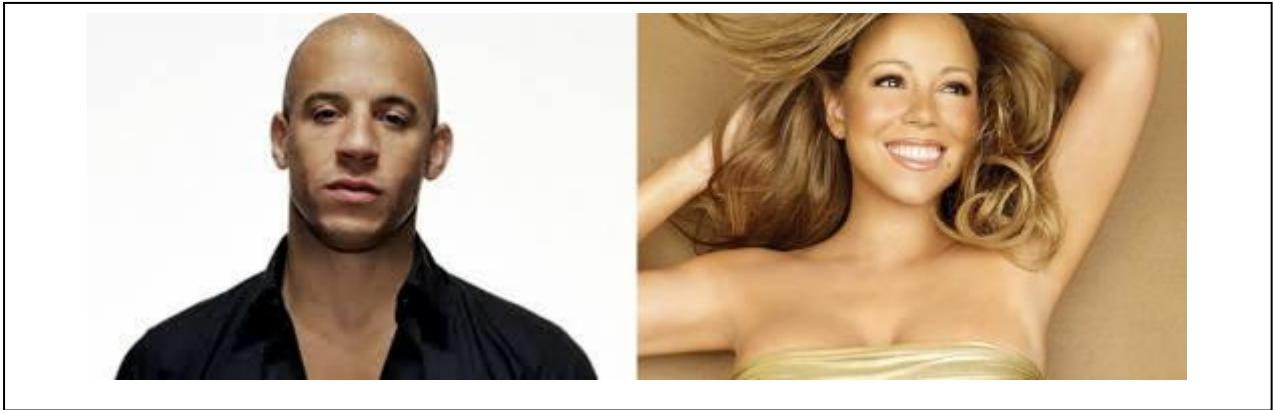
**Figure 1-4: Computer Generated Racially Ambiguous Model**



Source: <http://content.time.com/time/covers/0,16641,19931118,00.html> (Jamieson & Seaman, 1993) accessed 15<sup>th</sup> May 2015

Racial ambiguity is a real classification in both media and social media circles and casting calls requesting racially ambiguous models occur more frequently. Famous celebrities classified as racially ambiguous include Vin Diesel and Mariah Carey shown in Figures 1-5.

**Figure 1-5: Real Life Racially Ambiguous Model**



Sources: <http://bestinspired.com/vin-diesel-photo-gallery/> (“Best Inspired,” n.d.) and <http://feelgrafix.com/849271-mariah-carey-wallpaper.html> (“Feel Grafix,” n.d.) accessed 15<sup>th</sup> May 2015

However, the literature has not tested the effectiveness of racially ambiguous models versus multiple races or single races within one advertisement – particularly not across a sample which is representative of an organic multicultural market. Research has, instead, focused on the distinctive characteristics of minority consumers as variables for effective targeting, the most popular being strength of ethnic identification (Appiah, 2001; Sanghvi & Hodges, 2012; Sierra et al., 2012, 2009); race (Baumann & Ho, 2014; Brumbaugh, 2009; Hoplamazian & Appiah, 2013); and self-categorisation of ethnicity (Grier & Deshpandé, 2001). These constructs are utilised to measure distinctiveness, similarity and felt targetedness, based on theory classifying any skin colour other than white as an ethnic minority (Dimofte, Forehand, & Deshpandé, 2003; Martin, Kwai-Choi Lee, & Yang, 2004; Zhang, 2009).

In a review of a week’s worth of prime-time advertising on free to air local South African TV channels (satellite & cable watched by only 9% of the population) 29.9% of advertisements were classified as global, and 60.8% as local or South African. Two-thirds of the South African advertisements contained Black models (Meyers & Okoro, 2012), pointing towards an assumption that advertisers are applying ethnic identification through race group to ensure that the advertisements appeal to the dominant majority of the market (Kipnis et al., 2013). However, this could contribute to consumer discrimination in a multicultural context (Bennett et al., 2014). This finding underlines the present theoretical gap in understanding ‘local’ acculturation, termed as ‘multiculturation’ (Kipnis et al., 2014).



As one of the agents of multiculturalism to drive the well-being of the consuming society, advertising researchers and practitioners need to build a theoretical understanding based on a multicultural market – whether grown organically or through immigration – and move away from theories based on the dominant white majority. As per Peñaloza (1994), marketers are facilitating “the institutionalisation of Mexican culture in the United States” (p. 50) as a result of ethnic targeting of Mexicans in advertisements. Through the use of multiple races within advertisements, South African advertisers are highlighting the multiple races within the marketplace. Transferred to a South African context of community relations, Penaloza’s analysis (*ibid.*) contributes to the argument that advertising theory and practice are contributing to ethnic separation. The theoretical bases within the consumer ethnicity, advertising and acculturation literature highlight racial differences, employing advertising models that hinder multiculturalism.

Thus, the gaps highlighted by this research and the theoretical contribution it makes are responding to questions about the effectiveness of racially ambiguous models versus multiple models each representing an individual race within one advertisement. The research argues that the driver of advertising effectiveness in an organic multicultural market should be the level of an individual’s multiculturalism in an organic multicultural market, rather than the individual variables of ethnic identification, observable race or self-categorisation of ethnicity. This challenge to extant theory holds the potential to demonstrate improved feelings of consumer well-being when advertisers avoid racial targeting.

## **1.2 STATEMENT OF THE RESEARCH PROBLEM**

Advertising in South Africa relies on the use of either a racial majority model (Black) or multiple race models in one advertisement to create ethnic identification and felt targetedness amongst consumers. Conflicting findings within consumer ethnicity research drive reliance on this practice, this is because the theoretical grounding in the research is focused on western-based immigrants into a dominant white majority host market. The definitions of the literature lead to a view of organic multicultural markets such as South Africa in which the numeric (and, indeed, economic) majority is the ethnic minority.

Both this inconsistency in the literature and the often-ignored process of acculturation to a consumer culture, have complicated targeted advertising for both research and practice. They are potentially creating harmful stereotypes which may alienate vulnerable and profitable consumers and impact consumer well-being in organic multicultural markets. This thesis fills significant theory gaps including: (1) measuring multicultural samples as opposed to the traditional bicultural samples; (2) comparing the effect on advertising effectiveness of individual race versus multiple race versus racially ambiguous models in advertisement treatments (as opposed being led by the traditional focus on minority immigrants towards selecting individual races); (3) relating advertising effectiveness to perceptions of inclusion in the marketplace and consumer well-being; and (4) developing a scale of multiculturalisation based on a reconceptualisation of the Consumer Multicultural Identity Orientation Matrix (CMIO) through combination with the Shortened Cultural Lifestyle Index (SCLI) (Lerman, Maldonado, & Luna, 2009). Addressing these gaps in the literature allows scholars to apply these findings to the increasing multiculturalisation of western markets and businesses, inform the securing of previously marginalised but potentially profitable segments of an organic multicultural market and ensure consumer well-being.

### **1.3 RESEARCH OBJECTIVES**

The background to this thesis presented in section 1.1 identifies obvious gaps in the theory which provided four objectives and research questions for the study. The concept of multiculturalisation (Kipnis et al., 2014) has not been developed into a measurable scale, or its possible moderating effect on advertising effectiveness tested. The focus on bicultural comparisons in western markets (Sierra et al., 2012) has left a gap in the understanding of which race configuration of advertising models will drive the greatest advertising effectiveness. Rather than focusing on which race, when featured, will drive the greatest feeling of ethnic identification, the focus of this thesis is on the most appropriate racial configuration. Additionally, the negative impacts of using certain race configurations of models in multicultural markets have not yet been considered in the literature (Davis, Ozanne, & Hill, 2016). The feeling of consumer well-being (and ultimately inclusion in the marketplace) is a key tenet of the concept of multiculturalisation, and thus understanding its sources is important. Finally, understanding the linkage between the concepts of multiculturalisation and consumer well-being could drive further insights into appropriate

advertising targeting approaches for multicultural market adoption. On this basis, the following research objectives and questions to be explored in this thesis were identified.

### **1.3.1 Research objective & question 1**

Identify the strength of multiculturalization which drive the greatest advertising effectiveness.

Does the strength of multiculturalization drive greater advertising effectiveness?

### **1.3.2 Research objective & question 2**

Identify the differences in advertising effectiveness when viewing an advertisement which contains the participant's race, multiple races and racially ambiguous models.

Which source cue combination drives greater advertising effectiveness; racially ambiguous models, multiple race models or individual race models?

### **1.3.3 Research objective & question 3**

Identify the changes in perception of consumer well-being based on targeting through racially ambiguous models, multiple race models or individual race model.

Does targeting by using racially ambiguous, multiple races or individually targeted race models drive different perceptions of consumer well-being?

### **1.3.4 Research objective & question 4**

Identify if a link exists between multiculturalization and consumer well-being.

Does a higher level of multiculturalization of a consumer create feelings of consumer well-being regardless of the racial targeting combinations used in advertising?

## **1.4 CONTRIBUTIONS OF THE STUDY**

The aim of this thesis was to contribute to multicultural marketplace and consumer well-being research within the TCR paradigm by examining the comparative strengths of different model race configurations, in print advertising, impacting on advertising effectiveness, and ultimately consumer well-being. Further, this thesis sought to define the unique characteristics of an organic multicultural marketplace thereby creating context embedded theory within the TCR paradigm. In addition, it develops a relevant scale of multiculturalization appropriate for a multicultural marketplace to understand its effect on the level of ethnic identification. This thesis indicates that using multiple ethnicities or racially ambiguous models in advertising is more effective than targeting individual ethnicities.

Being more multiculturalized appears to reduce the level of ethnic identification previously found in the literature, with all races preferring advertisements that represent the multicultural makeup of the market in which they participate. Finally, findings show that consumers within a multicultural market (South Africa) have a greater feeling of consumer well-being when evaluating an advertisement containing racially ambiguous models rather than either models of multiple races or individual race models.

In summary, this study makes theoretical, methodological, practice and public policy contributions under three pillars; (1) consumer race and advertising effectiveness, (2) consumer race and multiculturalization and, (3) preservation of consumer well-being. The detail of the contributions made are provided in section 7.3.

### **1.4.1 Consumer race and advertising effectiveness**

Multicultural advertising is underpinned by notions of consumer race based on UK and US theory, where contributions focus on the dominant majority (white) through the constructs of individual race models, ethnic identification and felt targetedness (Brumbaugh & Grier, 2006; Butt & de Run, 2012; Johnson & Grier, 2011; Sierra et al., 2012). Specifically, the theory focuses on the ethnic or numerical minority targeting of bicultural migrants in a developed context. This study filled a theoretical gap by comparing racially ambiguous models to

configurations of multiple race model and individual race models in a print advertisement (Hoplamazian & Appiah, 2013) in an organic multicultural marketplace.

#### **1.4.2 Consumer race and multiculturalization**

Multicultural advertising effectiveness research has focused on the ethnicity of the minority groups within bicultural samples, despite the development of consumer acculturation as a key theory of changing perception (Demangeot et al., 2014; Jafari & Visconti, 2014; Kim, Laroche, & Tomiuk, 2001; Visconti et al., 2014). Because consumer acculturation theory has predominantly focused on immigrants in the US (Bradford & Sherry, 2014; Chirkov, 2009; Jimenez, Hadjimarcou, Barua, & Michie, 2013; Ogden, Ogden, & Schau, 2004; Peñaloza, 2007), the very process of consumer acculturation in multicultural markets (Kipnis et al., 2014) has been ignored as a driver of advertising effectiveness. This theory, discussed above, has favoured racially similar models and advertisement viewers to create a feeling of felt targetedness. The current research has created a scale to measure multiculturalization in an organic multicultural marketplace (Kipnis et al., 2014; Lerman et al., 2009) and demonstrates the irrelevance in multicultural marketplaces of targeting through ethnic identification measures typically used in UK- and US-based theory.

There is a requirement to develop a “general theory of culture’s impact on advertising” (Taylor, 2002, p. 47); in particular relating to the influence of culture on both international and multicultural advertising (Craig, 2013; Craig & Douglas, 2006; de Mooij & Hofstede, 2010; Luna & Peracchio, 2005; Peracchio, Bublitz, & Luna, 2014; Taylor, 2002). National culture has traditionally been the preferred explanatory tool for the most effective advertising approaches, even though Hofstede’s dimensions of national culture are a significant contribution. The foundational sample was middle managers in pre-1994 South Africa, limiting its applicability to advertising effectiveness (Chao et al., 2015; Douglas & Craig, 2006; Holden, 2004; Qiu, Lin, & Leung, 2012; Sivakumar & Nakata, 2001; Tung & Verbeke, 2010; Yaprak, 2008). However, some correlation has been found between collectivism/individualism and power distance and reactions global branding (de Mooij & Hofstede, 2010; Taylor, 2002).

Some scholars further argue that international advertisers are over-reliant on collectivism-individualism appeals, identifying a further gap in cross-cultural research for international advertising (Cutler, Erdem, & Javalgi, 1997; Tung & Verbeke, 2010). Others, however, argue that cross-cultural researchers need to define a unit of analysis first, to situate culture within a specific context before testing against other theories (Douglas & Craig, 1997; Laroche, Papadopoulos, Heslop, & Bergeron, 2003; Lenartowicz, Johnson, & White, 2003; Lenartowicz & Roth, 2001; Poulis & Poulis, 2013). By contrast, this research provides a novel approach and contribution by treating each ethnicity as equal, to situate the organic multicultural context.

To measure multiculturation, this thesis has delineated an organic multicultural market using South Africa as the context. Its key characteristics, which differentiate it from other marketplaces, have been defined. This unique contribution is particularly important in the furtherance of work within the TCR paradigm.

### **1.4.3 Preservation of consumer well-being**

Finally, this thesis contributes to the consumer well-being and standardisation versus adaptation of advertising debates (de Mooij, 2014). It is well known that standardised advertising can be more effective if advertisers are mindful of cultural diversity and effect local tweaks in terms of creative expression and media mix (Caillat & Mueller, 1996; de Mooij, 2010, 2014; Melewar, Pickton, Gupta, & Chigovanyika, 2009; Nasir & Altinbasak, 2009; Zhang & Gelb, 1996). For example, Figure 1-6 shows an advertisement flighted in South Africa by British brand; wonga.com. The models show a mix of ethnicities (including ethnically embedded cues such as the Vuvuzela and headdress), with the characters' names additionally reflective of ethnicity; Frans, Felicia and Nolene.

**Figure 1-6: Ethnically Tailored Advertising South Africa**



Source: <http://www.pinterest.com/pin/233835405626070418/> (Robinson, 2015) accessed 16<sup>th</sup> October 2014

The British version uses the same approach to the characters, however this time, the characters share the same apparent ethnicity, with the names Betty, Earl and Joyce (See Figure 1-7). This model race configuration choice is surprising considering the increasingly multicultural makeup of the United Kingdom. Studies have highlighted that the proportion of British ethnic minorities in 2009 was 9 percent, a figure that is predicted to rise to 6 million within the next 20 years (Makgosa, 2012).

**Figure 1-7: Ethnically Tailored Advertising United Kingdom**



Source: <http://www.telegraph.co.uk/finance/newsbysector/banksandfinance/11553361/What-will-Wonga-do-next.html> (Dakers, 2015) accessed 16<sup>th</sup> October 2014

In considering organic multicultural markets as situated spaces comprising interactions of individual ethnicities (Demangeot et al., 2015), rather than spaces of immigrant adaptation or assimilation to a dominant majority (Berry & Sabatier, 2010), the concept of a cultural mosaic (Chao & Moon, 2005) allows this thesis to be generalisable to multicultural markets such as the UK, USA, Malaysia and India. It is argued that in a prevailing situation of diverse ethnicities, languages, castes, creeds and beliefs, these multiple influences create an environment of negotiation and catalysts for both acceptance and conflict (Demangeot et al., 2015). Cultural affiliation regarding demographics, geography and associations is prevalent in all multicultural marketplaces (Chao & Moon, 2005). The processes of both adaptation and standardisation may create stereotypes therefore impacting consumer well-being.

## **1.5 LIMITATIONS AND DELIMITATIONS**

This thesis compares the multiple race, individual race or racially ambiguous model race configurations on advertising effectiveness, based on ethnic identification and multiculturalisation. Additionally, it identifies the impact of each of these advertisement configurations on the level of consumer well-being. To represent the organic multicultural market of South Africa, this study limited its study population to the four official races of Asian, Black, Coloured and White. It did not include recent migrants such as Zimbabweans & Nigerians, or expatriates. A widespread location of the sample population was expected, therefore, an established consumer panel recruited the respondents through social media, using registration/qualification questions applied to the consumer panel.

The respondents were selected to fit the following boundary criteria;

- a. post-university age; to avoid the design issues associated with Consumer ethnicity and Advertising research using student samples (Brumbaugh & Grier, 2006);
- b. an even mix of genders; to control for gender bias (Salzberger, Newton, & Ewing, 2014);
- c. identification of one of the four races.

These selection criteria ensure the results represent an organic multicultural market, controlling for gender and socioeconomic status variables (Chen, 2011).



Advertising encompasses a variety of media, e.g. print, radio and television. This thesis limited the advertising medium to print only, because of its focus on visual identification of race. To ensure internal validity, the stimulus material avoided including a well-known brand or a high involvement product (Santello, 2013). Further, the type of product advertised, and the recognisability of the model was generic enough to avoid confounding the measurement of advertising effectiveness (Salzberger, Newton, & Ewing, 2014; Zaichkowsky, 1985). The level of involvement each respondent had with a selection of products was measured, and the one with the lowest involvement was selected (Zaichkowsky, 1985). By these means, a pre-test enabled the testing of previously identified low involvement products for an organic multicultural marketplace (Appiah & Liu, 2009; Hoplamazian & Appiah, 2013; Johnson & Grier, 2012): rice, washing powder, sugar and hotdogs. Moreover, the model likeability of a selection of models from different ethnic groups was tested including that representative of the characteristics of a racially ambiguous model (Gao, Xu, & Kim, 2013; Whittler & Spira, 2002).

Four identical advertising treatments were developed representing three conditions; individual races, multiple races and racially ambiguous. The configuration of the different models of each ethnicity being the only difference for each intervention within the experiment. The mock print advertisements were embedded next to a topical, magazine-like article (Deshpandé & Stayman, 1994; Halkias & Kokkinaki, 2013; Stern, 1994) which was displayed before each question to control for the pre-defined liking of the product, brand or advertisement.

## 1.6 DEFINITION OF KEY TERMS

The specific concepts and constructs used throughout the present study defined below also demonstrate the rationale behind their use.

**Advertising** is the non-face to face communication of information or symbolic agent of Multiculturalisation to drive specific outcomes about products, services and ideas (Kotler, 2000; Mueller, 1996; Pollay, 1983; Visconti et al., 2014; Zhang & Gelb, 1996).

**Advertising cues** are elements included in advertisements and can be the central focus (source cues) e.g. model delivering the message or not the central focus of an advertisement

(non-source cues) e.g. language, colour, symbols (Brumbaugh & Grier, 2006; Grier, Brumbaugh, & Thornton, 2006; Hoplamazian & Knobloch-Westerwick, 2014; Hoplamazian, 2011; Petty & Cacioppo, 1986).

**Advertising effectiveness** is cognitive and affective behaviours driving a favourable attitude towards the advertisement, which in turn creates a favourable attitude towards the brand and finally drives positive purchase intentions (Darley, Luethge, & Blankson, 2013; de Run & Ting, 2013; Douglas & Samuel Craig, 1997; Halkias & Kokkinaki, 2013; Johnson et al., 2010; Mackenzie, Lutz, & Belch, 1986; Wang, Gou, Wu, & Liang Liang, 2013).

**Advertising stimuli** are manufactured representations of advertisements with the purpose of creating and measuring a response from a survey respondent (Edson & Stern, 2003; Mackenzie et al., 1986; Mehta, 2000; Petty & Cacioppo, 1984).

**Attitude towards the advertisement** is a person's affective tendency to respond either positively or negatively to a particular advertisement at the point of viewing it (Chen, 2011; Douglas & Craig, 2006; Khairullah & Khairullah, 1999a; Mackenzie et al., 1986).

**Attitude towards the brand** is a person's affective tendency to respond either positively or negatively to a particular brand, moderated by their attitude towards the advertisement (Aaker et al., 2000; Butt & de Run, 2012; Johnson et al., 2010; Myers, Calantone, Page Jr, & Taylor, 2000; Run, 2007).

**Consumer acculturation** is the psychological and sociocultural adaptation of cultures and psychological elements, accelerated by globalisation, causing adaptation to the consumer cultural environment in one country by people from another country (Berry, 2008; Berry & Sabatier, 2010; Berry, 2009; Luedicke, 2011; Penaloza, 1994; Poulis et al., 2013; Sam & Berry, 2010).

**Consumer ethnicity** is a system of shared biological, geographical and associative characteristics objectively (race, gender, income etcetera) and/or subjectively (self-categorisation, language by interaction) measured (Chao & Moon, 2005; Hoplamazian & Appiah, 2013; Hui, Kim, Laroche, & Joy, 1997; Laroche, Joy, Hui, & Kim, 1991; Torres, 2007).

**Consumer well-being** is dedicated to the avoidance of prejudice or discrimination beliefs of consumers created by the source and non-source cues in advertising (Demangeot et al., 2013, 2014; Kipnis et al., 2013; Sirgy, 2006; Sirgy & Lee, 2008; Joseph Sirgy, 2008; Visconti et al., 2014; Wang & Tian, 2013).

**Ethnic identification**, an antecedent of acculturation, is a process of self-categorisation with a particular social group or groups based on a variety of dimensions, including knowledge of membership, value and emotional significance. It is measured along a continuum from strong to weak. (Elias et al., 2011; Lee, Liu, & Lee, 2013; Peñaloza, 1994; Phinney & Ong, 2007; Tajfel & Turner, 1985; Williams & Qualls, 1989).

**Ethnically embedded cues** are elements that resonate specifically with a specific race. The strength of embeddedness depends on the number of cues contained in one advertisement (Appiah & Liu, 2009; Appiah, 2001; Hoplamazian, 2011; Lee et al., 2013; Tsai & Li, 2012).

**Ethnocultural** is the classification of individuals into groups when the classification is complex due to the similarities and differences in cultural patterns in the areas of lifestyle, values and beliefs (Berry, 2005, 2006; Robert, Catherine, & Richard, 1997; Valchev et al., 2012).

**Felt targetedness**, the cognitive degree to which an advertisement viewer feels that they are the intended audience (Aaker, Brumbaugh, & Grier, 2000; Brumbaugh & Grier, 2006; Forehand & Deshpandé, 2001; Johnson et al., 2010; Johnson & Grier, 2011).

**Glocalisation** is the strategy and tactics adopted to think strategically and act tactically appropriate to the requirements of different cultures (Melewar et al., 2009; Vrontis, Thrassou, & Lamprianou, 2009).

**Global consumer culture** is a process whereby a consumer invests and identifies with general human universals associated with a global brand to feel part of a global culture (the most intricate part of which is the use of the English language). The consumer achieves this by acquiring knowledge, skills and behaviours of a global culture that is starting to emerge, which transcends boundaries (Alden, Steenkamp, & Batra, 1999; Cleveland & Laroche, 2007; Cleveland, Laroche, & Hallab, 2013; Cleveland, Laroche, & Papadopoulos, 2015).

**Marketplace exclusion/inclusion/consumer racism** is a form of discrimination specific to the marketplace demonstrated by either inclusion or exclusion from both a brand and consumer behaviour perspective, which affects the perceptions of both minority and majority group consumers (Bennett et al., 2012; Hammer, Bennett, & Wiseman, 2003; Bennett et al., 2014; Ouellet, 2007).

**Multicultural advertising** is a type of advertising targeted towards a specific audience made up of a variety of races by using racially congruent cues (Burgos, 2008; Deshpandé & Stayman, 1994; Johnson et al., 2010; Johnson & Grier, 2011; Stem, 1999).

**Multicultural marketing** ranges from conservative to critical approaches but is broadly defined as the promotion of marketing strategies to meet the needs of diverse ethnicities through its observable combined characteristics (Burton, 2002; Butt & de Run, 2012; Epps & Demangeot, 2013; Jamal, 2003; Johnson et al., 2010; Peracchio, Bublitz, & Luna, 2014).

**Multiculturalism** is the process of interactions with global, foreign and local brands through schools, workplaces, religious institutions, media, etc., within a multicultural market creating multicultural awareness as opposed to creating a multicultural society (Kipnis et al., 2014).

**Multigroup Ethnic Identification Measure** is a scale used to measure the strength of identification across multiple diverse groups (Phinney, 1992; Phinney & Ong, 2007).

**Purchase intention** is the behavioural outcome of having a positive cognitive and affective response to the stimuli within an advertisement (Aaker, 1997; Antioco, Vanhamme, Hardy, & Bernardin, 2012; Ngwaizugbo & Iweka, 2014; Torres & Briggs, 2007; Zhou, Teng, & Poon, 2008).

**Standardisation versus Adaptation** is defined as the approach to application of a marketing strategy including marketing communications, in standardisation where uniformity reigns to ensure cost optimisation and brand consistency; and in adaptation where local considerations are accounted for (Cheon, Cho, & Sutherland, 2007; Dow, 2006; Duncan & Ramprasad, 1995; Okazaki, Taylor, & Zou, 2006; Ryans Jr, Griffith, & White, 2003; Solberg, 2014).

**Target marketing** is the focus on a group of consumers who share similar characteristics and therefore have a higher propensity to demonstrate the desired purchase behaviour

(Aaker et al., 2000; Cheon, Cho, & Sutherland, 2007; de Run, 2005; Grier & Brumbaugh, 1999; Puntoni, Vanhamme, & Visscher, 2011).

**Transformative consumer research** is the branch of research dedicated to consumer welfare which by giving consumers' a voice provides support for consumers, societies and the environment (Mick et al., 2012).

## 1.7 STRUCTURE OF THE THESIS

Chapter 1 of this thesis introduced the background to the study; highlighting the transformative consumer research problem in consumer ethnicity, and potential stereotypes in advertising impacting on consumer well-being in multicultural markets. It defined constructs and presented research objectives around the themes of multiculturalism, advertising effectiveness, racial ambiguity and consumer well-being. It highlighted the study's contributions and provided the limitations and assumptions applied throughout. Chapter Two provides an exhaustive review of the literature introduced through a figure depicting the scope which encompassed (1) consumer race and the dominant majority in advertising theory; (2) acculturating consumption to organic multiculturalism; and (3) advertising effectiveness in organic multicultural markets. The literature review highlights five main hypotheses consistent with the themes identified in the background.

The research methodology and procedures employed are presented in Chapter Three. The chosen research design of a quantitatively analysed quasi-experiment is justified. The conceptual model development component based approach is presented. The pre-test results, which informed the development of the mock advertisements are discussed, and the results of the tests of the internal and external validity of the scales to be empirically compared are provided. The results of the development of the multiculturalism scale are presented. A methodological contribution is also discussed regarding online consumer panel usage and improving response rates for online surveys.

Chapter Four presents the empirical results of each of the hypotheses concluding with the final conceptual model developed through structural equation modelling (SEM) and validated through multigroup analysis. Chapter Five presents the discussion of the results

under the themes of 1) consumer race and advertising effectiveness, 2) consumer race and multiculturalism and 3) preservation of consumer well-being. Finally, the conclusions and recommendations are presented in Chapter Six. The document concludes with the list of references and the abbreviations and acronyms used throughout.

## **1.8 INTRODUCTION CLOSING**

The introduction to this thesis provided the background to the importance of South Africa as a research context for the advancement of advertising theory. It conceptualised an organic multicultural marketplace regarding consumer ethnicity and presented the negative impacts that existing advertising theory can have in multicultural markets regarding ethnic identification and targeting. It clearly situates the research in the field of transformative consumer research, with the aim of promoting consumer well-being and reducing consumer vulnerability. The contributions of the thesis were highlighted and the scene set for the following chapter, which provides an exhaustive review of the relevant literature. The literature review will show the conflicts inherent in extant results and clearly define the model race configuration gap as a result of multiculturalism and its impact on consumer well-being.

## **2 LITERATURE REVIEW**

This chapter discusses the basis of the literature review elements, starting with the complexities and inconsistencies within the extant literature concerning consumer ethnicity and advertising. This discussion demonstrates the gap in understanding the impact of racially ambiguous models versus multiple race and individual race models in advertising. This section is followed by a discussion of the theory of acculturation and its limited focus on immigrants within the UK, US and Western European markets, tracing developments through to the recent concept of multiculturalism (Kipnis et al., 2014).

### **2.1 INTRODUCTION**

Multiculturalism conceptualises the consumer acculturation effect within a multicultural market and highlights the need to test advertising effectiveness within such a context empirically. The following section considers research into advertising effectiveness and acknowledges a parallel stream of literature concerning ethnic minority targeting, racial ambiguity and felt targetedness. Finally, the impacts that these elements have on established theories are summarised. These elements, as the core sources for the literature review, provide a strong foundation to support the advancement and contribution of this research, firstly to consumer ethnicity and advertising; secondly to multiculturalism; and thirdly to the consumer well-being literature; underpinned by the TCR paradigm. The key constructs, related concepts and theories that are covered in the literature review have uni- and multi-directional relationships; the model depicting the theoretical gap generation process from the literature can be found in Appendix 9.1. The theories thoroughly reviewed include Multicultural Advertising, Consumer Ethnicity, Multiculturalism and Consumer Well-being within TCR. The defined constructs within these theories were identified as the organic multicultural market, generic manifestations of culture, race, ethnic identification, source cues and the key constructs of attitude towards the ad, attitude towards the brand and purchase intention. The review further identified supporting concepts such as felt targetedness, ethnic ambiguity, advertising standardisation versus adaptation and the process of branding. The purpose of this section is to discuss the consumer ethnicity in advertising literature particularly around the incongruent application of UK- and US-based theory in multicultural markets. Scholars working in this area have focused almost

exclusively on populations of colour treating them as a minority, and they have predominantly tested specific targeting methods classified under four themes of (1) the importance of the South African research context, (2) race and the dominant majority in advertising, (3) acculturating consumption to organic multiculturalism and (4) advertising effectiveness for consumer well-being.

## **2.2 THE IMPORTANCE OF THE SOUTH AFRICAN RESEARCH CONTEXT**

In 1968, an American named Hans B. Thorelli visited South Africa, publishing research which presented four ethnic groups of South Africa; defined by race (named in that era as “Bantu, Whites, Coloreds and Asiatics”). Thorelli was surprised by the minimal research focus on South Africa, despite the importance of the country in the world’s economic affairs. Highlighting the significant marketplace characteristic of cultural fragmentation as being worthy of further research, Thorelli proposed an interesting dilemma of homogeneity or heterogeneity regarding marketing decisions, because of the presence of the variety of “tribes” of the black race and the difference in lifestyles of Afrikaans and English-speaking people of white race. He proposed South Africa as having the potential to provide multicultural insight for advertising in the developed world (Thorelli, 1968).

South Africa is a unique context for both the multicultural marketplace and transformative consumer research streams. Through the definition of unique characteristics of the marketplace, the theories underpinning the present study can be contextualised, and the context effects can themselves be used as theory (Whetten, 2009). Thereby, explaining factors not yet considered in both the development of multiculturalism and consumer well-being concepts in a true multicultural context.

Recent literature defines South Africa as a multicultural market. However, the theory which is applied to it is based on the concept of a Western-country market, characterised by a host race – typically White – with a variety of ethnicities because of recent immigration (Berry, 2008; Demangeot, Broderick, & Craig, 2015; Johnson, Elliott, & Grier, 2010; Kipnis et al., 2013; Segall, Lonner, & Berry, 1998; Valchev et al., 2012). The literature employs the host race as the basis for comparison, and uses the terms ‘race’ and ‘ethnicity’ interchangeably. However, South Africa provides a context for considering the lack of a host race in favour of



multiple races with similar consumption preferences resulting from long-term acculturation. This context supports the view that “local culture” is an essential part of consumer ethnicity in a multicultural market (Chao & Moon, 2005; Chao, Kung, & Yao, 2015; Jafari & Visconti, 2014). The need has been noted for advertising research to focus on understanding the role of multiple consumer races in representative multicultural markets (Johnson & Grier, 2013; Kipnis et al., 2013; Kipnis, Broderick, & Demangeot, 2014; Poulis, Poulis, & Yamin, 2013). This lens is of particular importance as the West becomes increasingly multicultural (Demangeot et al., 2015), and the as growth in the internet and social media networks creates virtual ethnicities (Lindridge, Henderson, & Ekpo, 2014).

Advertising effectiveness is defined as a favourable attitude towards the advertisement or towards the brand, and/or intention to purchase. Despite South Africa’s potential in contributing to understanding advertising effectiveness in an organic multicultural setting, research remains predominantly focused in the mainstream contexts (Whetten, 2009) of UK, US & Western Europe (Kipnis et al., 2013; Sierra et al., 2012). Research has been further limited to comparing one ethnic minority with the dominant majority group (Grier & Brumbaugh, 2007; Johnson & Grier, 2011; Lee, Edwards, & La Ferle, 2014) for bi-cultural samples, rather than multicultural samples (Joy, Kim, & Laroche, 1991; Laroche, Pons, & Turmel, 2002; Lau-Gesk, 2003; Luna & Peracchio, 2005; Sekhon & Szmigin, 2009; Visconti et al., 2014). The core theory is that an ethnic minority will respond more favourably to an advertisement containing a model of the same minority race, rather than of the race of the dominant majority (Forehand & Deshpandé, 2001; Johnson & Grier, 2012, 2011; Lenoir, Puntoni, Reed, & Verlegh, 2013). This approach is contestable when applying it to another context such as an organic multicultural marketplace. A dominant host ethnicity is negated in a situation where all ethnicities are influenced by other ethnicities in their work, home, school and religious lives, leading to the dominant ethnicity being the organic multicultural marketplace itself (Unger et al., 2002).

Despite this unfamiliar context to mainstream scholars, which may be seen as unique and local knowledge, the application of the uniqueness of South Africa is a fruitful, general knowledge context to challenge the conventional multicultural marketing and consumer well-being research (Burgess & Steenkamp, 2006; Whetten, 2009). For example, as an emerging market, South Africa has distinctive stimuli in its development (Burgess & Steenkamp, 2006). Contextual theory development based in emerging markets has been

based on three systems; (1) socioeconomic, macroeconomic and demographic characteristics and social, political and economic dynamics; (2) the cultural system, level of conformity to external cultural frameworks; and (3) the regulatory system, legal system to maintain order and societal continuity (Burgess & Steenkamp, 2006).

An overlooked part of this contextual theory development is the diversity in terms of race and ethnicity. Cultural value priorities have been stated as an important system however the impact diverse of ethnicities and races within multicultural marketplaces in emerging markets such as South Africa have been overlooked in favour of hierarchy, roles and status (Burgess & Steenkamp, 2006). Further, context choices are often due to convenience (Burgess & Steenkamp, 2006; Whetten, 2009), in the case of the present study, the choice of South Africa as an important context for the future of multiculturalism and consumer well-being research streams is clear. The key differentiating characteristics of South Africa as an organic multicultural market have been clearly defined providing the potential of generalisation (Burgess & Steenkamp, 2006) and key learnings to other developing multicultural marketplaces such as the US and the UK in line with the predicted potential of South Africa as a marketing research learning round back in 1968. Whilst remembering to apply this contextually embedded theory sensitively, ensuring not to exceed the “operational boundaries” (Whetten, 2009 pp. 38).

This context conceptualisation can provide marketers with guidance on types of culturally relevant appeals for alignment in an organic multicultural marketplace (Kipnis et al., 2013).

### **2.3 RACE AND THE DOMINANT MAJORITY IN ADVERTISING**

The purpose of this section is to discuss the literature on race and the dominant majority in advertising. This section demonstrates the gap in understanding the limited view of multicultural marketplaces and the appropriateness of model race for multicultural targeting. This area has gained momentum among scholars in recent years, rooted in two themes of (1) the use of race as a targeting tool; and (2) the use of ethnic identification and distinctiveness.

### **2.3.1 The use of race as a targeting tool**

Thorelli's surprise about the lack of academic focus on organic multicultural markets such as South Africa is reflected throughout 40 years of literature. Although consumer ethnicity has been a valuable targeting tool in advertising theory, the debate has clearly centered on the West, using the dominant majority (white mainstream population) as the norm (Baumann & Ho, 2014; Burton & Klemm, 2011; Elias et al., 2011; Jamal, 2003; Peñaloza, 1994; Schwartz, Unger, Zamboanga, & Szapocznik, 2010) and race as a targeting tool. This context has led to the requirement for ethnic identification and distinctiveness. Multicultural marketplaces comprise multiple ethnicities that interact and connect, and this raises questions about the applicability and negative impact of using race as the primary targeting variable (Demangeot et al., 2015; Visconti, 2016; Visconti et al., 2014).

Technological advances and international/local migration are creating diverse markets made up of a variety of cultures characterised by their values, beliefs and attitudes towards the world (Kipnis et al., 2014; Poulis & Poulis, 2013). This diversity is impacting on our understanding of the traditional but basic dynamics of consumer behaviour and value (Douglas & Craig, 1997, 2006; Kotler, 2011). Theories of standardisation argue that globalisation entails a cost optimisation process for multinationals' advertising budgets, through implementing standardised advertising (Duncan & Ramprasad, 1995). Rapid globalisation additionally implies that standardised advertising is necessary because consumers are becoming more similar (Epps & Demangeot, 2013). The other side of the debate is adaptation, a viewpoint stressing that localised differences are critical to the success of advertising (Dow, 2006). Table 2-1 presents the benefits of each approach.

**Table 2-1: Benefits of Standardisation versus Adaptation**

<b>Standardisation</b>	<b>Adaptation</b>
Lower costs due to economies of scale	Possibility of garnering higher profits by addressing variations in consumer needs and conditions of use (e.g. skill level of users)
Similarity of customer tastes and consumption patterns across different markets that have analogous income levels and economic growth	Variations in consumer purchasing
High cost of adaptation	Differences in government regulations, e.g. products' technical standards, local content laws and tax policies
Centralisation of authority for establishing policies and allocating resources	Cultural differences, namely traditions, language, tastes and consumption habits
Strong linkage of the subsidiary and the headquarters	Adaptation strategy followed by competitors
Ethnocentric orientation	Decentralisation of authority
	Independence and autonomy of national subsidiaries, which might develop their products

Source: Nasir and Altinbasak (2009: 18-19)

The adaptation of advertising has been achieved through targeting based on national culture, and, more recently, through racial lenses (Puntoni et al., 2011) which have conflicting results (Sierra et al., 2012, 2009). Consumers have distinctive observable traits, such as race, which some studies have identified as the most important source cue to be included in targeted advertisements to ensure that the market feels specifically targeted (Aaker et al., 2000; Butt & de Run, 2012; Deshpandé & Stayman, 1994). However, other studies have found that non-distinctive individuals feel more targeted by advertisements based on a broader configuration of source and non-source cues, not just the similarity of the viewer to the model (Appiah & Liu, 2009; Hoplamazian & Appiah, 2013).

Advertising literature layers consumer ethnicity targeting, with the most used layer being national culture. However, the construct of national culture (Hofstede, 2001; House et al., 2002; Schwartz et al., 2001) is overused and often incorrectly applied, potentially contributing to misleading additions to targeting and advertising effectiveness theory (de Mooij, 2013; Minkov & Hofstede, 2011; Tung & Verbeke, 2010). Using middle managers to assess the effects of work motivations and cultural practices on a leader's behaviours and decision-making (Hofstede, 2001; House et al., 2002) is too narrow to be generalised to predict consumer advertising effects (de Mooij & Hofstede, 2010; Gillespie, McBride, & Riddle, 2010). Further, in the case of Hofstede's (2001) work, the question of whether a single organisation within one country is truly representative of the country's makeup of

every race, every language, every religion and every socio-economic status – the variables that constitute ethnicity (Cleveland, Laroche, & Takahashi, 2015) – remains. The Hofstede dimensions may be characterised as a compromise to allow comprehensive approaches to comparative research (de Mooij, 2013). Moreover, this ongoing debate does not recognise the rise of the multicultural (non-US/UK) market, where the differences are significant enough to warrant the development of new constructs (Burgess & Steenkamp, 2006; Engelen & Brettel, 2011; Steenkamp, 2005).

National identity is defined as the patterns of thought, emotion and acts due to conventions and values of a national society (Nakata & Sivakumar, 2001) and is a further construct used to target consumers. The extant literature has debated the relationship and distinction of ethnic identity and national identity (Phinney & Ong, 2007). There is extensive work that shows independence of the two constructs which can be correlated or uncorrelated dependent on the acculturation outcome (Berry, Phinney, Sam, & Vedder, 2006; Cleveland, Rojas-Méndez, Laroche, & Papadopoulos, 2016; Phinney & Ong, 2007), focused particularly on youth immigrants. These results indicated that ethnic identity may not operate in isolation and depends on the level of identification that immigrants have with their “adopted” country of immigration (Phinney & Ong, 2007). Therefore, it has been postulated that ethnic identity can only be fully understood if it is assessed in parallel to the level of national identity (Phinney & Ong, 2007) as the combination creates a collective ethnic identity (Cleveland et al., 2016). The operationalisation of national identity is achieved through subjective measurement of common ancestry perception, shared socio-cultural values, interactions, and norms combined with a feeling of belonging and pride towards a national society (Cleveland et al., 2016). When applying it to globalisation of a consumer culture, it becomes an important distinction, despite the fragmentation, at the consumer level of a sample (Cleveland et al., 2016).

Flaws exist in the appropriateness of Schwartz’s theory of basic human values for defining a national culture. Claims that the ten universal values tested in 60 countries are applicable across cultures (Schwartz, 1992) are open to contestation when considering the timeframe of the study for organic multicultural markets such as South Africa (during apartheid). The values were “derived at the individual level and then aggregated to create a national culture view” (Schwartz, 1992; Schwartz et al., 2001, p.54). While it appears reasonable that individuals reflect national institutions and that therefore an overlap could substantiate the

presence of a national culture (de Mooij, 2013), it is also accepted that where an ethnic majority exists within a diverse population, the values represented in institutions will not truly reflect the overall value system present within the market (de Mooij, 2013). For these reasons, the relevance of national culture dimensions is arguable when considering an organic multicultural market.

Consumer ethnicity and advertising effectiveness theories centre around the numerical portrayal of ethnic minorities in advertising, based on the demographics of society and the minorities' acculturation to the consumer behaviour of the numeric majority. Literature based on the US context developed the construct of ethnic identification. However, this market is characterised by a White numeric majority. The construct, therefore, takes no cognisance of the numeric majority in organic multicultural markets such as South Africa, which are the populations of colour.

There is agreement on two issues at the foundations of ethnic identification theory. Firstly it is difficult to predict with any accuracy the ethnic makeup of an individual, particularly in South Africa, (Harris & Findley, 2012). Secondly, ethnically targeted advertising creates negative emotional reactions amongst the non-targeted (Johnson & Grier, 2011; Run, 2007). However, the variable of ethnic identification, operationalised as race both measured and self-categorised, remains as the key construct in comparative dominant majority versus ethnic minority studies – with conflicting results (Lee et al., 2014). Studies in non-western markets conflict with the findings of Deshpandé & Stayman, (1994). As one example, a study in Malaysia found that not being targeted by the advertisement creates negative effects on attitude towards the advertisement in both the dominant and the minority groups (Run, 2007). The minority group demonstrated significant effects on emotion, and this result may be interrogated: either the minority was excluded, or the advertisement model was perceived as a potential stereotypical representation (Leak, Woodham, & Stone, 2015). A study in Qatar found higher advertising effectiveness with Western-appearing models promoting hedonic products (Sobh & Soltan, 2017). This finding lends further support for this study's findings of the use of racially ambiguous models in multicultural advertising, dependent on the level of multiculturalisation.

The literature highlights an inconsistency regarding the items used in ethnic identity research (Sierra et al., 2012). Advertisement model choice, in the literature, has assumed

appropriateness in individual targeting, rather than the research confirming if either the respondent felt targeted, or capturing the respondent's self-identified ethnicity (Run, 2007). It is important to both measure the strength of ethnic identification and qualify the scale by asking the respondent to name their perceived ethnicity (Phinney, 1992; Phinney & Ong, 2007). These measures have now developed into a broadly accepted definition of multicultural marketing that focuses on combining the observable characteristic of race for the diverse ethnicities in a particular market (Butt & de Run, 2012).

The key issue with the literature is that the overarching indicator used to classify consumer ethnicity is race. The use of national culture as a unit of analysis, based on the consumer acculturation phenomenon, developed into classifying different ethnicities into subcultures and testing against dominant cultures in every conceivable advertising research paradigm with inconsistent findings (Brumbaugh & Grier, 2006; Sierra et al., 2012, 2009).

The use in predominantly UK- & US-based studies of dominant ethnicity (the white group) models to compare advertising effectiveness results against those of minority ethnicity models (Burton & Klemm, 2011) has shown favourable responses to an advertisement that features both a model and embedded cues representative of the dominant ethnicity (Brumbaugh, 2002; Hoplamazian & Appiah, 2013; Torres, 2007). However, because of researchers grouping respondents by 'race', the complex makeup of individual ethnicities is ignored, and therefore surprising and insignificant results are produced. The difference and similarity findings of Brumbaugh & Grier's (2006) failed experiment, where the aggregated race sample groups presented unexpected results, make sense if one accepts their assertion that ethnic similarity is more than race, since it crosses biology, geography and associations (Broderick et al., 2011; Chao & Moon, 2005; Demangeot et al., 2014; Lenartowicz et al., 2003; Visconti et al., 2014). The UK- and US-based theory demands focus on whiteness as non-distinctive and race as distinctive, ignoring the multi-acculturative processes which occur in the growing numbers of organic multicultural markets (Brumbaugh & Grier, 2006; Burton & Klemm, 2011; Burton, 2002). This misperception leads to the assumption of this research that ethnicity is not a relevant model in multicultural advertising and, that racial ambiguity, by focusing on multiculturalisation, will drive greater advertising effectiveness.

Supported by Antioco, Vanhamme, Hardy & Bernardin's (2012) hypothesis, the more integrated a subculture or ethnicity is to the dominant culture, the less the need for a distinctive model to drive positive attitudes towards the advertisement. However, a model from a less integrated group will not find favour (Antioco et al., 2012) with a more integrated group within the marketplace. The credibility of the model is a greater mediator than similarity to the audience for a positive attitude towards the advertisement for integrated groups, but holds the same influence for less integrated groups (*ibid.*). However, what these researchers call a surprising finding – that the white group responded more favourably to the black model – caused them to revert to UK and US thinking about the dominant majority and explain the finding by postulating that this could be explained by the fascination of ethnic characteristics or exoticism. This postulation again ignores the fact that multicultural markets exist. It rests on conceptualising white consumers as the standard consumer, rather than one of multiple diverse ethnicities within the consumer market.

One such multicultural market is South Africa. This poses challenges for the South African advertising industry. One trend, apparent from the mid-1990s', was to employ racial constructs as a moderator, utilising members of the black race in aspirational (at that time) roles rather than "socially realistic ones" (Hugo-Burrows, 2004 pp.44) and thus creating perceived stereotypes. However, it is by avoiding stereotypes that advertisers avoid alienating vulnerable or profitable consumers while maintaining consumer well-being (Demangeot et al., 2014; Jafari & Visconti, 2014; Visconti et al., 2014). Advertisements such as Castle Lager's 'a Bok supporter to the last drop' (which shows three different races interacting in social situations) have been used to claim that South African advertising agencies have "reached a new level of multicultural advertising," however it is not made clear what defines this "new level" (Hugo-Burrows, 2004 p.45). A higher level of ethnic identification can be found amongst black viewers when viewing an advertisement which employs black models alone rather than combining them with models of other ethnicities (Brumbaugh & Grier, 2001; Whittler & Spira, 2002). This finding suggests that today's advertisers may be missing out on potential revenue by operationalising ethnic identification, felt targetedness and distinctiveness theories in practice and not considering the multicultural marketplace.



### **2.3.2 The use of ethnic identification and distinctiveness**

The strength of ethnic identification based on the race of the model is a predictor of advertising effectiveness. However, results are inconsistent and often non-generalisable (Sierra et al., 2012). Ethnic identification is a construct used to identify how much a consumer identifies with their ethnicity and feels a favourable response towards an advertisement because of the ethnicity of the models presented in it. For example, multiple Hispanic studies have shown that the difference in weak versus strong ethnic identification can lead to a greater likelihood to prefer home language media (Adams et al., 2014; Torres & Briggs, 2007). Further, positive attitudes have been found for advertising containing ethnically similar attitudes and cues, which produce greater relational attitudes with friends and family (Adams et al., 2014; Torres & Briggs, 2007). Research has suggested that ethnic identification can influence buyer behaviour, attitudes and purchase intentions (Johnson et al., 2010; Minor-Cooley & Brice Jr, 2007; Sierra et al., 2012, 2009).

The single most consistent factor amongst all ethnic identification studies is the whiteness (Burton & Klemm, 2011) of the dominant majority. The extant research aggregates consumers of the white ethnicity and discounts their different ethnic backgrounds, e.g. Scottish, Welsh, English, Irish (Burton & Klemm, 2011). However, numeric minorities are more likely to recognise and respond to their ethnic identities when they have been disaggregated from a racial group (Brumbaugh & Grier, 2006; Sierra et al., 2009). Further, in the case of immigrants, the experience of having previously been a numeric majority has been found not to affect the strength of identification (Xu, Farver, & Pauker, 2015). This finding suggests that results relating to ethnic identification in the presence of a numeric majority may not hold with consumers that have had more global experiences.

The main focus of consumer ethnicity and advertising theory is the ethnic identification of an audience member with the source cue or the model used within the advertisement (Johnson et al., 2010; Kipnis et al., 2013; Luna & Gupta, 2001; Qualls & Moore, 1990; Sierra et al., 2012). This focus predominantly uses the theory of distinctiveness as its theoretical lens (Aaker et al., 2000; Butt & de Run, 2012; Cal, 2003; Deshpandé & Stayman, 1994; Grier & Deshpandé, 2001; Johnson et al., 2010; Torres & Briggs, 2007). One exception was research based in a Western market (France) that addressed effective multicultural advertising and consumer ethnicity and found that the viewer's distinctiveness predicted

their attitude towards multicultural advertising, but that the use of an additional non-source cue did not improve the effectiveness of the targeted advertisement (Johnson & Grier, 2011). However, in this case, the French national policy of forced assimilation (*ibid.*) may have constrained the respondent's ability to answer honestly. Assimilation – whether forced or organic – suggests that distinctiveness through racial targeting will have lower advertising response effects than using racially ambiguous models to target all relevant consumers in an organic multicultural market; one of the contributions of this thesis.

In 2009, Sierra *et al.* carried out a systematic review and meta-analysis of ethnic identification and advertising research to date and found that out of 25 studies spanning the period 1971 to 2009, nine theoretical frameworks within four category bases had been applied to explain the impact of ethnic identification on advertising effectiveness. The most popular framework used, because of the focus on identification with the model, was distinctiveness theory, defined as a person's distinctive or unique characteristics being more important to them than the traits shared with others (Kelman, 1961). The integrated Table 9-1 in Appendix 9-1 (Sierra *et al.*, 2012, 2009) summarises the category bases, theoretical lenses, constructs, stimuli and samples of each study covering ethnic Identification and advertising.

This integration highlights that if similarity is felt with the model within the advertisement (or sensitivity towards personal culture is felt because of the use of similar language), the attitude towards the advertisement is more positive and the viewer feels targeted (Aaker *et al.*, 2000; Deshpandé & Stayman, 1994; Grier & Brumbaugh, 1999; Koslow, Shamdasani, & Touchstone, 1994). However, these findings have limited generalisability to an organic multicultural market, such as South Africa, as the findings are limited to the comparison of only two ethnicities – either black versus white or Hispanic versus white.

The author's analysis of the findings in the extant ethnic identification and advertising literature (see Table 9-2; Appendix 9-1) demonstrates the sample focus of black versus white and the conflicting results for a wide range of dependent variables. These results have been both positive and negative and some having no effect at all. There have been only two studies considering an ethnic group as a majority; the main finding was a negative effect on ethnic identification when considering the presence of culturally embedded cues (Butt & de Run, 2012).

Studies that have focused on culturally embedded cues, locate it in cultural script theory (defined in Section 1.5) and ethnic identification and its effect on advertising effectiveness, and have considered the black and white middle class in the United States. In applying a cultural script of the black race being influenced by affiliation and peer acceptance, among other cultural cues, celebrity endorsement holds no specific driver for advertising effectiveness by ethnicity (Williams & Qualls, 1989). However, the cultural script of acceptance and affiliation requires testing outside of the idea of celebrity endorsement, as the focus on this aspect misses the point of ethnic identification and is a peripheral cue of persuasion (Sliburyte, 2009). Particularly, as the research tells us that the source characteristics of expertise and credibility create believability, likeability, attractiveness and similarity and in turn enhance the effectiveness of the advertising message (Brumbaugh, 2009). A Chinese study found that the similarity of the character to the targeted group is not enough and that advertisements also need to include racially embedded cues (Appiah & Liu, 2009). This finding lends further support to the potential of racially ambiguous models (Hoplamazian & Appiah, 2013).

It has been argued that, based on their level of integration into the host society, not all minority groups will necessarily act in a similar way to the characters in advertisements targeted to appeal to them (Antioco et al., 2012; Lenoir et al., 2013). Socio-cultural integration, defined as the knowledge of the host country's language, understanding of society, institutional participation, interpersonal ethnic contact and respect for differences in norms and patterns of behaviour, is recommended to be accepted and accommodated by advertisers (Antioco et al., 2012). Advertisements that accept consumer identities are complex (and may not necessarily fit within established ethnicity constructs as developed in UK- and US-based theory), and build on the level of multiculturalism by employing racially ambiguous models can create a new foundation for effectiveness.

The presence of ethnically identified stereotypes in advertising and their effect on the social bias and racial identification is another issue. Using models for their supposed ability to create a feeling of similarity or distinctiveness is tokenism, and can limit the effectiveness of advertising (Gao et al., 2013), creating a feeling of marketplace exclusion (Bennett et al., 2014) instead. Models that demonstrate a level of credibility while remaining racially ambiguous could be more favourably received in an organic multicultural market setting when considering the levels of multiculturalism: something the research goes on to explore.

This review concludes that race and ethnic identification, both measured and self-categorised, have been overused and provide inconsistent findings within the consumer ethnicity and advertising effectiveness literature. The next section considers the theory of consumer acculturation and the concept of multiculturalisation as well as its potential application in reducing the need to focus on ethnic identification and creating greater advertising effectiveness, driving consumer well-being.

## **2.4 ACCULTURATING CONSUMPTION TO ORGANIC MULTICULTURATION**

The purpose of this section is to discuss the acculturation to a consumer culture literature particularly around the emerging constructs and recent theoretical contributions. This section demonstrates the gap in understanding about optimising advertising effectiveness in organic multicultural markets. This area has gained momentum among scholars in recent years, rooted in three themes of (1) immigrants and generations; (2) minority targeting and the antecedent of ethnic identification; and (3) the move to multiculturalisation.

### **2.4.1 Immigrants and generations**

Immigrant ethnicities assimilating to the dominant host ethnicity regarding their consumption behaviours is the focus of acculturation to consumer culture research. Scholars recognise the US as a nation developed through colonisation, with mass influxes of immigrants (O'Guinn & Faber, 1985) and that adaptation processes have been followed by Mexican (Peñaloza, 1994) and, more recently, Hispanic immigrants (Alvarez, Dickson, & Hunter, 2014; Garcia, 2009; Kara & Kara, 1996; Lenoir et al., 2013; Noriega & Blair, 2008; Tsai & Li, 2012).

The differences in consumer behaviour are often subtle, but to ensure successful marketing it is important to have an understanding of the acculturation effect on different ethnicities who live in the same communities (O'Guinn & Faber, 1985). There is evidence that despite acculturation happening in the context of immigrants and the host country, some commonly held attitudes, beliefs and values of supposedly acculturating immigrants are not congruent with those of the host nation (Alvarez et al., 2014). The extant acculturation literature provides a detailed view of the USA as the host nation, with Hispanics as the "acculturates"

(Alvarez et al., 2014; Deshpande, Hoyer, & Donthu, 1986; Kaynak et al., 2013; Korgaonkar, Karson, & Lund, 2000; O'Guinn & Faber, 1985; Saegert, Hoover, & Hilger, 1985; Tsai & Li, 2012; Valencia, 1985; Villarreal & Peterson, 2008).

Immigrants to a Western culture acculturate through a process driven by five antecedent variables: demography; language (originally stated as Spanish/English); recency of arrival (based on the immigration driver for the theory's development); ethnic identity; and environmental factors (Peñaloza, 1994). Peñaloza's (1994) conceptual model identifies consumer acculturation agents for both the culture of origin and the culture of immigration, consisting of family, friends, media, as well as commercial (workplace), educational (school/college) and religious (church, support groups) institutions.

These agents drive processes of movement, translation and adaption to create four possible alternative outcomes: an assimilated culture; a maintenance culture; a resistance culture; or a segregated culture. Often called strategies, these outcomes are used to explain why minority immigrant groups such as Hispanics display certain consumer behaviours (Alvarez et al., 2014; Lenoir et al., 2013; Poulis et al., 2013). This strategic approach assumes a conscious or unconscious choice on the part of the immigrant, based on their willingness to embrace the host culture and/or retain a certain level of their culture of origin.

These acculturation strategies are explained on a continuum in terms of levels of acculturation (Khairullah & Khairullah, 1999b; Sanghvi & Hodges, 2012; Woldeab, 2013), in particular focusing on the bicultural nature of markets (Alvarez et al., 2014; Jimenez et al., 2013; Lenoir et al., 2013; Peñaloza, 1994). Because current research singles out individual minority groups to compare to the host culture, the theory loses potential findings of a range of acculturated attitudes not necessarily driven by race or geographical origin. Therefore, organic, local culture-swapping, which has no regard for a host or dominant culture, is ignored in the literature (Jamal, 2003). Culture-swapping deals with the emergence of contradictions between consumer behaviours and self-concept/self-image. For example, an immigrant Indian family preferring the Friday night takeaway to be fish and chips and a British-born white family preferring and Indian curry takeaway for their Friday nights (Jamal, 2003).

A key aspect of the acculturation of immigrants is time orientation and where, from a generational perspective, an ethnic group is situated on the continuum. First generation immigrants will be less acculturated than second-generation immigrants and are therefore more likely to respond to more typical host country advertisement appeals (Alvarez et al., 2014; Douglas & Craig, 1997; Gao et al., 2013; Lenoir et al., 2013; Moon, 2004; Sanghvi & Hodges, 2012; Tsai & Li, 2012). Generational differences among immigrant groups in the USA have identified the key variables for targeted advertising as language (Alvarez et al., 2014; Chen, 2011; Garcia, 2009; Hui et al., 1997; Jimenez et al., 2013; Jun, Ham, & Park, 2014; Laroche, Pons, & Richard, 2009; Santello, 2013; Teng, Ye, Yu, & Wu, 2014); low and high involvement products (Jun et al., 2014; Ownbey & Horridge, 1997); and overt emotional appeals such as puffery, ego-focus and nostalgia (Chattaraman, 1993; Jimenez et al., 2013; Luna & Gupta, 2001; Saegert et al., 1985).

These findings are based predominantly on generational studies of immigrants within the USA market that have generated acculturation-based segmentation strategies such as *The Four Faces of the Hispanic* which identifies biculturals, retainers, non-identifiers and assimilators based on the strength of identification of language (Alvarez et al., 2014). These strategies are relevant for practice and provide a basis for further research in ethnic minority targeting, but they do not consider an organic multicultural market such as South Africa, where, for example, there is no host ethnicity; no dominant White majority; more than one ethnicity and multiple native ethnicities that have enjoyed a settlement period longer than one to two generations.

Organic multicultural markets are characterised by a diverse ethnic population which has settled for more than two generations. Each group experiences the other, attempting to maintain differences in sensitivities while learning and espousing a variety of other ethnicities as it assimilates to local consumption practices. This process negates the need to include or exclude minority or majority races in advertising to drive consumption behaviour.

Multicultural advertising could be more effective if targeting considered multiculturalised attitudes instead of the race of the model. The psychological process of acculturation, a continuum of marginalisation, separation, integration and assimilation creating behavioural changes and stress (Berry, 2008; Sam & Berry, 2010), has been tested across generations

for immigrants (Carpenter, Moore, Doherty, & Alexander, 2012; Kim & Park, 2009; O'Guinn & Faber, 1985; Schwartz & Zamboanga, 2008). When testing against adolescents born into the host culture, the processes measured did not match the outcomes measured (Sam & Berry, 2010) showing that the highlighting a host or dominant culture can drive unexpected advertising effectiveness outcomes.

Integration of ethnicities will create more favourable outcomes. A study in Los Angeles (Unger et al., 2002) found that no dominant ethnic majority group existed, but a coexistence of immigrant minorities did: this finding well describes the context of an organic multicultural market. Consumer acculturation theory with a focus only on immigrants has left a significant theoretical gap in the understanding and acceptance of organic multicultural markets. The account of Lisa Peñaloza, a leading consumer acculturation theorist, supports this view. As a tenth-generation immigrant, she states that she is different to her subjects because of the embedded process of acculturation and the influences on her life through commerce, education and religious establishments (Peñaloza, 1994).

Therefore, based on the level of consumer acculturation in organic multicultural markets, racially ambiguous models create the potential for on-going multiculturalisation within a multicultural marketplace and thus also create greater opportunities for businesses to produce cost-effective multicultural advertisements that do not alienate audiences or perpetuate consumer vulnerabilities.

#### **2.4.2 Minority targeting and consumer ethnicity**

Advertising targets those groups of consumers who are most likely to respond in the way the advertiser requires. There is growing interest in understanding how to effectively target minority groups, particularly in the US, where approximately 27.6% of the population comprises African-Americans, Asian-Americans and Hispanics (Cui, 2001; United States Census Bureau, 2010). In the UK, the focus is on identifying the best way to target Indian groups (Lindridge & Dibb, 2003) based on their level of acculturation. Acculturation targeting improves the accuracy of message comprehension and results in greater effectiveness in minority ethnic advertising (Cui, 2001). However, it has no effect on selecting effective segmentation strategies (Lindridge & Dibb, 2003). These findings could be a result of the

studies focusing on comparing bicultural and monocultural samples (Mourali, Laroche, & Pons, 2005; Ueltschy, Laroche, Tamilia, & Yannopoulos, 2004) rather than on applying acculturation targeting to a multicultural setting (Ogden et al., 2004) and comparing all groups.

Many scholars now hold that all consumers in the world are acculturating to a Western consumer culture at some level (Cleveland et al., 2013; Laroche, 2011). Positioning strategies have been developed for countries in a situation of low economic development, based on the range of ethnicities “admiring the economic centre’ (Cleveland & Laroche, 2007, p. 253). The economic centre is defined in the literature as the West: more specifically, the United States.

However, some scholars now suggest the economic centre is increasingly situated in Asia (Cleveland, Laroche, Pons, & Kastoun, 2009), and during the next 10 to 15 years is likely to be Africa (Ernst, Kahle, Dubiel, Prabhu, & Subramaniam, 2014). Yet the way the process of acculturation to the global consumer culture is currently defined requires a host culture, highlighting the dominant research focus on immigrants acculturating to the US (Cleveland, Laroche, Pons, et al., 2009) and neglecting the organic multicultural markets which are fast becoming the future economic centres.

Confounding results when testing the approach in apparent multicultural markets (Lebanon) or societies (university students) have led to the selection of other constructs to explain the insignificant findings, for example, religion and language (Cleveland et al., 2013; Cleveland, Laroche, Takahashi, & Erdođan, 2014). Use of the English language is seen in such studies as a key indicator of acculturation to a global consumer culture. However, this use of the English language as a proxy for acculturation is contestable in South Africa, where English is the language of education and commerce and also for countries such as India and Hong Kong, where the same situation prevails because of a shared history of colonisation. For this reason, it is not generalisable.

Acculturation strategies are slowly being considered at an intra-national level (Poulis & Poulis, 2013) within culturally diverse countries (Chen, 2011; Jimenez & Hadjimarcou, 2013; Poulis et al., 2013) because of the accelerating exposure to global mass media (Alden, Steenkamp, & Batra, 2006). However, only three of the potential acculturation strategies –



integration, assimilation and, separation - have been applied in organic multicultural markets. Further, the application has been limited to a convenience sample, chosen for its resemblance to the traditional UK- and US-based research respondents: for example, a segment in Nigeria characterised as middle class and recruited in a shopping mall (Lysonski & Durvasula, 2013).

As sampling of ethnic minorities becomes more specific, the substantiality of individual ethnic groups (Pires, Stanton, & Stanton, 2011) can be questioned in practice (Epps & Demangeot, 2013; de Run, 2007) due to aggregating a selection of minority groups for a more cost-effective segmentation strategy. This approach has also been thought to weaken the effectiveness of advertising (Epps & Demangeot, 2013). This weakening could be a result of the differing dynamics of acculturation and ethnic identification within individual minority groups (Kipnis et al., 2014; Pires, 1999) and if this is the case, one solution could be the use of racially ambiguous models.

Cultural congruence drives greater advertising effectiveness, because acculturation to a host culture influences language and symbol preferences (Chen, 2011). However, generalising acculturation toward a host culture to test advertising effectiveness ignores both the nuances of multiple generations of immigrants interacting with the host culture (Unger et al., 2002) and the finding that intra-country variance is present in a majority of markets (Jimenez et al., 2013).

The weight of all these findings provides robust support for the assertions that markets are multicultural, and acculturation to a multicultural consumer market is a valid concept. Understanding the drivers of consumer behaviour through this lens will provide both research and practice with operationally viable advertising and research strategies for multicultural markets. Yet the current dominant focus amongst both practitioners and academics in multicultural markets neglects the impacts of multiculturalisation on individuals. Multicultural advertising has been reviewed in the context of understanding cultural pluralism (Epps & Demangeot, 2013). What remains unproven is the actual effectiveness of combining the established variables for effective targeting via acculturation strategy. Limited attempts to embrace acculturation to drive advertising effectiveness in organic multicultural markets has been applied qualitatively ignoring quantitative data collection to statistically

understand both commonalities and differences because of the literature's over-reliance on the visible differences of race.

### **2.4.3 The move to multiculturalism**

Recent literature acknowledges that the majority of research in the area of acculturation and consumer ethnicity has been focused on immigrant communities, and that there is a gap in understanding its application to organic multicultural markets (Darley et al., 2013; Kipnis et al., 2013, 2014; Poulis et al., 2013; Seo & Gao, 2015; Visconti et al., 2014); such as South Africa. Initial studies within this “new paradigm of multicultural marketing” (Kipnis et al., 2013, p.1192) have developed three conceptual frameworks: the brand cultural voice – marketplace alignment model (Kipnis et al., 2013); the consumer multi-cultural identity orientations matrix (Kipnis et al., 2014); and value-based consumer multicultural orientation (Seo & Gao, 2015).

The Brand Cultural Voice-Marketplace Alignment Model recognises that a multicultural market is complex and that brands will receive negative feedback from individual cultural groups within the market (Kipnis et al., 2013). The model attributes this phenomenon to socio-political contexts within multicultural markets, which influence threats to an individual group's identity and therefore build a “socio-political governance of multiculturalism” (Kipnis et al., 2013 pp. 1188) onto Berry's (2008) acculturation levels. The model conceptualises three culture-based brand voices, but it continues to delineate between dominant group and non-dominant group responses, dependent on the level of acculturation within the market. Examples of multicultural marketplaces and the typical brand voice used include South Africa, classified in the branding engagement group. The example provided is Air India, reproduced in Figure 2-1 below. This advertisement treatment focuses on distinctiveness, targeting the multicultural market through racial difference which continues to highlight the UK- and US-dominant majority in the decision-maker role.

**Figure 2-1: Multicultural Advertising South Africa**



Source: (DDB Mudra, Bangalore, 2009; Kipnis et al., 2013)

However, the Brand Cultural Voice-Marketplace Alignment Model is at the conceptual stage and therefore only considers the relative strengths of one of the key antecedent variables of acculturation; “socio-political context as an environmental factor”. Additionally, the unit of analysis of the research is the advertising organisation itself. There are no empirical findings using the consumer as the unit of analysis.

Kipnis, Broderick and Demangeot (2014) also extended Berry’s (2008) model of acculturation, typically applied to understanding immigrant consumer behaviour to understand the identity development of locally born or mainstream consumers, through applying social identity theory - brand image congruence theory (Kipnis et al., 2014). The conceptual model (CMIO Matrix) proposes a theory of multiculturalisation, as defined in section 1.5. Its foundational concept is one of the processes that mainstream consumers (not immigrants) go through to form various identities depending on the positive or negative affiliations formed with a number of different cultures (Kipnis et al., 2014).

The model is based on the Lim and O’Cass (2001) concept of a culture of brand origin (COBO). The choice of this foundational construct was due to the underlying principle of lack of restriction of cultural associations of brands to products made in a particular country

(Kipnis et al., 2014). COBO was developed to replace COO due to the ongoing hybridisation of products and therefore the potential to cause confusion amongst consumers of being able to pinpoint the original product origin (Lim & O’Cass, 2001). This infers that bias resulting from a country attaches itself to a brand name, despite the origin of manufacture, culturally, associations are made with the perceived brand culture (Lim & O’Cass, 2001). A logo is considered in its aesthetic entirety by consumers (Alden et al., 1999) who then create linkages to global, foreign and local cultures (Kipnis et al., 2014). Despite the move from country of manufacture to perception of brand origin the same cognitive, affective and normative effects will remain. As strong affective connotations can be formed during both direct and indirect encounters with the country and its culture creating associations and transitions to ethnic or cultural identity (Verlegh & Steenkamp, 1999).

The CMIO Matrix operationalises COBO concepts in terms of global, foreign and local cultures providing clear definitions and considerations of each of these cultural concepts in terms of how they engage with mainstream consumers and their identification processes to explain their expectations and responses to brands (Kipnis et al., 2014). The definitions provided included: local culture – the local resident’s way of life and system in terms of local products, symbols, beliefs and values, global culture – the consumer ideology of a system of products, symbols, beliefs and values developed through knowledge from other parts of the world which symbolise a connectedness with the world at large and foreign culture - the local residents ideology of a system of products, beliefs, values and symbols originating from an identifiable cultural source e.g. country or group of people (Kipnis et al., 2014).

The measure of level of identity transition to demonstrate multiculturalisation is conceptualised as consumption consequences in terms of willingness or preference to consume brands from different cultures dependent on the type of culture point in the matrix. For example, Full Adaptation refers to COBO meanings in terms of Global, local and some selected foreign cultures with the consumer consequence being defined as “willingness to consume a wide variety of brands that blend the meanings of local, global and aspired-to foreign cultures”.

The CMIO is a clever and useful qualitative framework particularly in multicultural marketplaces and the level of cultural transition already present in an organic multicultural marketplace means that it needs to be measured quantitatively. However, it lacks tangibility

in terms of product groups or consumer objects to operationalise the behaviours which signify identity transitions. Consumer products signify affiliation or separation with/from a particular group, with the transition of an identity asserting a lifestyle choice which in turn drives product consumption (Cleveland et al., 2016). Therefore, products or relationships that are consumed by an individual consumer can indicate identity transition or culture change (Cleveland et al., 2016; McCracken, 1986).

The quantitative measurement of the concept of multiculturalisation requires the ability to be able to segment multiple minorities within the organic multicultural marketplace and measure identity transition. The Shortened Cultural Lifestyle Inventory, provides a good basis to support the measurement of the multiculturalisation concept. This is due to its linkage to acculturation measurement and the response coding in terms of consumption products such as media, relationships, goods and services (Lerman et al., 2009).

Table 2-2 demonstrates these two theoretical concepts and their linkages. The “integration” strategy is defined as: “when diversity is an accepted feature of the society as a whole, including all the various ethnocultural groups, [it] is called multiculturalism” (Berry, 2005, pp. 706). This strategy can be broken into three multiculturalisation adaptation strategies; full, foreign and global. Similarly, “assimilation” can be matched to the differentiated orientations of global, foreign and imported cultures. Separation and local culture orientation, and marginalisation and alienation can also be matched. The level of acculturation based on each strategy is measured in the literature through the Shortened Lifestyle Cultural Inventory (SCLI) (Lerman et al., 2009). By replacing language of interaction in terms of identity transition (Lerman et al., 2009) with interaction with global, foreign and local cultures (Kipnis et al., 2014), this extended model can provide a relevant baseline for understanding multiculturalisation within an organic multicultural market. The development of a scale to measure this concept will allow operationalisation of the construct for hypothesis testing.

**Table 2-2: Acculturation versus Multiculturalization**

Acculturation Strategies of Ethnocultural Groups (Berry, 2008)		Consumer Multiculturalization Strategies combined with SCLI Measurement (Kipnis et al., 2014; Lerman et al., 2009)	
Acculturation Strategy	Description	Multiculturalization Strategy	SCLI Measurement
Integration	High level of relationships sought amongst groups, high desire to maintain heritage culture and identity	Full Adaptation	Embrace material symbols from global cultures, foreign cultures and local cultures
		Foreign Adaptation	Embrace material symbols from foreign cultures and local cultures
		Global Adaptation (Glocalisation)	Embrace material symbols from global cultures and local cultures
Assimilation	High level of relationships sought amongst groups, low desire to maintain heritage culture and identity	Imported Cultures Orientation	Embrace material symbols from global cultures and foreign cultures
		Global Culture Orientation	Embrace material symbols from global cultures
		Foreign Culture Orientation	Embrace material symbols from foreign cultures
Separation	Low level of relationships sought amongst groups, high desire to maintain heritage culture and identity	Local Culture Orientation	Embrace material symbols from local cultures
Marginalisation	Low level of relationships sought amongst groups, Low desire to maintain heritage culture and identity	Alienation	Reject material symbols from all cultures

Source: Author's integration (Berry, 2008; Kipnis et al., 2014)

Differing segments of acculturation drive different levels of service offering (Poulis et al., 2013), and marginalised customers reject all things outside of their perceived ethnicities, responding better to racially ambiguous service offerings (Poulis & Poulis, 2013). This same theory must apply to the concept of multiculturalization and the emotional reaction to physical stimuli such as advertising; a key research question of this study. Further, culturally plural consumption identifies patterns in consumption which are not necessarily driven by an acculturation strategy but by accident in an imposed or unplanned manner (Sankaran & Demangeot, 2011).

The development of the conceptual multiculturalization framework (Kipnis et al., 2014) and the immigrant-focused findings of the literature thus demonstrate that multiculturalized identities should drive differing and more significant advertising effectiveness when compared to

model race, removing the need for racial targeting and highlighting the potential of racially ambiguous models.

The next section discusses the literature on advertising effectiveness and how ensuring favourable attitudes towards the advertisement and brand drives greater purchase intention.

## **2.5 ADVERTISING EFFECTIVENESS FOR CONSUMER WELL-BEING**

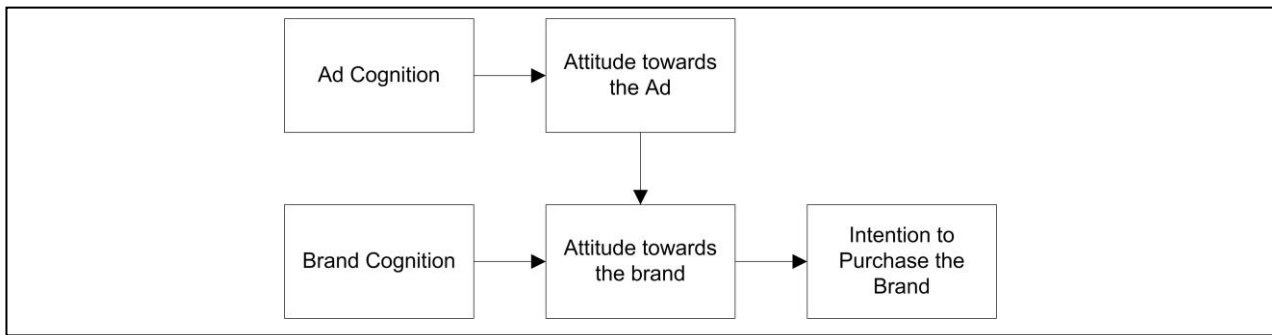
The purpose of this section is to discuss the literature and longstanding theoretical basis of advertising effectiveness, and the application of established theories through a multicultural lens, in contrast to the basic standards used for racial/ethnic minority targeting to date in the literature. Advertising effectiveness – defined as a positive response to advertising – is measured through a positive attitude towards the advertisement, attitude towards the brand and purchase intention. The literature in this area aggregates these constructs into one construct of advertising effectiveness. This review of the advertising effectiveness literature segments prior research into three themes: advertising effectiveness; felt targetedness; and consumer well-being.

### **2.5.1 Advertising effectiveness**

Advertising effectiveness is an aggregated measure, within the emotion paradigm of advertising theory, and is the best available and most prolific dependent variable used in race-based advertising research (Huang, Su, Zhou, & Liu, 2013; Lee et al., 2013; Malhotra & McCort, 2001; Myers et al., 2000; Stewart, 1989). Attitude towards the advertisement and brand is a person's affective tendency to respond either positively or negatively to a particular advertisement and brand at the point of interacting with it (Mackenzie et al., 1986).

The output concept of purchase intention completes the advertising effectiveness measure. Four conceptual frameworks attempted to determine the most effective relationship mix of the individual constructs of attitude towards the advertisement, attitude towards the brand and purchase intention. These conceptual frameworks comprised: affect transfer hypothesis; dual mediation hypothesis; reciprocal mediation hypothesis; and independent influencers hypothesis. These are illustrated in Figures 2-2 to 2-5.

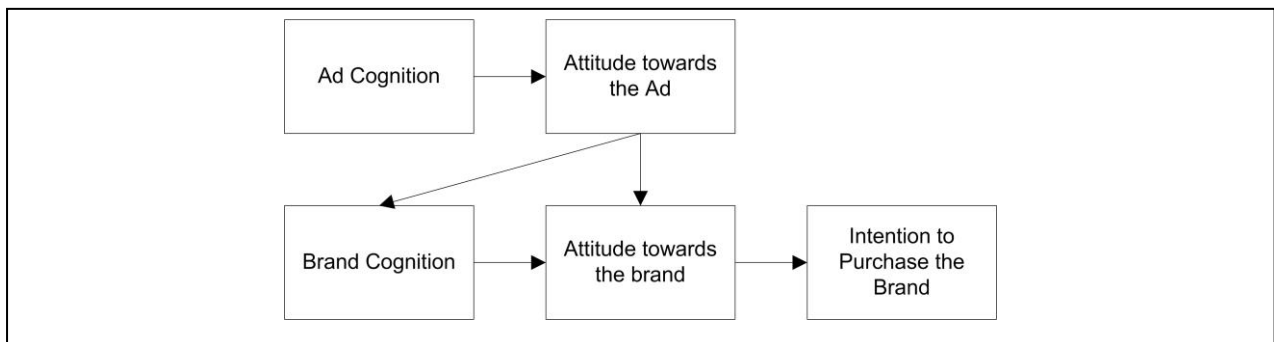
**Figure 2-2: Affect Transfer Hypothesis**



Source: (Mackenzie et al., 1986)

This conceptual model explains that cognition of the advertisement impacts the attitude towards the advertisement, and cognition of the brand affects the attitude towards the brand. Attitude towards the advertisement drives by the attitude towards the brand which when combined creates an intention to purchase.

**Figure 2-3: Dual Mediation Hypothesis**

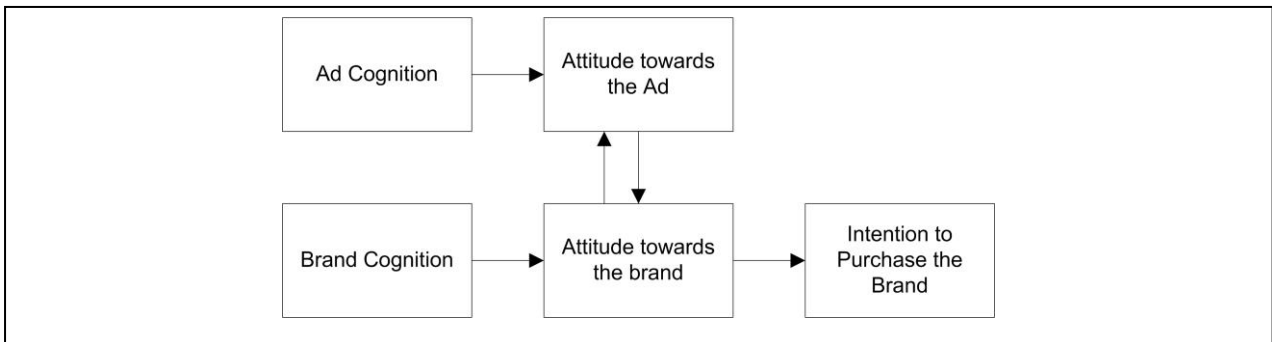


Source: (Mackenzie et al., 1986)

This model extends the theory of the elaboration likelihood model (Petty & Cacioppo, 1986) regarding peripheral and central source cues not being interchangeable but rather independent. The indirect effect of attitude towards the advertisement on brand cognition is added to the affect transfer hypothesis model.



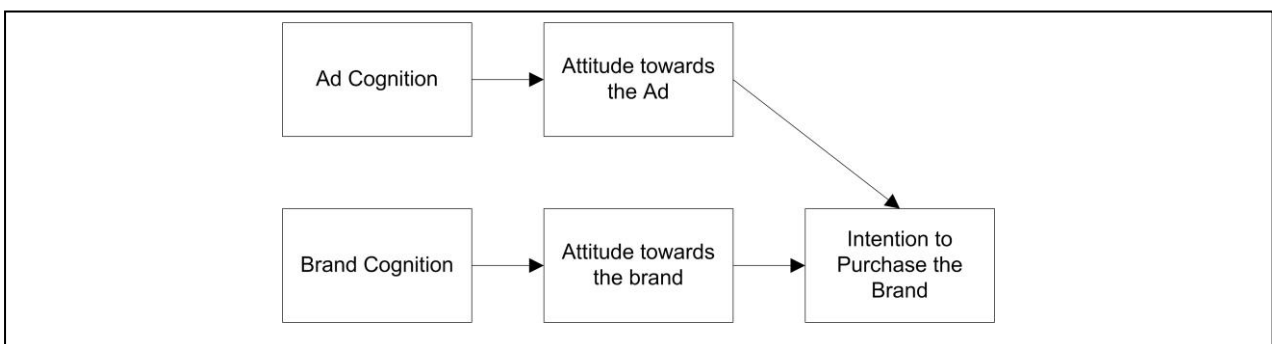
**Figure 2-4: Reciprocal Mediation Hypothesis**



Source: (Mackenzie et al., 1986)

This model shows that consumers potentially balance their attitudes concerning the brand and advertising. For example, if they are aware of the brand, their attitudes towards the advertisement will be influenced by this. However, if the brand is unknown their attitude towards the advertisement will influence their attitude towards the brand.

**Figure 2-5: Independent Influencers Hypothesis**



Source: (Mackenzie et al., 1986)

The final conceptual model demonstrates that there is no relation between attitude towards the advertisement and attitude towards the brand, and that the attitudes towards both act independently to influence the intention to purchase the brand.

The empirical testing of these four models found that dual mediation hypothesis explains the drivers of advertising effectiveness with the greatest significance (Mackenzie et al., 1986). The literature has operationalised this construct consistently demonstrated the influence of the dual mediation hypothesis as the most significant indicator of advertising effectiveness

(Halkias & Kokkinaki, 2013; Johnson et al., 2010; MacInnis & Jaworski, 1989; Mackenzie et al., 1986; Myers et al., 2000).

Advertising effectiveness is the dependent variable of this study and an important construct tested across a variety of UK- and US-based bi-racial studies (Black versus White; Asian versus White) and a handful of bi-racial studies based in South Africa (Johnson et al., 2010). A popular mediator identified as strengthening the achievement of advertising effectiveness in minority targeting, is felt targetedness (Aaker et al., 2000); this is discussed in the following section.

### **2.5.2 Felt targetedness**

The extant multicultural advertising research has hypothesised that multiple models representing each race create a feeling of similarity and felt targetedness amongst every group within a multicultural market. However, the findings are inconsistent (Johnson et al., 2010). Johnson *et al.* (*ibid.*) proposed that this is because of the assumption that culture is “tightly interwoven” with race due to historical institutional governance, as in the example of South Africa and apartheid (Johnson et al., 2010, p. 191). This assumption further explains other limited findings that employing racial constructs in advertising does not have the same impact for black versus white viewers and that the two-way interaction between the viewer and the model does not influence attitude towards the advertisement (Johnson, 2013). The reverse also applies: non-targeted consumers can feel exclusion and prejudice against them (Han & Tsai, 2016; Johnson & Grier, 2011).

The literature situates itself in the underlying foundation of whiteness because of the historical makeup of the US and UK, and the development of a more multicultural market as a result of recent migration. Findings from a sample of ethnically diverse school and college students in California highlight that white students do not consider themselves as part of a distinct ethnic group, placing lower emphasis on the relevance of their skin colour and ethnicity than black students; this finding argues against the idea of felt targetedness (Phinney, 1992). This study intends to show that in an organic multicultural market, people of the white race do consider themselves to be part of an ethnic group because they are a part of an organic multicultural marketplace. The use of ethnically/racially ambiguous

models in advertising would be more relevant in a multicultural market (Hoplamazian & Appiah, 2013) appealing to a wider market, rather than focusing on creating felt targetedness amongst diverse ethnicities, which can result in marketplace exclusion.

Deploying models from different race groups within multicultural advertising, either as a group or as individuals, has the effect of actively excluding some consumers. This usage is a form of discrimination, and consumers from races in the numeric minority perceive that they experience greater discrimination across a variety of marketing contexts than consumers from races in the numeric majority (Bennett et al., 2014, 2013).

The race of the model is applied in advertising based on distinctiveness theory (Mcguire, Mcguire, & Winton, 1979) which has been found to positively drive felt targetedness when testing individual advertisement treatments by model race amongst comparable groupings (Brumbaugh & Grier, 2006; Forehand & Deshpandé, 2001; Grier et al., 2006). Grier and Deshpandé (2001) considered ethnic salience and numeric minority distinctiveness and its impact on advertising effectiveness in South Africa, and found links by looking at the numeric minorities in Cape Town (Blacks) and Johannesburg (Whites). A group's ethnicity was found to be more salient among numeric minorities (*ibid.*). However, this finding does not take into account the context of the multicultural marketplace and still perpetuates the UK- and US-based practice of recognising a dominant majority.

Johnson, Elliott & Grier's (2010) conceptual framework is based on the multicultural context of South Africa. The framework proposes that similarity with the model is internalised and creates felt targetedness, leading to a favourable attitude towards the advertisement, moderating brand attitude and creating positive purchase intention. The attitude towards the brand is mediated by the viewer identifying with the company that is advertising and internalising the messaging surrounding the company's approach to corporate social responsibility. The notion of acculturation to a consumer culture is considered via the assumption that consumers from emerging markets such as South Africa have had "less exposure to advertising or are less acculturated into consumer culture" (Johnson et al., 2010 pp. 200). However, based on the 2012 review of local TV advertising where 29.9% of advertisements were classified as global (Meyers & Okoro, 2012) one can argue that advertising exposure in South Africa is not typical for this assumption. Further, the framework considers markets in relation to their economic position in the world - "emerging

consumer markets” - rather than applying the theory based on the status of the market regarding consumer multiculturalisation.

Conflicting empirical research results, centred on Malay adolescents, has shown that ethnicity also creates felt targetedness and, in turn, positive advertising effectiveness among majority race groups (Butt & de Run, 2012). This finding links to the previously discussed multiculturalisation stages (see section 2.3.1) because of generational issues, lending more evidence of the potential of racially ambiguous models. In addition, credibility rather than felt targetedness by the model also influences advertising effectiveness (Antioco et al., 2012).

The lack of felt targetedness amongst white groupings and skewed responses amongst black or Asian groupings in a majority of studies may be in relation to the fact that they have been sampled as racial groupings (Brumbaugh & Grier, 2006; Forehand & Deshpandé, 2001; Sierra et al., 2012) rather than understanding the individual races in the construct’s parsimonious measurable sense of race (Hui et al., 1997). This skewed understanding further contributes to the conflicting findings, when considering the issue of socio-cultural integration in the context of immigration.

Considering the contradictory findings in the literature, it is understandable that advertisers are unclear as to which of the following targeting strategies to use. The options, which all provide high correlations to advertising effectiveness in differing contexts are as follows:

1. Use a model which represents the race of the numeric majority of the marketplace.
2. Use a model which represents the race of the numeric minority of the marketplace.
3. Use models which represent all races of the marketplace.

Although they are used in practice, the advertising effectiveness of racially ambiguous models is not known. Since visual cues are the most effective driver of advertising effectiveness (Khan, Lee, & Lockshin, 2015), showing each race within an advertisement or singling out an individual race in a multicultural market may be doing more harm than good for some of the individual race groupings. Models representing each race in an advertisement are subject to the dangerous pitfall of creating stereotypes, because of the implied distinctions created between them, and this can lead to a feeling of consumer

discrimination (Ouellet, 2007). Multicultural consumers process advertising claims differently to uni-cultural consumers (Luna & Peracchio, 2005) because the individual application, collective interpretation and external assessment of the values are processed differently (Peracchio et al., 2014). Marketers are agents of multiculturalisation (Kipnis et al., 2014; Visconti et al., 2014) and by how they use advertising they can create a platform where race groups, dominant and minority, can co-exist, interact and adapt, and at times swap culture (Jamal, 2003). Because of this, the author proposes that by using racially ambiguous models in multiculturalised marketplaces, marketers can contribute to ensuring the well-being of the consumer.

### **2.5.3 Consumer well-being**

Multicultural marketplaces are made up of consumers with complex ethnic identities (Kipnis et al., 2013). Through the lack of recognition of this complexity in advertising negative effects may be experienced by the intended consumer (Kipnis et al., 2013). For example, the delineation of ethnicities present in the wonga.com advertisement (see Figure 1.6) where the coloured race is characterised by using an African musical instrument and wearing a headdress. Consumer well-being is a normative goal of the TCR paradigm (Crockett, Downey, Firat, Ozanne, & Pettigrew, 2013; Mick et al., 2012; Sirgy & Lee, 2008); therefore TCR's foundation has a firm motivation. This study contributes to the TCR paradigm through the focus on consumer well-being based on model configurations in advertising as its primary approach. Born out of the Association of Consumer Research, the "dynamic and evolving" (Mick et al., 2012 pp.6) TCR programme has six items on its agenda that transformative consumer researchers are committed to (Davis et al., 2016; Mick et al., 2012). The six commitments are:

1. To improve well-being
  - The drive for satisfied consumers who are thriving due to a quality of life giving them "health, happiness and prosperity" (Mick et al., 2012 pp.6) through researchers understanding the challenges and opportunities of the various dimensions of consumer well-being
2. To emanate from ACR and encourage paradigm diversity

- The unifying umbrella which encourages the use of a variety of theories, methods, analytical levels and paradigms to drive positive consumer well-being
3. To employ rigorous theory and methods
    - Providing sound and reliable insights for further research and application in practice
  4. To highlight sociocultural and situational contexts
    - Keeping the reality of consumers in focus and ensuring insights drive change
  5. To partner with consumers and their caretakers
    - Researchers do not develop theories in isolation but ensure the involvement of consumers and marketers to ensure application back in practice
  6. To disseminate findings to relevant stakeholder
    - Communicating to appropriate audiences to ensure benefits are gained from the research

(Mick et al., 2012)

Within the TCR paradigm, marketing is considered as being bi-polar with a dark side (negative effects) and a bright side (positive effects) (Mick et al., 2012). The negative effects or dark side include false advertising and promoting socially harming behaviours and values in addition to neglecting vulnerable consumer segments (Mick et al., 2012) as opposed to the positive effects or bright side which improves consumers lives. The key is to ensure consumer well-being through any kind of marketing activity. This thesis is concerned with the dark side of marketing being perpetuated through the impact on feelings of consumer alienation from the marketplace (Hill & Martin, 2014) through the choice of models employed in advertising in an organic multicultural marketplace; thereby its impact on consumer well-being.

TCR requires the creation of new business models and consumption drivers including the foundational mechanisms such as advertising as a part of integrated marketing communications (Scarpaci et al., 2016). Due to the concept of advertising and society having mutual influence over each other, five social costs of advertising have been proposed. Advertising (1) transfers wealth to advertisers and corporations, (2) promotes materialism and cynicism that contribute to waste and environmental degradation, (3)

dehumanizes human beings by promoting selfishness and anxiety, (4) degrades the quality of language and symbols, and (5) erodes accountability (Scarpaci et al., 2016). Advertising can create consumer dissatisfaction with their existing lifestyle, belongings and appearance – one of many techniques employed being domination through racism (Scarpaci et al., 2016). This marketing status quo creates alienation a core concern of transformative consumer research and the theory of consumer well-being (Scarpaci et al., 2016).

Consumer well-being has been traditionally considered from the perspective of the consumer's satisfaction throughout the purchase journey of acquisition, possession, consumption, maintenance, and disposal (Sirgy et al., 2008). The measurement of satisfaction at each of these stages has the outcome of driving marketing insight in how to improve consumer quality of life (Davis et al., 2016; Laczniak & Murphy, 2012; Sirgy, 2006; Sirgy & Lee, 2008). However, despite acknowledging that marketing promotion decisions need to be directed by a well-being philosophy, the brand awareness part of the consumer behaviour purchase process is ignored, jumping straight to acquisition (Sirgy & Lee, 2008). Brand awareness being achieved is a given, and only then consumer well-being considerations take effect. However, the impact of the very process of creating brand awareness has consumer well-being implications from a subjective point of view due to the self concept and potential inequity perceptions that would be created by choice of model used in a brand awareness advertisement in an organic multicultural market (Davis & Pechmann, 2013; Kipnis et al., 2013). Therefore, the impact of brand awareness advertising on consumer-well-being is an important gap to be filled in the literature.

Consumer well-being can be considered both subjectively (consumer feeling of satisfaction/dissatisfaction) and objectively (expert view of consumer costs and benefits), often rooted in ethical concepts (Sirgy & Lee, 2008). The ethical perspectives of consumer well-being research, and their associated public policy implications have been grouped into five programmatic groups for the furtherance of consumer well-being insight. These are; (1) ethics of consumer sovereignty, (2) duty ethics of nonmaleficence, (3) ethics of stakeholder theory, (4) ethics of social justice, and (5) ethics of human development and quality of life (Sirgy, 2008). The fourth grouping, ethics of social justice includes the research programmes of consumption equity, gender equity, personal values and brand community (Sirgy, 2008). Based on the accepted need to be sensitive to the cultural complexity of multicultural marketplaces (Kipnis et al., 2013), the focus on gender programmes (Sirgy,

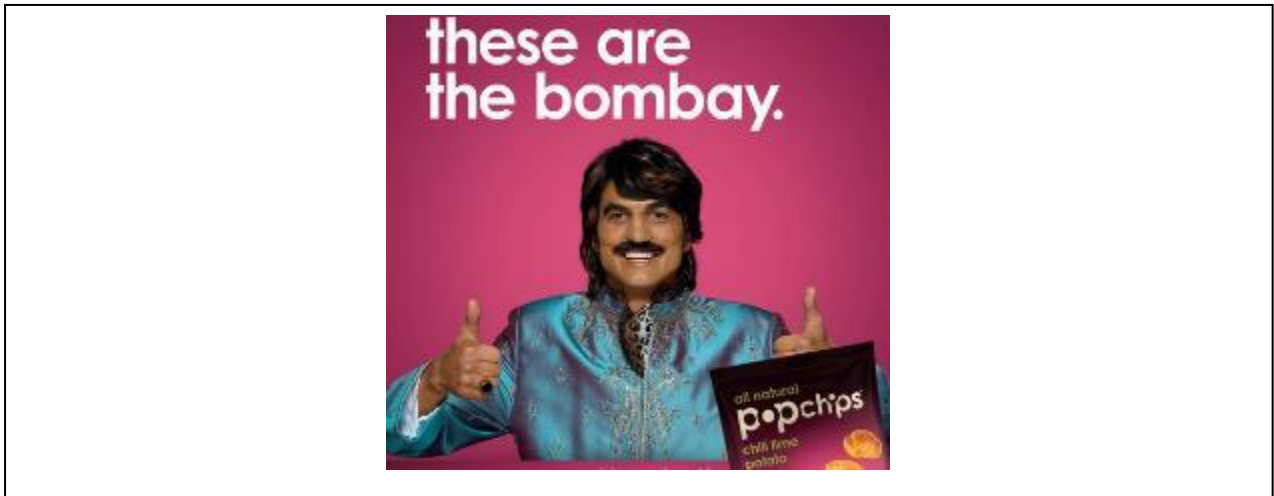
2008) as opposed to racial equity as a key programme is lacking. Taking the same public policy implications of gender inequity e.g. vulnerable consumers unable to make marketplace decisions underpinned by gender (Sirgy, 2008), this thesis provides insight from a multicultural marketing perspective in terms of race.

This view is further supported by the considerations in the literature of the rights and interests of consumers as market players (Mcgregor, 2010) across both consumer perceptions and consciousness and the information flow of reality (Mcgregor, 2013). By focusing attention on the what and how instead of understanding the internalised complexities (Mcgregor, 2013), for example complex cultural identities in an organic multicultural marketplace (Kipnis et al., 2013), consumers could experience anxiety as they could be subject to social embarrassment due to reacting to advertising that wasn't "intended" for them (Hill & Martin, 2014). The literature shows, from a perspective of poverty, where people feel alienated from consumer society due to their feeling of inadequacy creating reactions of humiliation, lack of control, inferiority and frustration (Hill & Gaines, 2007). The same reactions can be assumed for consumers in organic multicultural marketplaces in terms of feeling excluded through the model configuration or stereotypes created in advertising. This, in turn, creates the need to be consumer relevant and preserve consumer well-being through avoiding the commodified and misaligned representations of consumers within an organic multicultural marketplace (Crockett et al., 2013; Kipnis et al., 2013; Scarpaci et al., 2016). As highlighted by Kipnis et al. (2013) it is important that marketers develop advertising that correctly represents the dynamics of a multicultural marketplace. In the case of an organic multicultural marketplace, this could best be achieved through the use of racially ambiguous models and not racially specific models which could create stereotypes.

Targeting specific or multiple races through advertising in multicultural marketplaces often has the unintended consequence of attracting accusations of racism, which may lead to anti-consumption (Lee & Seo Youn Ahn, 2016). Infamous advertisements such as PopChips (Stampler, 2012) and Dove Soap (Daily Mail, 2011) are unintentionally advertising stereotypes; see Figures 2-6 and 2-7.



**Figure 2-6: Unintentional Racial Stereotyping - PopChips**



Source: <http://www.businessinsider.com/is-ashton-kutchers-new-popchips-ad-racist-with-blackface-2012-5> (Stampler, 2012) accessed 11<sup>th</sup> February 2017

**Figure 2-7: Unintentional Racial Stereotyping – Dove Soap**



Source: <http://www.dailymail.co.uk/femail/article-1390312/Soap-giant-Dove-accused-racism-body-wash-advertisement.html> (Daily Mail, 2011) accessed 11<sup>th</sup> February 2017

Even unintended racism conveyed through advertising can provoke feelings of discrimination and therefore impact consumer well-being. The concept of consumer well-being is defined as dedication to avoiding prejudice or discrimination beliefs among consumers created by the source and non-source cues in advertising (Demangeot et al., 2013, 2014; Kipnis et al., 2013; Sirgy, 2006, 2008; Sirgy et al., 2008; Visconti et al., 2014; Wang & Tian, 2013). Advertisers are becoming more concerned in recent times with promoting inclusion through investigating advertising technology, such as Facebook's

multicultural advertising segments tool (*The Guardian*, 2016). However, the theory continues to focus on explaining how to more effectively target by ethnicity, operationalised as race (Visconti, 2016).

If consumers feel that the racial group that they belong to is being represented as a stereotypical group – either kind and helpless or skilful but cunning (Cuddy et al., 2009) – they could feel excluded from the brand and thus unable to participate in the act of consuming the product advertised (Henderson & Rank-Christman, 2016). This perception is no longer characterised as an exclusion view (consumers being racist), but now as a lack of inclusion view (consumers experiencing racism) and such a perception can be held by both minority and majority consumers (Bennett et al., 2014; Cuddy et al., 2009). Termed consumer racism (Hill & Paphitis, 2011; Ouellet, 2007), prejudice felt in the form of consumer racism threatens consumer well-being (Henderson & Rank-Christman, 2016). The construct of consumer wellbeing is operationalised in the literature based on reactions to advertising creating a feeling of feeling subjected to offensive comments and being denied access to a product, both directly and indirectly (Bennett et al., 2014).

Considering the conflicting results surrounding racially targeted advertising and the concerns of stereotype creation, consumer well-being can be promoted using racially ambiguous models. This possibility gains support from developments such as those in real estate advertising in the US, which has ceased using people to represent current or future occupants of a type of property, in the wake of the Fair Housing Act (Williams, Quails, & Grier, 1995).

This thesis contributes to existing theory by identifying the most effective model race configuration in multicultural advertising to ensure consumer well-being in organic multicultural markets. Based on this, the following section outlines the hypotheses of this study.

## 2.6 HYPOTHESES

This section presents the hypotheses and the associated analytical models developed, based on the literature review. They relate to the theory gap around what is the most effective model race configuration in advertising, based on the level of multiculturalism, ethnic identification and self-categorised race and the impact of the three comparative advertising stimuli on advertising effectiveness and consumer well-being.

The constructs presented in the following hypotheses are operationalised in the literature, as follows;

**Multiculturalism**; operationalised through the development of a new measure based on the traditional approach to operationalising acculturation through the combination of the Shortened Cultural Lifestyle Inventory (Lerman et al., 2009) and consumer multicultural identity orientation matrix which adapts the SCLI to consider the realm of global, foreign and local brands.

**Ethnic Identification**; operationalised through the application of the Multigroup Ethnic Identification Measure (Phinney & Ong, 2007).

**Self-categorised race**; operationalised through the provision of a selection option by the respondent providing the four recognised race classifications contained in South Africa Law (Broad-Based Black Economic Empowerment Act, 2013).

**Advertising treatment (multiple race advert/racially ambiguous advert/self-classified race advert)**; operationalised as the advertising stimulus employed as the experiment intervention (Appiah & Liu, 2009; Hoplamazian & Appiah, 2013; Johnson & Grier, 2012).

**Advertising effectiveness**; operationalised as the aggregated measure of attitude towards the ad, attitude towards the brand and purchase intention (Mackenzie et al., 1986) and used as both a dependent variable and mediator.

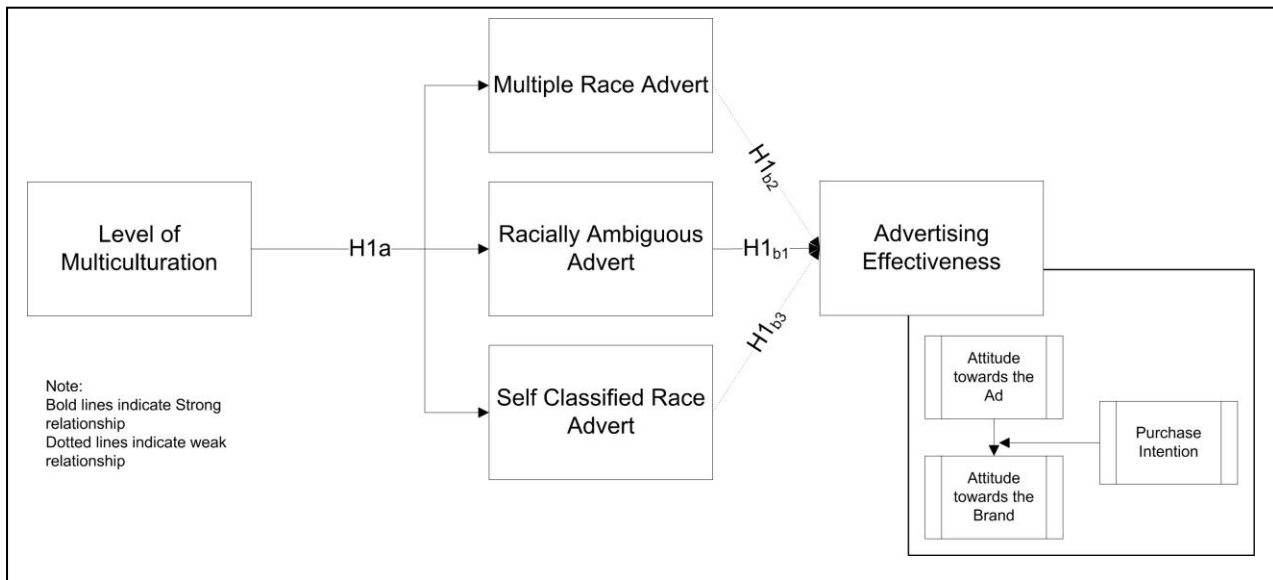
**Consumer well-being**; operationalised through the application of the consumer well-being scale (Bennett et al., 2014).

The hypotheses are formulated as alternate hypotheses and are described below.

### 2.6.1 Hypothesis 1 – Multiculturation and advertising effectiveness

Hypothesis 1: A (a) stronger level of multiculturation will drive greater advertising effectiveness when viewing the (b1) racially ambiguous advertisement compared to the (b2) multiple race advertisement or (b3) self-categorised race advertisement.

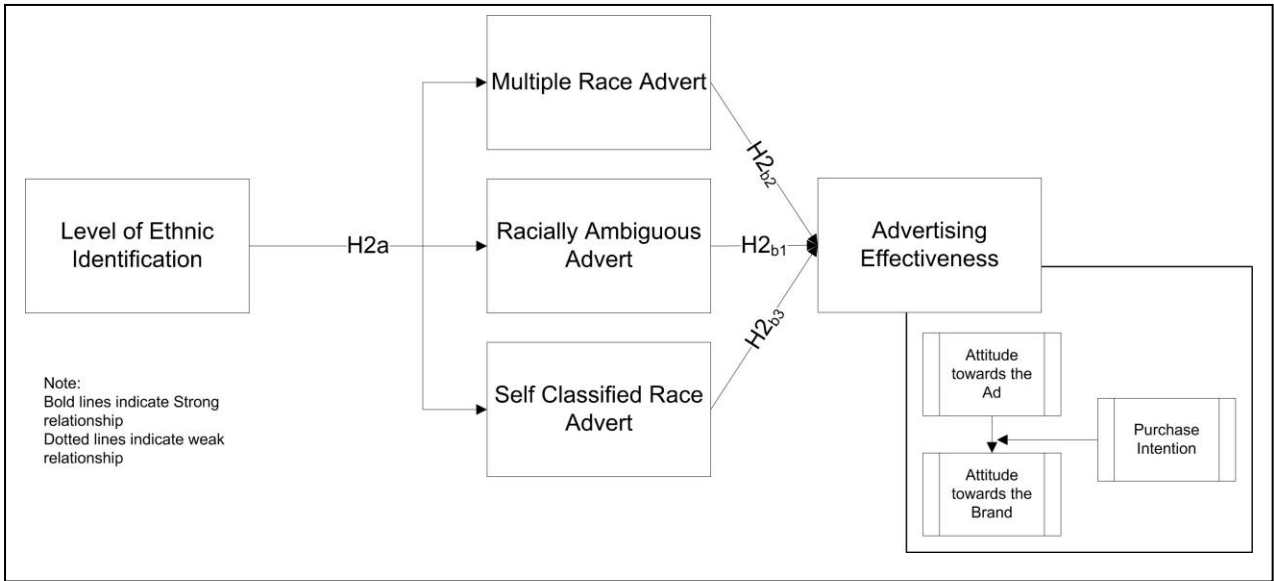
Figure 2-8: Analytical Model - Hypothesis 1



### 2.6.2 Hypothesis 2 – Ethnic identification and advertising effectiveness

Hypothesis 2: The (a) strength of ethnic identification will have no difference on advertising effectiveness when viewing the (b1) racially ambiguous advertisement, the (b2) multiple race advertisement or the (b3) self-categorised race advertisement.

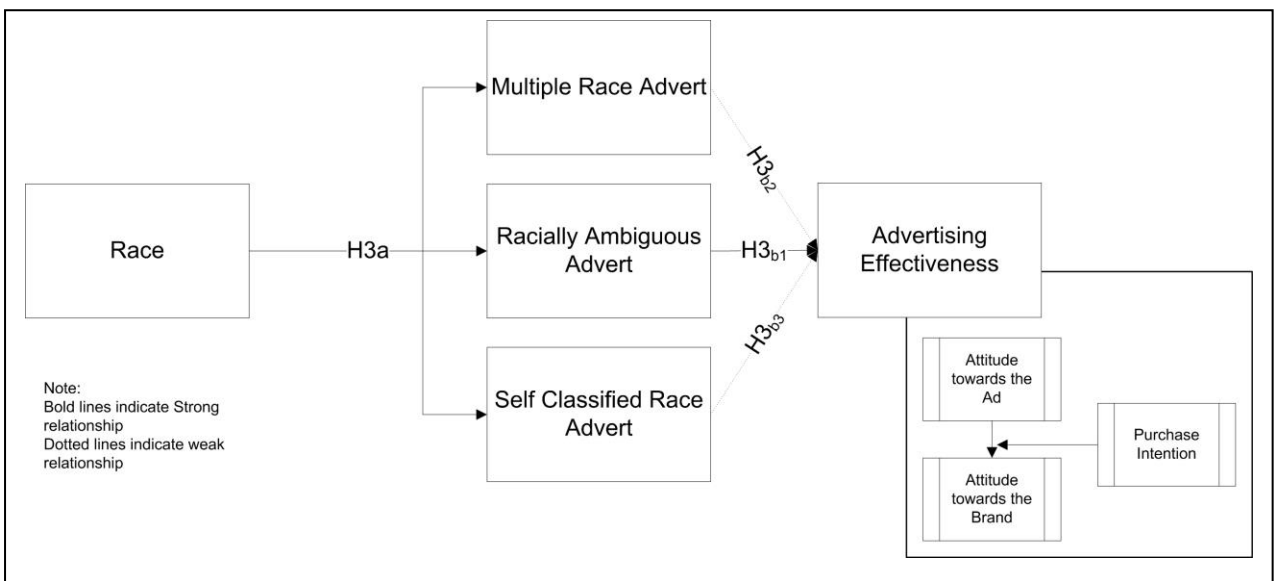
**Figure 2-9: Analytical Model - Hypothesis 2**



**2.6.3 Hypothesis 3 – Race and advertising effectiveness**

Hypothesis 3: The (a) self-categorised race will have no difference on advertising effectiveness when viewing the (b1) racially ambiguous advertisement, the (b2) multiple race advertisement or the (b3) self-categorised race advertisement.

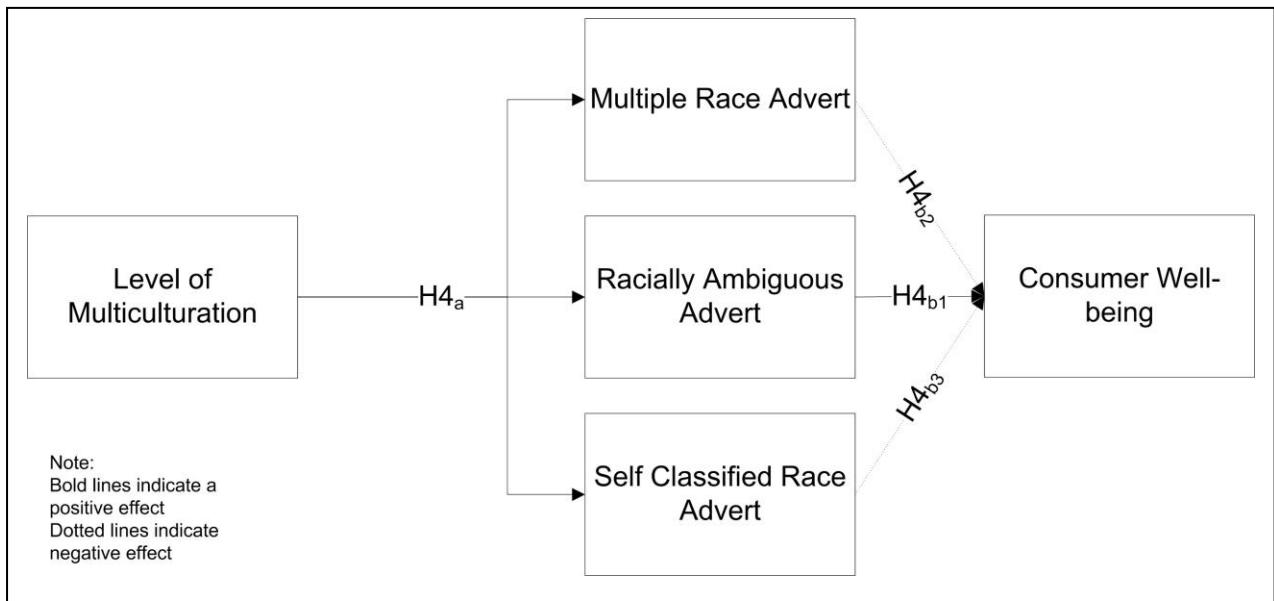
**Figure 2-10: Analytical Model - Hypothesis 3**



## 2.6.4 Hypothesis 4 – Multiculturation and consumer well-being

Hypothesis 4: A (a) stronger level of multiculturation will drive a positive feeling of consumer well-being when viewing the (b1) racially ambiguous advertisement compared to the (b2) multiple race advertisement or the (b3) self-categorised race advertisement.

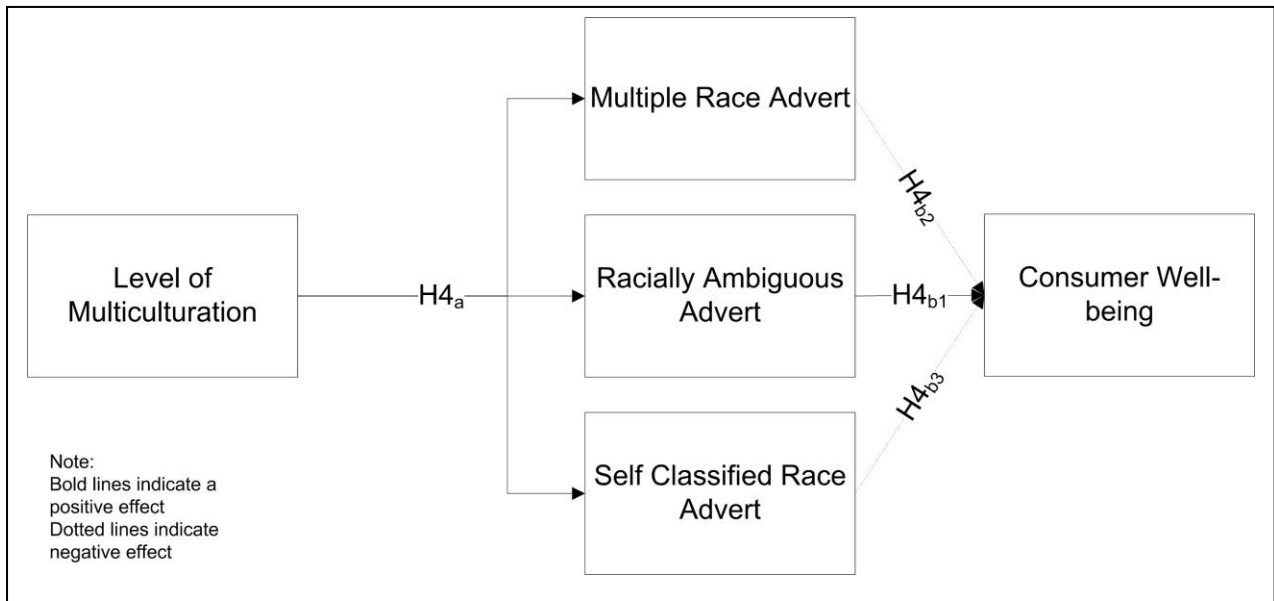
Figure 2-11: Analytical Model - Hypothesis 4



## 2.6.5 Hypothesis 5 – Consumer well-being and advertising effectiveness

Hypothesis 5: A (a) stronger level of advertising effectiveness will drive a positive feeling of consumer well-being when viewing the (b1) racially ambiguous compared to the (b2) multiple race or the (b3) self-categorised race advertisements.

**Figure 2-12: Analytical Model - Hypothesis 5**



The above hypotheses for this thesis summarise the literature review, which provides the foundation for the research design discussed in chapter three.

## 2.7 LITERATURE CLOSING

The exhaustive literature review considered four research areas: the importance of the South African research context, race and the dominant majority in advertising, acculturating consumption to organic multiculturalism and advertising effectiveness for consumer well-being, providing a clear explanation of the gap in the literature. It was hypothesised that multiculturalism will be a more productive targeting indicator than race or strength of ethnic identification, multiculturalism can be measured and racially ambiguous models will drive greater advertising effectiveness and a greater feeling of consumer well-being than models across multiple races or individual race models. The extant literature shows conflicting results to date; this work, therefore, offers the potential to provide a greater contribution to the business “bottom line” while having a transformative effect on consumer well-being.

### 3 RESEARCH DESIGN AND METHODOLOGY

#### 3.1 INTRODUCTION

The following section describes the research paradigm positioning of the research, the research design/strategy of enquiry and the methodology used to collect and analyse data to test the research hypotheses. This chapter ends with a description of how research quality and ethics was consistently assured and maintained.

#### 3.2 RESEARCH PARADIGM

The following section explains the research philosophy and paradigm used to frame and guide processes employed in answering the research question effectively. A research philosophy was adopted that supported the methodological choices of the research design (Creswell, 2007), in recognition of the reality that researchers bring their beliefs and assumptions to the issue (Creswell, 2007; Goulding, 1999; Saunders, Lewis, & Thornhill, 2012). Many authors, however, have questioned the need to adopt a single position (Saunders et al., 2012), as – dependent on the research question – a researcher may place themselves differently on a multidimensional philosophical continuum as described in Figure 3-1 below.

**Figure 3-1: Multidimensional Continua of Research Philosophies and Dimensions**

Dimension	Question	Continua		
<b>Ontology</b>	<ul style="list-style-type: none"> <li>What is the nature of reality?</li> </ul>	external	↔	socially constructed
		objective	↔	subjective
<b>Epistemology</b>	<ul style="list-style-type: none"> <li>What is considered acceptable knowledge?</li> </ul>	observable phenomena	↔	subjective meanings
		law-like generalisations	↔	details of specifics
<b>Axiology</b>	<ul style="list-style-type: none"> <li>What is the role of values?</li> </ul>	law-like generalisations	↔	value bound

Source: Adapted (Saunders et al., 2012)



Therefore, this research adopted a position of pragmatism, defined as accepting that different positions will be necessary based on the research question.

The most common paradigm applied in advertising research has been one of positivism (Goulding, 1999; Ladik & Stewart, 2008), where researchers have worked from the perspective of a natural scientist observing reality. The position allowed the collection of data about commonalities and casual relationships to create law-like generalisations (Saunders et al., 2012). Additionally, the cross-cultural research literature is predominantly grounded in a philosophy of realism (Yeganeh, Su, & Chrysostome, 2004). Realism is defined as the context of reality being independent of the human mind so that phenomena can be observed to generate credible data and facts (Saunders et al., 2012). This thesis is multidimensional: situated predominantly in positivism with an element of realism in consideration of the organic multicultural market as the unit of analysis.

The research approach adopted for this thesis was abductive: the hypotheses were generated from the theory, and lenses are combined to test the proposed phenomena thereby rigorously creating a tested conclusion. In the case of Hypothesis 1, multiculturalism is a concept newly established in theory (Kipnis et al., 2014) for which, this thesis has developed a quantitative scale, through combining the multiculturalism identity transition concepts (Kipnis et al., 2014) and with the measures of SCLI (Lerman et al., 2009) to extend the definitions of the global, foreign and local culture constructs. This scale was then compared against the established scale of advertising effectiveness (Mackenzie et al., 1986), which was used as the dependent variable. Hypotheses 2 and 3 consider the traditional theory of MEIM and race driving advertising effectiveness (Brumbaugh & Grier, 2006; Johnson et al., 2010; Minor-Cooley & Brice Jr, 2007; Sierra et al., 2012, 2009). However, due to the extent of the conflicting results and focus on bi-cultural samples, it compares the conclusions for three advertising treatments; individual model race, multiple race models and racially ambiguous models. Hypotheses 4 and 5 utilise the established theoretical concept of consumer well-being (Bennett et al., 2014) comparing it to the concepts of advertising effectiveness and multiculturalism. These all contribute to a pragmatic philosophy of the research design. Additionally, there exists a personal philosophy of pragmatism to quantitatively deduce the causal relationships between specific variables, as explained above. Section 3.3 discusses the research design developed to answer the research questions.

### 3.3 RESEARCH DESIGN

The research design statistically explores and explains the interrelationships and causal effects of the independent variables on the dependent variables. The desired outcome of the research design is a conceptual model to achieve multicultural advertising effectiveness to ensure consumer well-being. The research design approach is made up of four components to build the final conceptual model which is tested through structural equation modelling.

**Table 3-1: Research Design Approach**

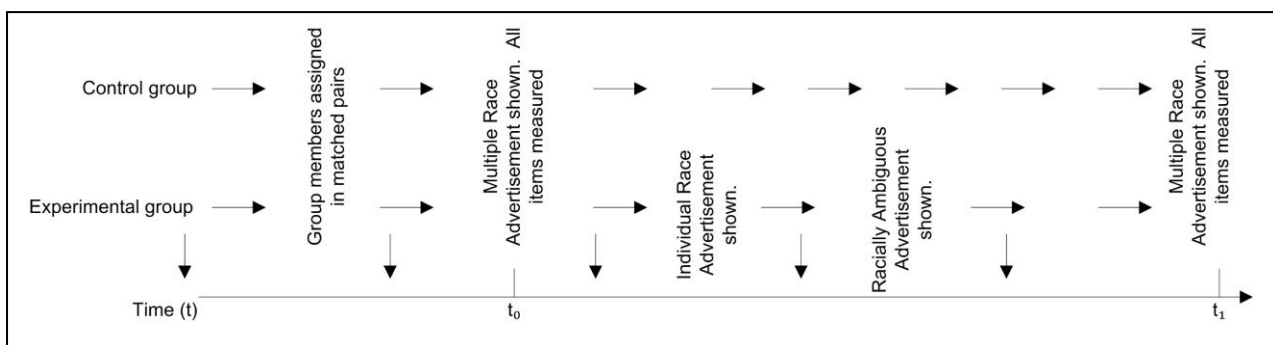
Research Stage	Expected Outcome	Section
Pre-test – Questionnaire pilot	Likeable model selection by race group	3.4.1.1
	Low involvement product selection	3.4.1.2
	Scale Validation – Item generation, initial measurement validation	3.4.1.4
Quasi-Experiment	Data collection for Advertisement Effectiveness by model configuration – control versus experiment Data collection for scale validation – second measurement validation	3.4.2 & 3.7.3
Established Scale Validation	Reliability of constructs and data preparation for hypothesis testing	3.8.2
New Scale Development	Scale Validation - Statistical tests for reliability & validity	3.8.3
Hypothesis Testing	Data checks to ensure statistical test assumptions met	3.8.4
	Development of measurement model	3.8.5
	Statistical analysis to accept or reject hypotheses to determine the relationships for the conceptual model	4.2 – 4.6
Conceptual Framework development	Development of final conceptual model	4.7
	Analysis of final conceptual model by race group	

The two-phase data collection strategy encompassed a pre-test followed by a quasi-experiment. This latter was necessary because of the need to control for race, which rendered randomly assigning respondents (Saunders et al., 2012) an unsuitable approach. Phase one of the research design involved a pre-test. The pre-test selected the appropriate products and models to develop the advertisements for the quasi-experiment phase. In this phase, the multiculturalism scale items were also tested. Phase two of the research design was an online quasi-experiment which collected data for each of the constructs. The data was taken as a snapshot in time rather than via the longitudinal approaches expected through the study of acculturation (Chai & Dibb, 2014) because the reaction to advertising is instantaneous.

The primary experimental design was 4 x (self-categorised race: black / coloured / Indian / white) x 3 (source cue: racially ambiguous model / multiple race models / individual race model) matrix. As a construct in advertising effectiveness research, consumer ethnicity is predominantly operationalised as race (Brumbaugh & Grier, 2006; Deshpandé & Stayman, 1994; Hoplamazian & Appiah, 2013; Torres, 2007; Xu et al., 2015). This study operationalised consumer ethnicity as race ensuring both an etic and emic approach to measuring consumer ethnicity (Visconti et al., 2014) and valid comparisons with UK- and US-based race advertising effectiveness findings (Brumbaugh & Grier, 2006; Johnson & Grier, 2012, 2011).

A procedure of matched pair analysis controlled for potential group differences. Respondents were matched between the control group and the experimental group based on pre-captured profiles of race, age and gender. This matching aided in mitigating confounding variables during the analysis (Saunders et al., 2012). The key constructs measured, to ensure consistency with the gap identified in the literature, included level of multiculturalism, ethnicity (race), self-categorised ethnicity, strength of ethnic identification, consumer well-being and advertising effectiveness (Aaker & Maheswaran, 1997; Brumbaugh & Grier, 2006; Kipnis et al., 2014; Mackenzie et al., 1986; Phinney & Ong, 2007; Sierra et al., 2012, 2009), supported by age, gender and socio-economic status (Income, Education & Occupation).

**Figure 3-2: Quasi-Experiment Strategy**



Source: Adapted by author from Saunders et al., (2012)

Each participant was assigned to a matched pair, based on their self-described ethnicity and gender, and allocated to either the control group or the experimental group. Respondents

allocated to the control group received survey stream A, and respondents assigned to the experimental group received survey stream B. Table 3-2 shows the matched pairs, based on the makeup of the South African organic multicultural marketplace (Burgess & Steenkamp, 2006). These are not the individual units of analysis, but it was essential to pre-classify them in matched pairs to mitigate any validity issues because of the quasi-experimental design. Additionally, this provided further analytical options to understand unexpected results from the ethnicity variable utilised in the data analysis (Shadish, Cook, & Campbell, 2002).

**Table 3-2: Quasi-Experiment Matched Pairs**

<b>Pair Name</b>	<b>Self-categorised Race</b>	<b>Gender</b>	<b>Group Type</b>
A	Black	Female	Experiment
A1	Black	Female	Control
B	Black	Male	Experiment
B1	Black	Male	Control
C	Coloured	Female	Experiment
C1	Coloured	Female	Control
D	Coloured	Male	Experiment
D1	Coloured	Male	Control
E	Indian	Female	Experiment
E1	Indian	Female	Control
F	Indian	Male	Experiment
F1	Indian	Male	Control
G	White	Female	Experiment
G1	White	Female	Control
H	White	Male	Experiment
H1	White	Male	Control

Three advertisement types were shown to the experiment group: a) multiple race models; b) individual race models; and c) racially ambiguous models. The control group were only shown the multiple race model advertisement type. All advertisements carried the same text and design, in terms of one linguistic marker per model to preserve balance in the representations of the multiple race and individual race manipulations. This ensured both that any difference in attitude was not the result of anything other than model identification, and that the advertisements did not include puffery, direct or indirect product comparisons or testimonials; to control for execution persuasion effects (Koslow et al., 1994; Stewart & Koslow, 1989).

**Table 3-3: Quasi-experimental Process for the Online Survey**

<b>Experiment Survey Stages</b>	<b>Survey Stream b</b>	<b>Survey Stream a</b>
Scale of Multiculturalisation	Yes	Yes
Multigroup Ethnic Identification Measure	Yes	Yes
<i>How do you classify your ethnicity or culture?</i>	Yes	Yes
<b>Exposure to Advertisement 1</b>	Yes	Yes
Attitude towards the advertisement	Yes	Yes
Attitude towards the Brand	Yes	Yes
Purchase Intentions towards the Brand	Yes	Yes
Feelings of prejudice, discrimination and well-being	Yes	Yes
<b>Exposure to Advertisement 2a, 2b, 2c, 2d</b>	Yes (race specific)	No
Attitude towards the advertisement	Yes	No
Attitude towards the Brand	Yes	No
Purchase Intentions towards the Brand	Yes	No
Feelings of prejudice, discrimination and well-being	Yes	No
<b>Exposure to Advertisement 3</b>	Yes	No
Attitude towards the advertisement	Yes	No
Attitude towards the Brand	Yes	No
Purchase Intentions towards the Brand	Yes	No
Feelings of prejudice, discrimination and well-being	Yes	No

The following section outlines the research type and the various stages of the research design.

### **3.4 RESEARCH TYPE**

The research was applied and exploratory. Primary numerical data were collected in the context of a quasi-experiment within a set period. A cross-sectional horizon using a pre-test was applied to determine the appropriate advertising stimuli and to validate the multiculturalisation scale items. The pre-test was followed by a quasi-experiment analysed through exploratory factor analysis (EFA) and confirmatory factor analysis (CFA) using structural equation modelling. The determination of the conceptual model through both EFA & CFA is provided in section 3.8.5.

#### **3.4.1 Pre-test**

To ensure internal validity in advertising experimentation, it is essential that the stimulus material not include a well-known brand or a high involvement product (Appiah & Liu, 2009; Hoplamazian & Appiah, 2013; Johnson & Grier, 2012). Therefore, the pre-test enabled the

testing of previously identified low involvement products for an organic multicultural marketplace (Appiah & Liu, 2009; Hoplamazian & Appiah, 2013; Johnson & Grier, 2012).

A purposeful sample to control for race and gender was selected. The sampling frame consisted an even split of gender, limited the age range to 23 and 36 years and an even split of race based on the classifications used in South Africa (Black, Indian, Coloured, White). The respondents were recruited through Facebook using an online survey. The introductory section of the online survey requested the above demographics and using skip logic only allowed respondents through meeting the frame criteria. A maximum respondent limitation by race type, followed by a secondary filter for gender then age, ensured that a balanced number of respondents based on the purposeful sample requirements were selected to complete the survey. It has been previously shown that sample recruitment to this level utilising social media, and pre-registered consumer panels is robust (Strasheim, Pitt, & Caruana, 2007).

The limited bi-cultural studies on organic multicultural markets show that social status, socioeconomics and generation can produce positive advertising effectiveness – hence the need for purposeful groupings. Thirty-two pilot respondents were recruited. This purposive approach to sampling ensured an equal split of eight respondents for each of the four pre-classified race groupings and a fifty percent split by gender.

The scope of the sample required a full complement of the organic multicultural market of South Africa, and so a survey was administered to these four pre-assigned groups (Saunders et al., 2012). The survey provided the opportunity to select firstly, appropriate models for all races including racial ambiguity, and secondly, appropriate non-emotive products with the least potential to skew the findings. To ensure robust scores for both model and product involvement, four respondents who did not complete the ratings for all models and all products were removed from the final dataset for SPSS.

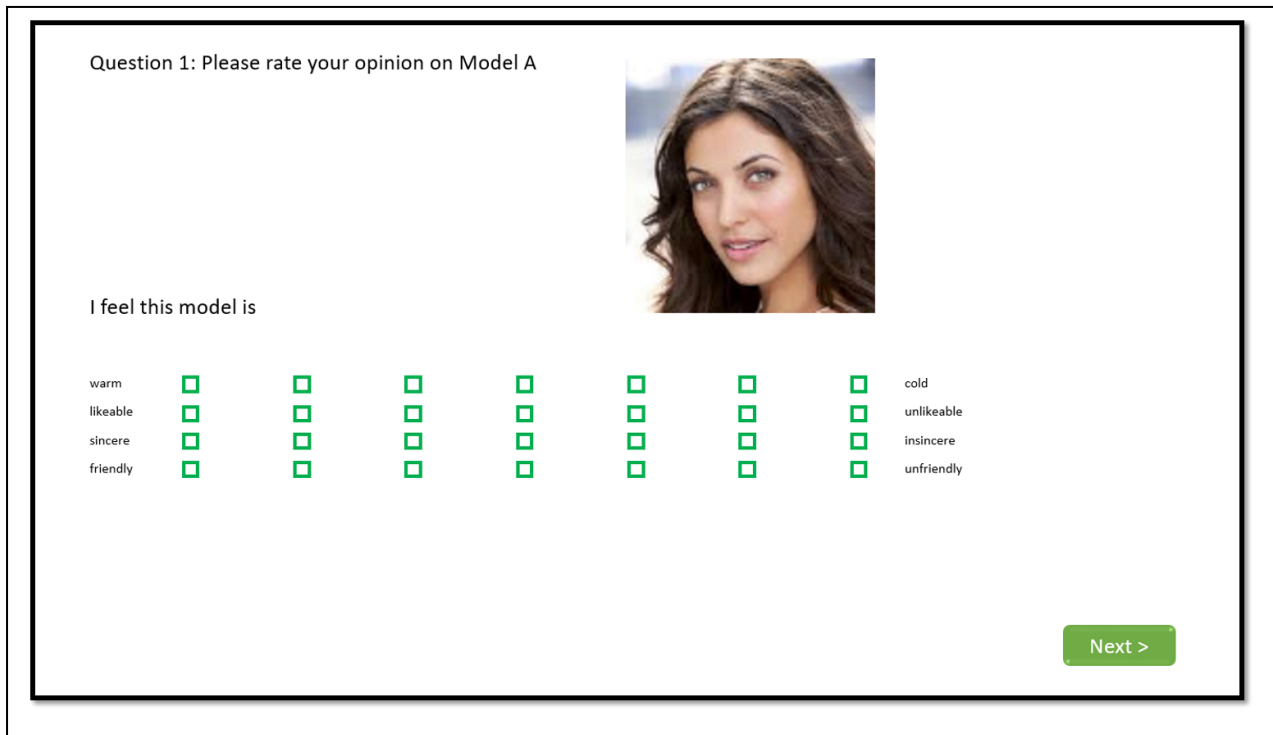
#### **3.4.1.1 *Model Selection***

The three advertisement treatments tested in the main study consisted of one race only, multiple races and racially ambiguous models only. The selection of models used in the advertisements needed to be equally liked by both males and females of the same race.

Therefore to control for gender bias, both sexes were represented in each of the advertisements (Salzberger et al., 2014). The initial selection of the models was through a Shutterstock.com search of male and female models of each of the five races (the fifth being racially ambiguous). Racially ambiguous models were searched for on Shutterstock using the search term “ethnically ambiguous”. All usage rights for the images selected were purchased from shutterstock.com. Three models per gender, per race, were chosen. Because advertisement creation for the main study needed to use the likeable model, it was important from a design point of view that the model pictures were on a neutral background, to facilitate easy manipulation to an advertisement setting. This protocol further ensured external and internal validity.



Model selection was based on the level of Model Likeability (Gao et al., 2013; Torres & Briggs, 2007; Whittler & Spira, 2002) for each participant. Each participant was shown three models for each gender within the race that they had self-classified as during the survey recruitment questions. In addition, every participant was shown three of each gender of the racially ambiguous model. For example, if a participant has self-classified themselves as Black, and therefore selected that option in the drop-down box on the survey, the survey software would automatically serve them the black model options to rate and the racially ambiguous options to rate. The Model Likeability construct is based on a seven-point semantic differential scale consisting of the rating of the following opinions: 1) I feel that the model is likeable; 2) I feel that the model is sincere; 3) I feel that the model is warm; and 4) I feel that the model is friendly (Gao et al., 2013; Torres & Briggs, 2007; Whittler & Spira, 2002). All respondents of all races and genders viewed all six of the racially ambiguous models. Then, dependent on the racial classification of themselves each participant gave, they reviewed both the female and male models who most closely resembled their own racial classification. The survey operationalised the model likeability scale through a survey question which presented the model picture and requested ratings on a semantic differential scale on the four construct items as per Figure 3-3.

**Figure 3-3: Pre-Test Survey Example**



All semantic differential ratings for each variable of the model likeability construct were transformed to a model likeability score, using the mean for each of the 30 model pictures. The model types achieving the highest overall liking – and therefore used for the advertising treatments – are presented below. For full results see Appendix 9.3.

**Table 3-4: Racially Ambiguous Models Selected for Advertising Treatment**









Model	Overall Mean	Levene's Homogeneity of Variances	Analysis of Variance (ANOVA)	
			F-Score	Sig.
Model E 	4.12	2.145	.520	.672
Model H 	4.10	1.305	8.834	.000

Based on the high homogeneity of variances scores and high mean scores Models E and H were deemed to be the most-liked racially ambiguous models amongst all races. Further, the ANOVA results did not show any significant differences between the mean scores and each of the male and female racially ambiguous models, confirming the homogeneity of



variances scores. Therefore, these were the two models used in the racially ambiguous advertisement. As all races had a high level of model likeability and identification for the chosen racially ambiguous models, they were deemed sufficiently racially ambiguous for the study. The next set of models were based on each race group in the sample rating of a similar race model. An independent t-test was carried out to match the female and male mean scores to find equality of variance through testing for homogeneity.

**Table 3-5: Individual Race Models Selected for Advertising Treatments**

Model	Participant Gender	Mean score	t-test for equality of means	
			t	Sig. (2 tailed)
 Model L	Male	2.62	2.236	.067
	Female	3.88		
 Model O	Male	2.06	.543	.607
	Female	2.5		
 Model R	Male	4.187	-.417	.691
	Female	4.000		
 Model W	Male	3.312	.739	.488
	Female	3.197		
 Model V	Male	3.812	.279	.790
	Female	3.500		
 Model Y	Male	2.687	.604	.568
	Female	3.250		
 Model F	Male	2.687	1.074	.324
	Female	3.562		
 Model AA	Male	2.187	3.303	.016
	Female	3.437		

The models selected were those who presented the best fit for all respondents. Best fit for all respondents was determined through the homogeneity of the means between the male and female respondents for each model. Each set of results of the independent t-test by model and respondent gender was assessed.

Model L was chosen as the Black Male model due to the similarity in the high mean scores achieved (male 2.62 vs. female 3.89), further the  $t$ -value obtained was the highest at 2.236 and was not statistically significant. Therefore, there was no statistically significant difference in the means and represented the highest percentage of explaining the difference at 2.2%. Model O was chosen as the Black Female model due to the similarity in the high mean scores achieved (male 2.06 vs. female 2.5), further there was no statistically significant difference in the means ( $p=0.607$ ). Model R was chosen as the Coloured Male model due to the similarity in the high mean scores achieved (male 4.18 vs. female 4.00), further there was no statistically significant difference in the means ( $p=0.656$ ). Model W was chosen as the Coloured Female model due to the similarity in the high mean scores achieved (male 3.31 vs. female 3.19), further there was no statistically significant difference in the means ( $p=0.488$ ).

Model V was chosen as the Indian Male model due to the similarity in the high mean scores achieved (male 3.81 vs. female 3.5), further there was no statistically significant difference in the means ( $p=0.790$ ). Model Y was chosen as the Indian Female model due to the similarity in the high mean scores achieved (male 2.68 vs. female 3.25), further there was no statistically significant difference in the means ( $p=0.568$ ). Model F was chosen as the White Male model due to the similarity in the high mean scores achieved (male 2.68 vs. female 3.56), further it was the only model that achieved no statistically significant difference in the means ( $p=0.324$ ). Model AA was chosen as the White Female model due to the similarity in the high mean scores achieved (male 2.18 vs. female 3.43), further there was no statistically significant difference in the means ( $p=0.610$ ). The full results can be seen in Appendix 9.3.

To further ensure internal and external validity the model selection needed to be supported by a non-emotive product selection.

### 3.4.1.2 Product selection

It is important to measure the level of involvement a respondent has with a selection of products and select the one with the lowest involvement, to ensure that the type of product advertised does not confound the measurement of advertising effectiveness. The Personal Involvement Inventory (PII) (Zaichkowsky, 1985) was employed to select a product with low involvement. Product involvement is defined as “A person's perceived relevance of the object based on inherent needs, values, and interests.” (Zaichkowsky, 1985 p.342).

Previously identified low involvement products for an organic multicultural marketplace (Appiah & Liu, 2009; Hoplamazian & Appiah, 2013; Johnson & Grier, 2012) are the four products of sugar, rice, hotdogs and washing powder. The semantic differential scale which operationalised the PII contains the following items (see Appendix 9.4).

**Table 3-6: Items of the Personal Involvement Inventory**

<b>Low Involvement</b>	<b>High Involvement</b>
important	unimportant*
of no concern	of concern to me
Irrelevant	relevant
Means a lot to me	means nothing to me*
useless	useful
valuable	worthless*
trivial	fundamental
beneficial	not beneficial*
Matters to me	doesn't matter*
uninterested	interested
significant	insignificant*
vital	superfluous*
boring	interesting
unexciting	exciting
appealing	unappealing*
mundane	fascinating
essential	non-essential*
undesirable	desirable
wanted	unwanted*
Not needed	needed

The scores for the items highlighted with \* were reversed, to ensure the correct score calculation for both and high and low involvement. Following data transformation, the level of reliability of the construct was tested to ensure its validity through a Cronbach's alpha reliability test. The results for each of the four products are provided in Table 3-7.

**Table 3-7: Reliability of Personal Involvement Inventory by Product**

<b>Product</b>	<b>Cronbach's Alpha</b>
Sugar	.900
Washing Powder	.909
Rice	.852
Hotdogs	.907

Source: SPSS

“Cronbach's alpha is the average value of the reliability coefficients one would obtain for all possible combinations of items when split into two half-tests” (Gliem & Gliem, 2003, p.231). The following rules of thumb can be applied when assessing the level of reliability dependent on the Cronbach alpha score. > .9 – Excellent, \_ > .8 – Good, \_ > .7 – Acceptable, \_ > .6 – Questionable, \_ > .5 – Poor, and < .5 – Unacceptable”.

Sugar, washing powder and hotdogs all achieved an excellent scale reliability rating at .900, .909, .907 respectively. Rice achieved a good level of reliability at .852. Therefore, all Personal Involvement Inventories were valid and ready for construct aggregation. The measurement of the construct was based on computing the total score (e.g. a one given to the left hand of the scale and a seven given to the right most part of the scale). Following this computation, the median was found. A score above the median indicates a higher involvement product and a score below the median indicates a lower one (Appiah & Liu, 2009; Hoplamazian & Appiah, 2013; Johnson & Grier, 2012; Zaichkowsky, 1985).

**Figure 3-4: Product Involvement Score by Product Tested**

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
hotdogs_PII	32	19.00	91.00	60.1563	14.71253
sugar_PII	32	42.00	118.00	84.1875	18.18265
rice_PII	32	70.00	126.00	99.2500	11.58976
washingpowder_PII	32	62.00	140.00	104.5938	18.62509
Valid N (listwise)	32				

The lowest score above the mean was Hotdogs (mean = 61). Therefore, hotdogs had the lowest product involvement score and were used as the product in the advertisement. Further, to control for the threat of internal validity, a fictitious brand was developed for the hotdogs – Tasty Hotdogs – to control for brand learning (Johnson & Grier, 2011; Martin et al., 2004; Rodríguez-Santos, González-Fernández, & Cervantes-Blanco, 2011).

### 3.4.1.3 Advertisement production

The pre-test survey findings were used to create the print advertisement treatments as per Table 3-8.

**Table 3-8: Advertising Treatment Types**

Advertising Treatment	Model Race Configuration
Treatment 1a	Black
Treatment 1b	Coloured
Treatment 1c	Indian
Treatment 1d	White
Treatment 2	Black, Coloured, Indian and White
Treatment 3	Racially Ambiguous

Debaix (1995) recommends four conditions to ensure external validity in advertising research. Firstly, the advertisement must be embedded within a television programme or print article. Secondly, survey instructions should not draw attention to the advertisement itself. Thirdly, affective reactions should be measured, and, finally, the sample should consist of a representative consumer base (Derbaix, 1995). There was a risk of the

advertisement being ignored and thus robust data collection for the main constructs being lost. To mitigate this risk, bold and intense imagery was used to ensure high recall (Mikhailitchenko, Javalgi, Mikhailitchenko, & Laroche, 2009).

The mock advertisements were designed to meet these recommendations. The article chosen was based on a reality TV competition, *The Voice*, popular at the time of the survey. The embedded advertisements were displayed before each question to control for the pre-defined liking of the product brand or the advertisement. The advertisements produced to control for all experimental conditions are displayed in Figures 3-5 to 3-10.

Figure 3-5: Advertisement Treatment – Black Variant



Figure 3-6: Advertisement Treatment – Coloured Variant



Figure 3-7: Advertisement Treatment – Indian Variant





Figure 3-8: Advertisement Treatment – White Variant



Figure 3-9: Advertisement Treatment - Multiple Races Variant





Figure 3-10: Advertisement Treatment – Racially Ambiguous Variant



#### 3.4.1.4 Scale development

Scale development to test marketing constructs is dominated by Classical Test Theory (Churchill Jr., 1979). The approach is founded on the selection of suitable and reliable items and consideration of the different ways in which they can be worded (Ganglmair-Wooliscroft, 2007). This psychometric approach has been criticised due to an overemphasis on statistically testing validity and reliability (Okazaki & Mueller, 2007). The contrary approach recommended for marketing academics to adopt is C-OAR-SE (Rossiter, 2002) as it focuses on logical arguments and qualitative evaluation (see Appendix 9.6). An acronym to describe the procedural steps, C-OAR-SE stands for Construct definition, Object representation, Attribute classification, Rater-entity identification, Scale selection, and Enumeration (Rossiter, 2011). The major differences between the two approaches are compared in Table 3-9 (Okazaki & Mueller, 2007).

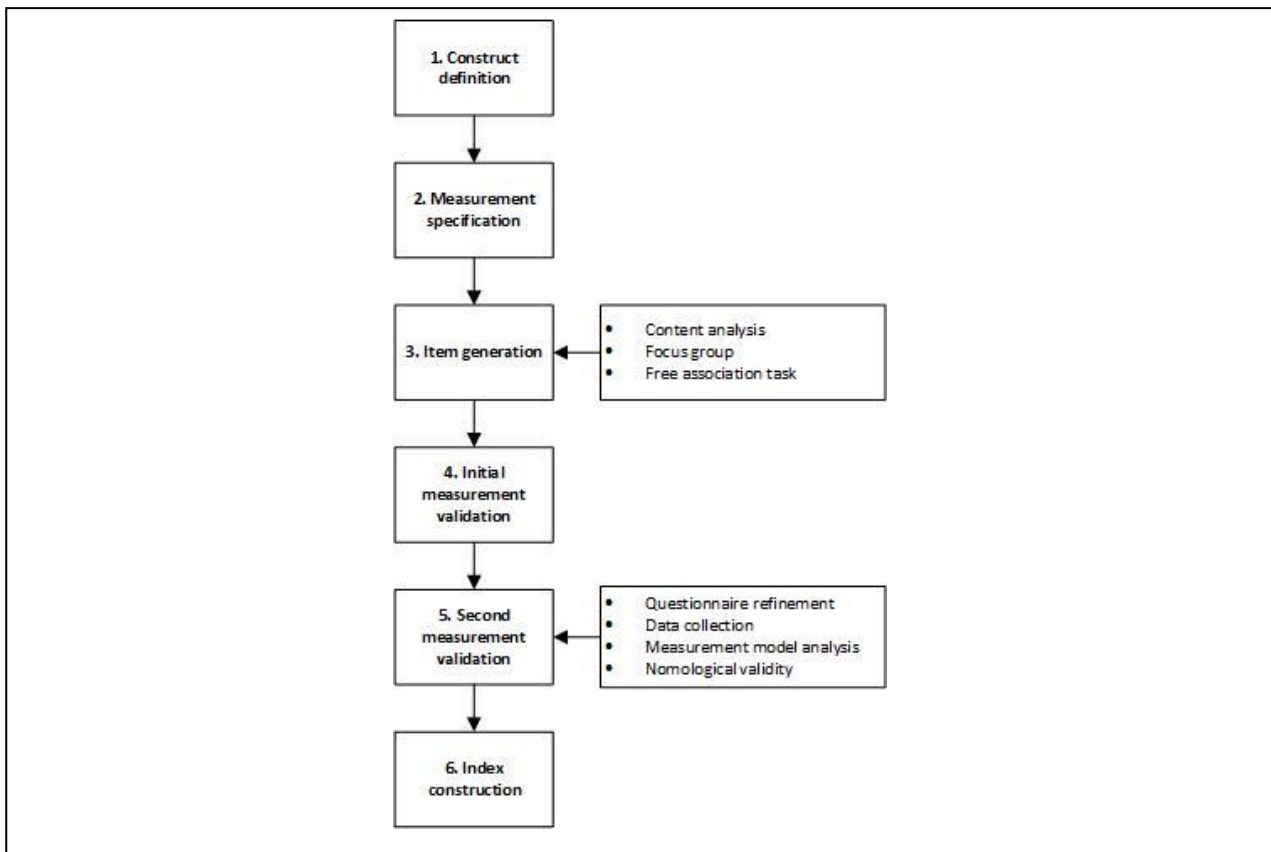
**Table 3-9: Comparison of Churchill's and Rossiter's procedures**

<b>Criteria</b>	<b>Churchill's procedure</b>	<b>Rossiter's procedure</b>
Conceptualization of construct	Concept definition step, but multiple objects of measurement never explicitly considered in the literature	Explicit consideration of multiple objects to define context regarding a cross-classification of objects, attributes, and raters
Empirical validation	Extensive validation, using correlations for respondent samples to provide numbers as evidence of reliability and construct validity	Expert raters assess content validity, but generally no need for empirical validation by raters in the universe
Improvement over earlier procedures	Significant improvement in conceptualization and validation of scales relative to prior era	An increased emphasis on conceptualization of constructs, thus addresses a weakness of current practice
Negative consequences of and difficulties in using procedure	Step-by-step applications overemphasize validation numbers at the expense of conceptual rigour. Numbers often misleading due to misidentification of relevant objects of measurement	Scales are entirely content-dependent with the risk of a return to the pre-Churchill era. No scope for generalization primarily because there is no room for empirical validation

Source: Okazaki & Mueller (2007)

Both approaches provide useful procedures in developing measurable constructs. Therefore, in line with cross-cultural advertising literature, the formal procedure for scale development utilising the synergies (Okazaki, Mueller, & Taylor, 2010) between C-OAR-SE (Rossiter, 2002, 2011) and Classical Test Theory (Churchill Jr., 1979) has been adopted to develop the multiculturalisation scale. The approach combines exploration from a qualitative perspective and validation through quantitative methods. The procedure is outlined in Figure 3-11.

**Figure 3-11: Scale Development Procedure (Okazaki et al., 2010)**



Source: Okazaki, Mueller & Taylor (2010)

Step 1 - construct definition was achieved through the literature review process (see Section 2.3.3). The combination of consumption consequences demonstrating identification transitions (Kipnis et al., 2014) and adapted SCLI (Lerman et al., 2009) were used to develop scale constructs and definitions through object classifications and attribute classifications. These construct definitions were subjected to a focus group to assess the need for further item generation. A pilot group of 16 people with an even mix of gender and race assessed the constructs of the multiculturalism scale. The following open-ended question posed was: “What do the following definitions mean to you when considering purchasing brands?”.

The construct definitions were developed through the combination of the CMIO (Kipnis et al., 2014) and adapted SCLI (Lerman et al., 2009) and initially presented as follows:

1. Embrace material symbols from global cultures, foreign cultures and local cultures
2. Embrace material symbols from foreign cultures and local cultures
3. Embrace material symbols from global cultures and local cultures

4. Embrace material symbols from global cultures and foreign cultures
5. Embrace material symbols from global cultures
6. Embrace material symbols from foreign cultures
7. Embrace material symbols from local cultures
8. Reject material symbols from all cultures

The pilot group discussion centred around the actual meaning of the objects of “embrace” and “material symbols” used in the definitions when considering purchasing brands:

“Embrace” – the group felt that this object meant a willingness to buy or willingness to consume instead of a completed a consumption act : “If I’m embracing a material symbol, surely it means I’ve bought it” - Participant 4.

“Material Symbols” – the group felt that this object meant a luxury good which would give status: “A material symbol to me is something that I’ve saved up and makes me stand out from the crowd” – Participant 2.

Therefore, the measurement specification was changed. To ensure that an act of consumption was measured the wording of the SCLI – “origin” was used to replace “embrace” as it gives a clearer indication that an act of consumption had occurred and therefore signifies identity transition (Cleveland et al., 2016). Material symbols was replaced with specific consumption products or relationships to reduce the assumption of luxury goods and focus the measurement on lifestyle patterns (Lerman et al., 2009).

Step 2 - Measurement specification entailed the re-specification of the Shortened Lifestyle Cultural Inventory measurement specifications in terms of language used (see section 2.3.3) to reconceptualise a measure for multiculturalisation through the use of the global, foreign and local culture perceptions from the CMIO Matrix (see section 2.3.3).

The pilot group discussion centred around the actual meaning of willingness or preference for symbols or brands from global, foreign or local cultures:

“Global, foreign and local cultures” – the group felt that this object was confusing as could mean purchasing from another culture within South Africa. The object would

be better represented by purchasing brands from countries rather than cultures: “A foreign culture when buying a brand is actually buying it from another country” – Participant 11. “This might mean that I am willing to buy a product from a Zulu person” – Participant 8.

Therefore, the measurement specification wording was changed from Culture to Country. This change is supported by the emerging market of South Africa (Johnson et al., 2010; Meyers & Okoro, 2012) as the context of this study. Due to the lower level of education in emerging markets, instruments developed in the mainstream context are sometimes difficult to complete by respondents due to the level of sophistication (Burgess & Steenkamp, 2006). Based on this and the measurement specification discussion with the pilot group, the words country and culture are synonymous with each other, and therefore the word was replaced in the final scale instrument.

Step 3 – Item generation involved the use of the above findings to generate the item parts to define the attribute clearly. The item parts identified are as follows:

1. I am willing to consume a wide variety of brands that blend the meanings of local, global and foreign countries that I aspire to.
2. I prefer brands that I perceive are local but are from countries that I aspire to.
3. I am willing to consume a wide variety of brands that blend both local and global meanings.
4. I ridicule local brands in preference to consuming global brands and brands from foreign countries that I aspire to.
5. I prefer brands that are truly global and are perceived as global.
6. I choose brands that I perceive are from a foreign country that I aspire to.
7. I always choose local brands over brands perceived to be global or from a foreign country I aspire to.
8. I do not consume brands; I only purchase products based on my evaluation of their functional characteristics.

Step 4 - Initial measurement validation was carried out through the inclusion of the scale items in the pre-test pilot questionnaire following the tests for model likeability and personal involvement inventory. Although the proposed sample for the pre-test was not large enough

to test the reliability of the scale, the items were included in the pre-test survey to identify if there is any significance between the item and race. The means comparison between the proposed multiculturalism constructs by race (see Figure 3-12) showed some initial indications of the level of multiculturalism across races despite the small sample size.

Multiculturalism appears to be present across all races. The highest mean for the total pilot sample was 5.59 for full adaptation indicating that all races, on average, in an organic multicultural market embrace local, global and foreign brands. The black race group indicate that they are either fully adapted (6.13) or globally adapted (5.50). The coloured group favour either global adaptation (6.00) or alienation (5.75). The Indian group indicate full adaptation (5.50) however, the pilot sample indicate similar levels of foreign adaptation (4.63), global adaptation (4.63), imported cultures (4.62) and foreign cultures (4.5). Finally, similarly to the Black race group the white race group indicate full adaptation (6.00) and global adaptation (5.75).

**Figure 3-12: Means Comparison Report**

		Report							
race		full_adaptation	foreign_adaptation	global_adaptation	imported_cultures	global_culture	foreign_culture	local_culture	alienation
black	Mean	6.13	4.50	5.50	2.50	4.88	4.25	3.13	3.75
	N	8	8	8	8	8	8	8	8
	Std. Deviation	.991	1.852	1.309	1.512	2.100	1.669	1.458	.707
coloured	Mean	4.75	2.63	6.00	3.38	3.00	3.00	3.63	5.75
	N	8	8	8	8	8	8	8	8
	Std. Deviation	1.165	.518	.756	2.066	2.070	1.604	.518	1.669
indian	Mean	5.50	4.63	4.63	4.62	3.88	4.50	4.38	3.50
	N	8	8	8	8	8	8	8	8
	Std. Deviation	.535	1.598	1.408	1.685	1.885	2.070	1.598	2.204
white	Mean	6.00	4.88	5.75	3.13	4.38	4.63	3.25	4.38
	N	8	8	8	8	8	8	8	8
	Std. Deviation	.756	1.458	.707	1.458	1.408	1.685	1.165	1.768
Total	Mean	5.59	4.16	5.47	3.41	4.03	4.09	3.59	4.34
	N	32	32	32	32	32	32	32	32
	Std. Deviation	1.012	1.648	1.164	1.794	1.926	1.802	1.292	1.825

These findings demonstrate little difference between the level of multiculturalism between black and white groups, lending further support towards the need to treat both groups equally and not as dominant and minority. The overall pilot findings imply that a scale for multiculturalism is a necessary requirement to understand consumer perceptions and predict behaviour in relation to advertising.

Due to the similarities between the race means for each multiculturalisation level, it was essential to understand if race has a significant impact on any of the construct items to adjust the instrument for the main study. The data using race as the dependent variable was, therefore, subjected to analysis of variance testing against each item. Figure 3-13 shows the combined difference from linearity (95% confidence) indicating that race has an impact on full adaptation, foreign adaptation, global adaptation and alienation. However, the test for deviation from linearity has a significance value smaller than 0.05, indicating that there is no linear relationship between full adaptation, foreign adaptation, global adaptation and alienation and race.

Race had no significant impact on imported cultures, global culture, foreign culture and local culture. This finding could have arisen from the current globalisation of a variety of brands, making it difficult for respondents to distinguish between foreign, local and global brands and permitting them to reconcile to a common understanding of the use of the word culture.

**Figure 3-13: ANOVA of Multiculturalism Constructs by Race**

			Sum of Squares	df	Mean Square	F	Sig.
full_adaptation * race	Between Groups	(Combined)	9.344	3	3.115	3.898	.019
		Linearity	.056	1	.056	.070	.793
		Deviation from Linearity	9.288	2	4.644	5.811	.008
	Within Groups		22.375	28	.799		
	Total		31.719	31			
fo_adaptation * race	Between Groups	(Combined)	25.594	3	8.531	4.075	.016
		Linearity	3.906	1	3.906	1.866	.183
		Deviation from Linearity	21.687	2	10.844	5.179	.012
	Within Groups		58.625	28	2.094		
	Total		84.219	31			
gl_adaptation * race	Between Groups	(Combined)	8.594	3	2.865	2.403	.089
		Linearity	.156	1	.156	.131	.720
		Deviation from Linearity	8.438	2	4.219	3.539	.043
	Within Groups		33.375	28	1.192		
	Total		41.969	31			
imp_cultures * race	Between Groups	(Combined)	19.094	3	6.365	2.210	.109
		Linearity	3.906	1	3.906	1.357	.254
		Deviation from Linearity	15.188	2	7.594	2.637	.089
	Within Groups		80.625	28	2.879		
	Total		99.719	31			
global_culture * race	Between Groups	(Combined)	15.344	3	5.115	1.437	.253
		Linearity	.156	1	.156	.044	.836
		Deviation from Linearity	15.187	2	7.594	2.134	.137
	Within Groups		99.625	28	3.558		
	Total		114.969	31			
foreign_culture * race	Between Groups	(Combined)	13.344	3	4.448	1.425	.256
		Linearity	2.756	1	2.756	.883	.355
		Deviation from Linearity	10.588	2	5.294	1.696	.202
	Within Groups		87.375	28	3.121		
	Total		100.719	31			
local_culture * race	Between Groups	(Combined)	1.594	3	.531	.337	.799
		Linearity	.056	1	.056	.036	.852
		Deviation from Linearity	1.537	2	.769	.488	.619
	Within Groups		44.125	28	1.576		
	Total		45.719	31			
alienation * race	Between Groups	(Combined)	24.344	3	8.115	2.881	.054
		Linearity	.056	1	.056	.020	.889
		Deviation from Linearity	24.288	2	12.144	4.311	.023
	Within Groups		78.875	28	2.817		
	Total		103.219	31			

Step 5 - Second measurement validation was carried out by revisiting the discussion group to understand the perceptions of the meanings of the language used in the survey to measure the individual items. A discussion with all respondents questioned the wording to describe the concepts within the CMIO (Kipnis et al., 2014) and SCLI (Lerman et al., 2009), the four dimensions of acculturation (Kim et al., 2001) and acculturation to a global consumer culture scale (Cleveland & Laroche, 2007). The cultural context was an important consideration in the second measurement validation stage, as cultural consumptions take



on specific forms dependent on the type of product categories. The products in this study needed to remain utilitarian (Alden et al., 2006). Therefore, product category selection needs to be considered in the cultural context. The content of these approaches specifically related to dimensions dealing with consumption e.g., radio, TV, newspapers (for example in the case of the SCLI (Lerman et al., 2009)), social interaction and mass media consumption (Kim et al., 2001), and willingness to engage with other cultures through consumption (Cleveland & Laroche, 2007).

The discussion centred around the origin of the previously tested items and their rating, based on their difference in origin in terms of local, foreign and global. For example, toiletries in the South African context can be imported and a choice of hair relaxer can be a designer global brand, a Nigerian foreign brand or a local South African brand whereas the duties on clothing are over 50% (to protect the local manufacturing economy) therefore access to and consumption of anything but perceived local brands is limited. Another example is the choice of takeaways over restaurants, whilst foreign and global restaurant brands exist they all carry South African variants whereas takeaway foods were felt to be clearly seen as Global e.g. burger chains, Foreign, e.g. Chinese or Indian cuisine and Local, e.g. pap en vleis, Chicken Licken' and Nandos.

Therefore, the wording of the items was changed from embrace to origin with the product categories based on the agreed cultural context as per the focus group feedback in Step 2. In addition, ethnicity of freindship ties and attendance at social functions were maintained to preserve the CMIO focus of identity transitions underpinning the multiculturalisation concept. Therefore, the final list of items to measure the multiculturalisation scale is as follows:

1. Origin of friends
2. Origin of radio stations listened to
3. Origin of television programmes watched
4. Origin of newspapers and magazines read
5. Origin of toiletries purchased
6. Origin of favourite takeaway foods
7. Ethnicity of friendship ties
8. Ethnicity of people with whom subject attends social functions
9. Ethnic holidays subject observes

The final construct definitions were as follows:

**Global Friends** – friends from a variety of different countries

**Foreign Friends** – friends from one other foreign country or local ethnicity

**Local Friends** – friends from South Africa

**Global Radio Stations** – radio stations from a variety of different countries

**Foreign Radio Stations** – radio stations from one other foreign country or local ethnicity

**Local Radio Stations** – radio stations from South Africa

**Global TV Programmes** – TV programmes from a variety of different countries

**Foreign TV Programmes** – TV programmes from one other foreign country or local ethnicity

**Local TV Programmes** – TV programmes from South Africa

**Global Newspapers & Magazines** – newspapers & magazines from a variety of different countries

**Foreign Newspapers & Magazines** – newspapers & magazines from one other foreign country or local ethnicity

**Local Newspapers & Magazines** – newspapers & magazines from South Africa

**Global Toiletries** – toiletries from a variety of different countries

**Foreign Toiletries** – toiletries from one other foreign country or local ethnicity

**Local Toiletries** – toiletries from South Africa

**Global Takeaway Foods** – takeaway foods from a variety of different countries

**Foreign Takeaway Foods** – takeaway foods from one other foreign country or local ethnicity

**Local Takeaway Foods** – takeaway foods from South Africa

**Global friendship ties** – friendship ties from a variety of different cultures or ethnicities

**Foreign friendship ties** – friendship ties from one other foreign culture or local ethnicity

**Local friendship ties** – friendship ties from own ethnicity

**Global social functions** – social functions from a variety of different cultures or ethnicities

**Foreign social functions** – social functions from one other foreign culture or local ethnicity

**Local social functions** – social functions from own ethnicity

**Global holidays observed** – holidays observed from a variety of different cultures or ethnicities

**Foreign holidays observed** – holidays observed from one other foreign culture or local ethnicity

**Local holidays observed** – holidays observed from own ethnicity

The final step (Step 6) in the procedure, index construction, required a large sample to produce reliable and valid results. This stage of the scale development was carried out through the quasi-experiment and is presented in Section 3.8.3.

#### **3.4.1.5 *Pre-test summary***

The pre-test phase of the research design focused on the selection of a low involvement product, likeable models for each race including racially ambiguous, and the creation of the embedded advertisements for the quasi-experiment. Finally, the pre-test validated the key items for the new scale of multiculturalism.

#### **3.4.2 Quasi-experiment**

This thesis followed a quasi-experimental design because this type of design is an established method for multicultural advertising with the ability to control for the impact of contextual differences (Douglas & Craig, 1997; Plack, 2005; Sierra et al., 2012; Torres & Briggs, 2007). Despite criticism that the application of this method focuses on no more than two races (Brumbaugh & Grier, 2006), it is nevertheless possible to ensure that significant findings cannot be attributed to contextual differences (Malhotra, Agarwal, & Peterson, 1996) via separate experiments per race.

It is essential that experiments ensure both internal and external validity. Internal validity is maintained in this research design through the use of a fictitious brand and low involvement product within the advertising stimulus, as explained in Section 3.4.1.3. External validity in marketing experimentation is concerned with statistical generalisability. Robust replication in other contexts argues for the need for a natural context. The advertisement stimuli developed preserved external validity by embedding the advertisement next to a print article, not drawing attention to the advertisement prior to its display in the survey (instructions given were "Please read the article below. Click Next when you are finished", and affective reactions were measured post the stimuli display (Derbaix, 1995). This research design has ensured the use of a stratified sample from a representative consumer population. The population for this study focuses on a representative consumer market. A much-debated issue around external validity found in the ethnicity and advertising literature is one of usage

of student samples (Brumbaugh & Grier, 2006; Sierra et al., 2012) potentially skewing results due to students not being a representative consumer population in a given market (Winer, 1999).

To measure the constructs, a fully structured survey accompanied the test advertisements. Survey items included advertisement type, self-categorised race, the strength of ethnic identification (operationalised as race), the level of multiculturalisation, participant's ethnicity, consumer well-being, socioeconomic status and advertising effectiveness. The survey was administered through an online survey with the mock print advertisements embedded. Due to the external validity requirement for advertising experiments discussed in Section 3.4.1.3, it was essential to find a population of consumers, not settle for convenience through students. Following an AAPOR review of all consumer panels available in South Africa (see Appendix 9.5), a South African based subscription online consumer research panel called ConsultaPanel was used to identify a true population of consumers.

ConsultaPanel is an online panel with over 200,000 pre-recruited panellists. The panellists are recruited based on their interest in providing insights into consumer preferences and behaviours. The participants participate in a range of online surveys at their own discretion. The surveys may be emailed to them, or they may access the panel centre and select surveys that they would like to participate in. All panellists are profiled prior to acceptance on the panel to ensure that their participation will continue to represent the makeup of the South African marketplace.

The respondents in this sample were consumers in South Africa aged between the ages of 18 and 60, to negate the effect of student impacts previously identified as a confounding issue affecting external validity in the literature (Sierra et al., 2012). An average income of above R16,000 permitted the assumption that the respondents were part of the South African workforce, which demands a good command of the English language. Data were elicited through the application of the five data collection instruments described in Section 3.7.1, and demographic variable collection including age, gender and socioeconomic status allowed for both statistical analysis and reduction of unexplained variances (Zikmund, Babin, Carr, & Griffin, 2013). The following section describes the population and sampling approach adopted for this study.

### **3.5 POPULATION AND SAMPLING**

The population comprised South African consumers, grouped by race. A stratified sample for maximum case variation was selected, consisting of a minimum of 4 cases, based on the number of officially recognised races in South Africa, as the initial proxy of ethnic identification (Bruton, Khavul, & Chavez, 2011; Flyvbjerg, 2006).

The sample sizes in previous consumer race/ethnicity and advertising research range from 63 to 648, with an average of 236. This average sample size is predominantly based on testing two races or ethnicities. Additionally, the quasi-experiment instruments contained 30 questions. Following the statistical requirement to have seven to eight respondents per question (Zikmund et al., 2013) the number of respondents per group should be between 210 and 240. Therefore, an average of 225 per group was targeted.

The use of an experiment to answer the hypotheses requires the assurance of both internal and external validity. The experiment frame demands four groups. Therefore the total number of respondents required was 840 to 960 across all potential races. Further support for the proposed sample size can be found in advertising scale literature, such as testing of the psychometric properties of the Schlinger Viewer Response Profile in the USA versus South Africa. In this instance, 24 advertisements were shown to an average of 200 per group giving a sample size of 4,800 (Strasheim, Pitt, & Caruana, 2007).

The actual number of respondents who completed all questions within the entire experiment was 2,233. These were evenly split across the control (Stream A) and experiment streams (Stream B). A full biographical profile of the sample can be found in Section 3.8.1. The following section describes the unit of analysis for this research.

### **3.6 UNIT OF ANALYSIS**

The unit of analysis to answer the research question was the organic multicultural market made up of all South Africa's ethnicities. Race has been used in the literature as a unit of analysis in the last ten years. However, this practice has created surprises due to aggregation of different ethnicities by race. This study has not employed the traditional bi-

cultural positioned as multicultural approach, it therefore, counters the aggregated and potentially skewed view of consumer ethnicity in extant comparative advertising research (Craig & Douglas, 2006; Ladhari, Pons, Bressolles, & Zins, 2011; Lenartowicz et al., 2003; Taylor, 2002). This thesis defines the unit of analysis of ethnicity as race, which will be further cross referenced against the construct of the level of multiculturalization. The following section describes the data collection methods to be used for this research.

### **3.7 DATA COLLECTION METHODS**

The following section describes the data collection methods used for the study.

#### **3.7.1 Considerations for using online consumer panels for data collection**

The data was collected through an online survey. The merits of telephone survey versus online survey have been tested in the literature whose consensus is that Internet-based data collection represents a viable approach to conducting representative sample surveys (Jimenez et al., 2013; Krosnick & Chang, 2001). Internet-based data collection entails a high level of sample representativeness, more so when respondents volunteer rather than being recruited. Additionally, internet data collection improves the accuracy of the reports respondents provide over those solicited via telephone interviews (Krosnick & Chang, 2001).

The advantages of online surveys include a large sample population, access to proven online market research panels, strong methodological control, multimedia approaches, longitudinal comparisons, undesirable interviewer interaction and the ability to determine similarities and differences between respondents and non-respondents (Craig et al., 2013; Evans & Mathur, 2005). The threats of online surveys include mistrust about survey use, survey length, privacy and security and perceptions of spam and excessive interviewing (Craig et al., 2013; Evans & Mathur, 2005; Slater & Yani-De-Soriano, 2010). The best mitigation for these threats is the use of a reputable online research panel for which respondents have volunteered.

The population used to provide a robust sample for this study was an online consumer panel. Online consumer panels have been proven to be highly robust in previous advertising

research based in South Africa (Strasheim et al., 2007) and are increasingly used. They are classified into two types: probability based recruitment; and; voluntary opt-in panels (Baker et al., 2010; Callegaro & Disogra, 2008). In fact, the American Association of Public Opinion Research (2010) (AAPOR) has stated that the advantages of web surveys are putting pressure on all survey industry segments to adopt online research methods (Baker et al., 2010; Brown, Weber, Zanan, & de Bie, 2012). Some studies have found a lack of national representativeness of comparable opt-in panels in the US (Craig et al., 2013); other studies have identified that a reliable sampling frame can stimulate validity when applying weight adjustments, purposeful sampling methods and qualification screening (Baker et al., 2010; Boxer, Aronson, & Saxe, 2013). The absence of the non-internet based population was mitigated by weighting applied to counter their absence (Callegaro & Krosnick, 2014).

The AAPOR (2010) recommends that twenty-four questions be applied to the selection of an online consumer research panel (Baker et al., 2010; Callegaro & Disogra, 2008). These questions were asked of five online consumer panels in South Africa; Acentric, Panelservices South Africa, Springvale Online, African Pulse and ConsultaPanel; see Table 3-7 to review the question themes and compare the appropriateness of each consumer panel investigated for use in the sample population for this research.

All five-panel management companies received the same questionnaire; African Pulse and Springvale declined to participate as they only provide the ability to ask a maximum of 10 questions to their panel per survey. The comparative analysis of Acentric, Panel Service South Africa and ConsultaPanel is presented in Appendix 9.5.

The panel that met all the AAPOR (2010) requirements was ConsultaPanel, and thus this was selected as the online consumer panel for this thesis. ConsultaPanel's survey deployment tool was programmed to deliver the quasi-experiment. The programming involved the creation of assignment of respondents to one of two streams; Stream A and Stream B. Stream A was treated as the control group. It viewed one advertisement treatment and answered the questions for each of the instruments. Stream B viewed all advertising treatments containing racially ambiguous models, multiple race models, and individual race models. The advertising effectiveness and consumer well-being constructs were measured after each advertisement treatment. This approach has been successfully

used in Ireland, the US and South Africa (Kirk, Chiagouris, & Thomas, 2015; Mei Yi Chua & Murray, 2015; Strasheim et al., 2007).

### **3.7.2 Online versus offline survey response rates**

A key concern in the literature surrounds the possible response rates for online surveys. Response rates for online surveys have ranged from six percent to seventy-five percent (Greenlaw & Brown-Welty, 2009; Heerwegh & Loosveldt, 2008; Kaplowitz, Hadlock, & Levine, 2004; Kirk et al., 2015; Pan, Woodside, & Meng, 2013; Raziano, Jayadevappa, Valenzuela, Weiner, & Lavizzo-Mourey, 2001). An online research panel consists of volunteer recruits which mean they have a desire to participate in research, a feature which could reduce the nonresponse rates (Boxer et al., 2013; Callegaro & Krosnick, 2014).

Multiple contacts to remind the sample group to respond improves the response rate (Kaplowitz et al., 2004). Moreover, when comparing a postal survey to an email survey in relation to three reminders about an initial invite (see Appendix 9.7), the response rate increases from 39% (email) and 63% (postal) to 79% and 80%; email and postal respectively (Raziano et al., 2001). A multiple means survey approach for this study was considered, for example, postal invite followed by email survey delivery. However, the difference in response rate is marginal in the literature (52.46% web only and 61.7% web and post) (Greenlaw & Brown-Welty, 2009).

A predicted response rate was calculated applying standard email open rates (25%) and using the total panel size of Consulta Panel (<http://www.consultapanel.co.za/>) which is 217,117 pre-recruited panellists within South Africa. Then a standard Uniform Resource Locator (URL) Click Through Rate (35%) and a conservative Completion Rate (survey and screening – 39%) were applied. This generated an overall predicted response of 5% (Greenlaw & Brown-Welty, 2009; Raziano et al., 2001) as Table 3-10 shows.



**Table 3-10: Predicted Response Rates**

<b>Interventions</b>	<b>Rate</b>	<b>Volume</b>
Total Population		217,116
Sampling Frame	50%	108,558
Open rate	25%	27,140
Click Through Rate	35%	9,499
Completion	39%	3,705
2nd Reminder	22%	2,090
3rd Reminder	10%	950
Final Reminder	50%	4,749
Total Responses	5%	11,494

To test the response rate theory, a series of three reminder emails with the embedded URL was sent to the survey respondents. The actual response rate achieved and its calculation is provided in Table 3-11.

**Table 3-11: Actual Response Rates**

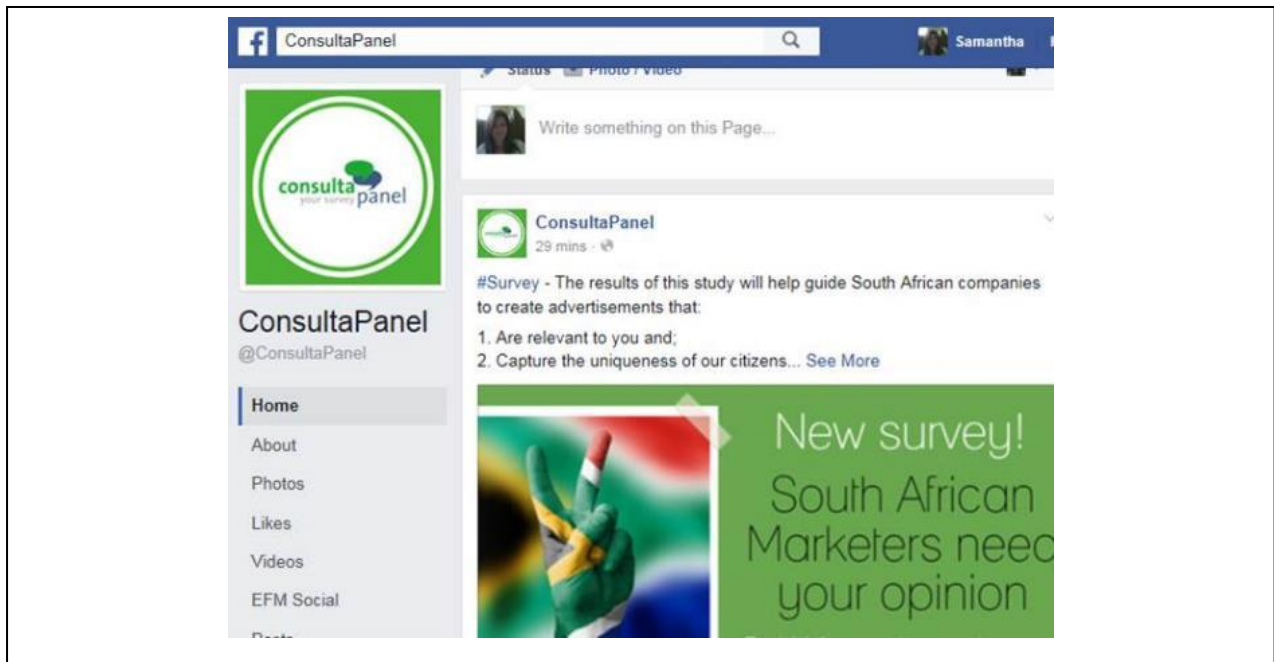
<b>Interventions</b>	<b>Rate</b>	<b>Volume</b>
Total Population		64,620
Sampling Frame	50%	32,310
Open rate	25%	8,078
Click Through Rate	45%	3,635
Completion	42%	1,533
2nd Reminder	34%	722
3rd Reminder	36%	502
Final Reminder	56%	4,039
Total Responses	5%	3,248

This study confirms and indeed improves on Kaplowitz et al.'s (2004) assertion of an increased response rate following multiple reminders. As discussed in Section 3.5, the total number of respondents required for robustness was 2,475. Therefore, with a conservative estimate of a total five percent completion rate after three reminders, the participant requirement was satisfied.

To further achieve a suitable response from a complete representative sample, invitations to participate in the experiment were placed on a variety of social media platforms (see Figure 3-14), preceded by the same screening qualification questions used for the panel

respondents. Due to the high level of social media activity within the South African population, the response rates achieved were greater than the ones in studies using Facebook in either Ireland or the US: 2.8% and 3.4% respectively (Mei Yi Chua & Murray, 2015; Wallace, Buil, & Chernatony, 2014). The data was collected over a six-week period.

**Figure 3-14: Facebook Posting Invitation to Participate**



**Table 3-12: Survey Completions by Stream**

	<b>Stream A</b>	<b>Stream B</b>	<b>Total</b>
Partial Completes	396	506	1,045
Full Completes	1,094	1,252	2,203
Total	1,490	1,758	3,248
Completion Rate	73%	71%	68%

The full online survey for both streams A and B are presented in Appendix 9.8. The following section discusses the instruments utilised for each of the constructs.

### **3.7.3 Discussion on the instruments employed**

The online survey consisted of five established scales to measure the following constructs (a) the scale of multiculturaluration; (b) multigroup ethnic identification measure including self-

categorised race; (c) advertising effectiveness; (d) consumer well-being and (e) demographics including age, gender and socioeconomic status (income occupation, education level). The following table provides the constructs, variables and items within each measurement scale to enable robust analysis, as described in Section 3.8.

**Table 3-13: Variables, Constructs and Items and their Source**

<b>Construct</b>	<b>Variables</b>	<b>Type</b>	<b>Items</b>	<b>Source</b>
Advertisement Type	Multiple races Individual race Ambiguous race	Manipulated	Print Advertisements	(Deshpandé & Stayman, 1994)
Self-categorised Race	Consideration choice	Independent	Black, Coloured, Indian or White	(Broad-Based Black Economic Empowerment Act, 20130)
Strength of Ethnic Identification	Understanding Attachment	Independent	3.7.3.2 6 items	(Phinney & Ong, 2007)
Level of Multiculturalism	Global Origin Foreign Origin Local Origin	Independent	3.7.3.1 9 items	(Kipnis et al., 2014; Lerman et al., 2009)
Participant's Race	Race Language Use	Independent	Open question	(Phinney & Ong, 2007)
Consumer Well-being	Discrimination Offense	Independent	3.7.3.3 4 items	(Bennett et al., 2014)
	Age	Control	Bracketed 5 items 18-25, 26-35, 36-45, 46-55, 56-65, 65+	(Hui et al., 1997)
	Gender	Control	Male or Female	
Socio-Economic Status	Occupation  Education  Income	Control	Managers, Professionals Technicians & associate professionals, Clerical Support Workers, Sales & Service Workers, Skilled Agricultural, Forestry, Fishery, Craft and Related Trades Workers, Plant & Machine Operators & Assemblers, Elementary  None, Primary, Secondary, Undergraduate, Graduate Masters, Doctorate  <R1000, R1001 - R2500, R2501 - R4000, R4001 - R6000, R6001 - R8000, R8001 - R11000, R11001 - R16000, R16001 - R25000, R25001 - R40000, R40001 - R60000, R60001 - R100000, R100001+	
Advertising Effectiveness	Attitude to Ad Attitude to Brand Intention to Purchase	Dependent	3.7.3.4 5 + 4 + 5 items	(Mackenzie et al., 1986)

### **3.7.3.1 A new scale to classify the level of multiculturalisation**

Scales to measure the level of acculturation such as the 28 item Cultural Lifestyle Inventory (Mendoza, 1989) and the Shortened Cultural Lifestyle Inventory (Lerman et al., 2009) have received minimal adoption among marketing researchers (Lerman et al., 2009). The assumption is that this lack of adoption is because of the inventory length. Therefore, this study, as other research has done, combines a variety of measures to understand consumer behaviour dynamics without boring or irritating respondents. Additionally, these scales are based on the language used when interacting with different groups of people (consuming media and praying, for example). This basis derives from the focus of UK and US theory on acculturation within a consumer culture driven by English language use. By contrast, the multiculturalisation scale was developed based on the construct definitions and object classifications provided in the conceptual CMIO Matrix (Kipnis et al., 2014) combined with the Shortened Cultural Lifestyle Inventory (Lerman et al., 2009). This combination shifts the focus from the language used to the origin of the product consumed, as per the CMIO matrix.

### **3.7.3.2 Multigroup Ethnic Identification Measure (MEIM) – revised (Phinney & Ong, 2007)**

Due to its consistent validity, demonstrated through Cronbach's alpha (Hoplamazian, 2011; Johnson & Grier, 2012; Torres & Briggs, 2007), this MEIM scale has been utilised to measure the strength of identification with ethnic groups across a wide range of studies, particularly its impact on the dependent variable of advertising effectiveness. The strength of ethnic identification was measured by aggregating the scores from each item on the scale and determining the median. Those above the median were classified as strong ethnic identifiers, those below it as weak ones. Further, Phinney & Ong (2007) note that when administering the MEIM scale, it should be preceded by an open-ended question to allow the respondent spontaneity in giving a name and classification to their ethnicity. This ethnicity classification has been termed self-categorised race throughout this thesis. This information was analysed for content and matched to the findings of the MEIM.

### **3.7.3.3 Consumer well-being - (Bennett et al., 2014)**

This measure has been modified from the adapted Experience of Discrimination measure (Bennett et al., 2014), which is based on scenarios. However, it has been oriented away from the general shopping experience among populations of colour and towards reactions to the advertisements presented to respondents at the time of the survey. Four context relevant items were measured, ranging from 'feeling subjected to offensive comments' to 'being denied access' to a product, both directly and indirectly. These items were measured on a five-point Likert scale ranging from "Not at all" to "Completely".

### **3.7.3.4 Advertising effectiveness - (Mackenzie et al., 1986)**

As discussed in section 2.4 above, the advertising effectiveness measure is the most widely accepted and adopted measure noted in the literature. It combines 14 items which measure attitude towards the advertisement (Mackenzie et al., 1986), attitude towards the brand (Grier & Deshpandé, 2001) and purchase intention (Mackenzie et al., 1986). All items are measured on a seven-point Likert scale, ranging from "Strongly agree" to "Strongly disagree".

The following section details the approach to analysing the data collected from the sample groups.

## **3.8 DATA ANALYSIS METHODS**

The raw data provided by ConsultaPanel in two Excel files (stream A and stream B) was assessed in Excel and prepared for loading into SPSS. The preparation phase involved defining and labelling each of the variables, including capturing an abbreviated form for use in SPSS, and assigning numerical values to the responses.

An analytical codebook was prepared (see Appendix 9.9). This process involved documenting how to define and label each of the variables, and assigning scores to all possible responses, including coding open-ended questions (Pallant, 2007). Each variable was assigned a name for SPSS, and each of the possible responses was listed with assigned scores, to ensure correct preparation once loaded into SPSS. If scores required

reversal for individual variables, as the literature describes, this was also recorded in the code book. Additionally, a column was included for identifying which variable was required to create the aggregated scale score, in order to run the analysis for each of the hypotheses.

A total scale scores reference sheet was created, outlining the coding and computation instructions for the main scales of multiculturalism, MEIM, advertising effectiveness, consumer well-being and socio-economic status. Finally, if variables needed to be grouped to permit their inclusion in statistical tests, these groupings were also recorded in the analytical codebook.

For example, to allow for a two-way mixed ANOVA, the variable of multiculturalism\_mean was binned to groups based on the mean and  $\pm 1$  standard deviation. Additionally, a total consumer well-being variable was created, "totcwbgrp", which was also binned to groups based on the mean and  $\pm 1$  standard deviation. The new variables were added to the stream B data set and are characterised as per Table 3-14. The between-subjects factor was defined as the consumer well-being group score (low to high), and the within-subjects factor was defined as the individual advertisement type advertising effectiveness score.

**Table 3-14: New Variable Characteristics**

<b>Multiculturalisation</b>		<b>Consumer Well-being</b>	
<b>New Group Name</b>	<b>Mean Range</b>	<b>New Group Name</b>	<b>Mean Range</b>
Low	<2.66	Low	<5.06
Average	2.67 – 2.98	Average	5.07 – 6.19
Above Average	2.98 – 3.30	Above Average	6.20 – 7.32
High	3.31+	High	7.33+

The survey contained three open-ended questions concerning (a) self-categorisation of ethnicity, (b) recall of product being advertised and (c) recall of brand being advertised. Each of these responses was analysed from a content perspective, and a tally was taken of each key theme (Phinney & Ong, 2007).

Operationalisation of the Multigroup Ethnic Identification Measure requires the inclusion of the open-ended question on self-description of the respondent's ethnicity. An important distinction between self-categorisation as expressed by different groups was found in the results, which are presented in Figure 3-15. This is an important part of the contemporary debate. The free text examples, the coding and self-categorised ethnicity to which they were assigned are provided in Appendix 9.10.

Race as an ethnic description was used by only eight percent of the Black group sample. Thirty-two percent of this group chose to describe their ethnicity predominantly as language (e.g. Zulu, Sotho, Tswana, Manyika, isiXhosa), and a further twenty-six percent opted to use an adjective (e.g. "unique", "awesome", "intelligent", "cultured"). The majority of the coloured group (62%) categorised their ethnicity by race using descriptors such as coloured, multi-ethnic, mixed race and multi-culture race. The Indian groups selected race (32%) and religion (20%), including descriptors such as Hindu and Moslem. Finally, the White group were evenly split across race (17%), adjective (16%) and race and country (16%), with the most-used classification being country (20)%, which included descriptors such as South African, in both English and Afrikaans.

**Figure 3-15: Self-description Ethnicity Description**

		ethnicity				Total
		African	Coloured	Indian	White	
self_categorisation_ethnicity_category	Unanswered	4	2	2	26	34
	Race & Country	16	7	20	230	273
	Race	34	109	49	256	448
	Country	18	17	8	295	338
	Language	135	3	5	52	195
	Religion	2	2	30	27	61
	Continent	75	2	1	154	232
	Adjective	107	33	24	233	397
	Ancestry	0	0	0	5	5
	Country & Language	20	0	0	47	67
	Race & Language	10	1	5	77	93
	Continent/Country & Religion	2	0	5	17	24
	Race & Religion	1	5	3	37	46
	Social Status & race	0	0	0	8	8
	Race & Politics	0	0	0	3	3
	Language & Religion	0	0	0	1	1
Total		424	181	152	1468	2225

As per the research design in section 3.3, the survey did not draw attention to the advertisement; rather, the respondent was asked to read the article before answering a set of questions. The first question following the article-embedded advertisement was designed to ensure that the respondent realised the following questions would be about an advertisement that they might have noticed. The depth of their recall was tested through questions about both the product and the fictional brand. The coded responses to the open-ended question regarding product recall are presented in Table 3-15.

**Table 3-15: Open Ended Question Coding – Product Recall**

Recall Category	Correct Product	Correct Category	Incorrect	Don' Know	Correct Adjective
Code	1	2	3	4	5
Free text Examples (direct quotes)	"Hotdogs" "hot dogs" "Burger" "Hot Dog" "Tasty Hot Dogs" "Hotdog" "Hotdog" "tasty hotdog" "Tasty Hotdogs" "Hot Dogs"	"Hamburgers" "Some burger" "something to eat" "Fast Food" "Hotdogs?" "Burgers" "doughnuts" "A burger" "Dougnuts" "peanut butter"	"The Voice SA voice competition" "A song" "No interested" "four music songs" "TV Show The Voice" "dairy" "Some or other condiment" "Clothing" "Mustard I think"	"DO NOT KNOW DIDNT REALISE I HAD TO STUDY IT" "Unknown" "cant remember" "no clue" "didn't see anything particular.." "hmm" "I dont know" "Not sure" "Forgot" "There was no product"	"Yummy??" "Something tasty...." "delicious tasty" "Something to do with Tasty???" "Yummy" "Something was yummy" "Don't know I only saw something below saying yummy, tasty..." "something Tasty Yummy" "not sure - something about tasty & so good"



The coded responses to the open-ended question regarding brand recall are presented in Table 3-16. The range of linguistic references used to describe the brand demonstrate that balance was achieved through the balanced design of the manipulations.

**Table 3-16: Open Ended Question Coding – Brand Recall**

Recall Category	Correct Brand	Product not Brand	Incorrect	Don' Know	Correct Adjective
Code	1	2	3	4	5
Free text Examples (direct Quotes)	"tasty hotdogs" "Tasty Hot dog" "TTasty" "Hotdgs" "Taste" "Tasty, delicious," "Delicious" "Yummy" Tasty ...?" "DELICIOUS, YUMMY, THE BEST SO GOOD" "Best Brand" "Delicious, The best, Yummy, So good" "best" "Delicious, yummy, the best, good" "the best" "the best so good tasty hotdog" "Delicious Hotdogs" "Tasty, delicious, delicious" "Delicious Yummy Tasty ...? " "no idea, but it was good" "yummy and delicious" "Tasty Yummy" "Yummy tasty?" "so good" "Good hotdogs"	"Hot Dogs" "Hotdogs" "some hotdog brand" "hot dog" "Hotdogs?" "VOICE AND HOTDOGS" "Yummy Hot Dogs" "its was about viennas" "Hotdog & You - The Voice" "No idea - Looks like a burger or something"	"No branding" "Colgate" "You" "Don't know, maybe Macdonalds" "BURGERS" "Top Dog" "Yummy" "Something Steers" "Nothing" "Burger king"	"Did not see the brand" "Can't remember cant remeber dunno" "Cant recall DONT REMEMBER ??" "Dont know not sure" "Can't remember" "There was no product"	"tastful" "No idea but yummy"

The analysis followed a five-step process of (1) sample profile analysis; (2) established scale computation, reliability & validity analysis; (3) multiculturation scale validation; (4) hypothesis testing; and (5) determining conceptual model through structural equation modelling.

### 3.8.1 Step 1 – Sample profile analysis

The data was surveyed to understand the nature of the independent and dependent variables. The dependent variable of advertising effectiveness for each advertisement type is essential for all cases, particularly given the analytical approach of structural equation

modelling (SEM) (Holbert & Stephenson, 2002). Therefore, the surveys were assessed for completion of all question sets for the dependent variable of advertising effectiveness.

At each intervention, no missing data was allowed for each of the advertising effectiveness scale items. For this reason, the survey experienced a small drop-out: 5% for the multiple race advertisement; 8% for the self-categorised race advertisement; and 4% for the racially ambiguous advertisement. This provided a final total sample size, ready for analysis, of 2,100 as demonstrated in Table 3-17.

**Table 3-17: Survey Completions by Stream and Advertisement Type**

	<b>Stream A</b>	<b>Stream B</b>	<b>Total</b>	<b>Multiple Race Advertisement</b>	<b>Self-Classified Race Advertisement</b>	<b>Racially Ambiguous Advertisement</b>	<b>Final Count</b>
Partial completes	396	506	1,045	1,042			
Full completes	1,094	1,252	2,203	1,191	1,101	1,058	
Total	1,490	1,758	3,248				2,100
Completion rate	73%	71%	68%				

A simple frequency analysis on the key biographical information was carried out to determine the potential drop-out and to understand the population and possible explanatory drivers for any further analysis – see Table 3-18.

**Table 3-18: Sample Biographical Profile**

	Multiple Races Advertisement Stream A					Multiple Races Advertisement Stream B					Self Classified Race Advertisement Stream B					Racially Ambiguous Advertisement Stream B				
	Black	Coloured	Indian	White	Total	Black	Coloured	Indian	White	Total	Black	Coloured	Indian	White	Total	Black	Coloured	Indian	White	Total
n - 2233	181	93	75	693	1042	246	90	77	778	1191	219	81	71	730	1101	210	78	69	701	1058
<b>Gender</b>																				
Male	97	34	48	401	580	113	43	49	425	630	101	40	45	402	588	100	40	44	385	569
Female	84	59	27	292	462	133	47	28	353	561	118	41	26	328	513	110	38	25	316	489
<b>Age Range</b>																				
18-25	12	3	5	13	33	14	2	6	15	37	13	2	5	14	34	13	1	4	14	32
26-35	83	28	16	69	196	95	24	14	70	203	82	21	13	64	180	80	21	13	63	177
36-45	49	33	23	100	205	74	35	28	124	261	66	31	27	120	244	63	29	27	118	237
46-55	24	21	14	176	235	50	20	22	195	287	46	18	20	182	266	43	18	19	179	259
56-65	12	7	12	173	204	10	7	6	217	240	9	7	6	205	227	8	7	6	190	211
65	1	1	5	162	169	3	2	1	157	163	3	2	0	145	150	3	2	0	137	142
<b>Occupation</b>																				
Managers	36	15	19	168	238	31	18	28	205	282	29	16	26	192	263	28	16	26	184	254
Professionals	43	16	19	180	258	77	18	25	223	343	73	16	23	212	324	70	15	22	206	313
Technicians	49	24	12	91	176	41	15	7	72	135	37	14	6	65	122	35	14	6	63	118
Clerical	22	23	11	73	129	53	26	13	121	213	43	23	12	111	189	41	22	11	107	181
Sales/Service	13	7	2	23	45	17	7	3	27	54	15	7	3	26	51	14	6	3	23	46
Skilled Trades	5	0	1	18	24	6	1	0	6	13	4	1	0	6	11	4	1	0	6	11
Operators	0	0	2	2	4	3	0	0	2	5	2	0	0	2	4	2	0	0	2	4
Elementary	10	6	3	30	49	8	2	0	23	33	7	2	0	22	31	7	2	0	21	30
<b>Education Level</b>																				
None	0	0	0	0	0	1	0	0	2	3	1	0	0	2	3	1	0	0	2	3
Primary	0	0	0	1	1	1	0	0	4	5	1	0	0	4	5	1	0	0	4	5
Secondary	26	42	19	150	237	32	33	14	182	261	25	29	12	165	231	23	28	11	156	218
Undergraduate	22	7	8	21	58	29	7	10	22	68	26	6	9	20	61	26	5	9	20	60
Graduate	119	40	36	397	592	145	44	45	441	675	130	41	42	416	629	124	40	31	406	601
Masters	18	4	11	91	124	31	5	6	96	138	30	4	6	92	132	29	4	6	86	125
Doctorate	4	0	1	28	33	1	1	2	23	27	1	1	2	21	25	29	1	2	20	52
<b>Household Income</b>																				
<R1000	4	0	1	1	6	5	0	0	0	5	4	0	0	0	4	4	0	0	0	4
R1001 - R2500	1	0	0	4	5	2	0	0	3	5	1	0	0	3	4	1	0	0	2	3
R2501 - R4000	3	0	0	3	6	7	2	1	5	15	7	2	1	5	15	7	2	1	5	15
R4001 - R6000	8	1	0	2	11	6	2	0	5	13	3	2	0	5	10	3	2	0	4	9
R6001 - R8000	7	5	1	18	31	9	3	0	10	22	8	3	0	9	20	8	2	0	9	19
R8001	9	4	6	30	49	26	2	2	30	60	21	2	2	27	52	21	2	2	24	49
R11001	18	16	4	38	76	25	12	5	66	108	22	10	4	61	97	21	8	4	59	92
R16001	39	18	16	102	175	41	18	13	99	171	38	16	11	93	158	38	16	11	90	155
R25001	32	18	14	133	197	48	24	19	163	254	44	22	19	151	236	43	22	18	149	232
R40001	23	15	12	111	161	24	11	17	118	170	24	10	16	110	160	24	10	15	105	154
R60001	13	9	8	103	133	22	7	8	118	155	22	7	7	117	153	20	7	7	111	145
R100001+	4	1	6	56	67	11	5	3	63	82	9	4	3	58	74	8	4	3	56	71

Similar demographic backgrounds were controlled for (Prasongsukarn, 2009), to mitigate differences in results emerging from demographics rather than racial differences. Because of the large sample size for each of the racial groupings, Levene's Test of Homogeneity of Variance was returned as significant for each of the dependent variables (advertising effectiveness =  $F(3, 193.425) = 4.861$ ,  $p < .003$  and consumer well-being =  $F(3, 192.622) = 14.935$ ,  $p < .001$ ), enabling the findings across groups to be pooled (Brumbaugh & Grier, 2006; Santello, 2013; Tybout et al., 2001). Table 3-19 shows the descriptive profile of the four racial groupings. The sample size for each group is large enough to reject the skewness and kurtosis scores. Additionally, the mean and the 5% trimmed mean display only a minor difference, meaning that any extreme scores will not have any significant difference in the mean (Pallant, 2007).

**Table 3-19: Descriptive Profile of each Racial Grouping**

	<b>African</b>	<b>Coloured</b>	<b>Indian</b>	<b>White</b>
Skewness	-0.026	0.246	0.405	0.368
Std. Error	0.119	0.181	0.197	0.064
Kurtosis	-0.933	-0.608	-0.583	-0.536
Std. Error	0.237	0.359	0.391	0.128
z_score skewness	-0.21849	1.359116	2.055838	5.75
z_score kurtosis	-0.026	0.246	0.405	0.368
Mean	0.119	0.181	0.197	0.064
5% Trimmed Mean	-0.933	-0.608	-0.583	-0.536
Skewness	0.237	0.359	0.391	0.128

To enable the hypotheses tests, such as one-way of variance (ANOVA) and SEM, it is important to establish normality of distribution on the individual measurement instruments, using the Shapiro-Wilk test, see Table 3-20.

**Table 3-20: Test for Normality**

<b>Variables</b>	<b>Mean</b>	<b>Standard Deviation</b>	<b>Shapiro-Wilk</b>	<b>Sig.</b>
Multigroup Ethnic Identification	3.75	0.82	.961	0.000
Multiculturalization	2.98	0.31	.902	0.000
Advertising Effectiveness - MR	3.16	1.42	.970	0.000
Advertising Effectiveness - ScR	3.04	1.49	.955	0.000
Advertising Effectiveness - RA	3.02	1.54	.947	0.000
Consumer Well-being - MR	6.14	1.26	.718	0.000
Consumer Well-being - ScR	6.16	1.28	.708	0.000
Consumer Well-being - RA	6.27	1.23	.660	0.000

All tests are significant, therefore the data is not normally distributed. However, for large sample sizes the proposed analysis to measure the hypotheses has normality of distribution tolerances and can, therefore, be used (Iacobucci & Churchill Jr., 2010).

### 3.8.2 Step 2 – Computation, reliability testing & validity analysis

The four established scales were computed to allow analysis of the hypotheses. Table 3-21 shows the computation and coding instructions for each of the scales, the number of items included, and the Cronbach’s alpha obtained.

**Table 3-21: Established scale’s computations and reliability**

Scale	Computation Instructions	Cronbach’s Alpha	Source
Multigroup Ethnic Identification Measure	SUM of meim_exp1, 2, & 3 & meim_com1, 2, & 3 Median of total sample - Above equals stronger ethnic identification - below - weaker ethnic identification	Stream A - .883 Stream B - .889  6 items	(Phinney & Ong, 2007)
Consumer Well-being	SUM of cwb_off, cwb_DA, cwb_OD & cwb_dis for each Advertisement Type  Stream A - Multiple race Advertisement Type only  Stream B - Multiple race, Self-categorised Race, Racially Ambiguous Advertisement types	Stream A (MR) - .937 Stream B (MR) - .941 Stream B (Scr) - .927 Stream B (RA) - .963  4 items	(Bennett et al., 2014)
Socio-Economic Status	SUM score of occupation, education_level, monthly_household_income	n/a	(Hui et al., 1997)
Advertising Effectiveness	SUM AdA, AdB & PI for each Advertisement Type  Stream A - Multiple race Advertisement Type only  Stream B - Multiple race, Self-Classified Race, Racially Ambiguous Advertisement types	Stream A (MR) - .977 Stream B (MR) - .978 Stream B (Scr) - .983 Stream B (RA) - .985  5 + 4 + 5 items	(Mackenzie et al., 1986)

With a Cronbach’s alpha over 8 (MEIM) and over 9 (all other scales), all scales are reporting internal reliability between good and excellent (Gliem & Gliem, 2003).

### 3.8.2.1 *Theoretical consistency & scale reliability*

Following scale creation, a full descriptive statistics analysis for each scale found consistency in the minimum and maximum scores of each item within the scale, and that there were no out-of-range cases present. Additionally, the mean score of each scale was compared to the source literature to support the validity of the scale creation further, as demonstrated in Table 3-22.

**Table 3-22: Stream A vs. Stream B Scale Mean and Reliability Comparisons**

Scale	Source	Mean		Cronbach's Alpha			
		Source	Present Study	Source	Present Study		
Multigroup Ethnic Identification Measure	(Phinney & Ong, 2007)	not reported	Stream A	22.48	0.81	Stream A	.883
			Stream B	22.46		Stream B	.889
Consumer Well-being – shortened scale	(Bennett et al., 2014)	6.1 (reversed)	Stream A	6.1	not reported	Stream A	.937
			Stream B	6.1		Stream B	.941
			Stream B	6.1		Stream B	.927
			Stream B	6.2		Stream B	.963
Advertising Effectiveness	(Mackenzie et al., 1986)	3.24	Stream A	3.1	0.85	Stream A	.977
			Stream B	3.2		Stream B	.978
			Stream B	3.05		Stream B	.983
			Stream B	3.03		Stream B	.985

### 3.8.2.2 *Explaining the variance*

As reported above, the measures used to test the hypotheses are made up of many variables, and it is important to understand and explain the variance within the data by reducing it to a few principal components (Iacobucci & Churchill Jr., 2010). This analytical process is often referred to interchangeably as factor analysis or principal component analysis.

A principal component analysis was carried out on each of the established scales of MEIM, advertising effectiveness and consumer well-being, after the following seven key assumptions had been satisfied to warrant running the analytical procedure (Iacobucci & Churchill Jr., 2010; Worthington & Whittaker, 2006).

1. *Assumption 1* – there are multiple continuous variables.

2. *Assumption 2* – a linear relationship exists between the variables.
3. *Assumption 3* – there are no outliers.
4. *Assumption 4* – the sample size is greater than 150 cases.
5. *Assumption 5* – all variables have at least one correlation greater than 0.3.
6. *Assumption 6* – sampling adequacy tested through the Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy is greater than 0.6.
7. *Assumption 7* – the correlation matrix between the variables is not an identity matrix tested through Bartlett's test of sphericity which should show statistical significance ( $p < .000$ ).

These assumptions having been satisfied, a principal component analysis was applied to the individual variables. The procedure consisted of multiple stages, the first being measuring the amount of variance represented by each factor. Each factor that had an eigenvalue of higher than one was retained (Iacobucci & Churchill Jr., 2010) and non-significant factors with an eigenvalue of less than one were removed. The second stage involved ensuring that at least 60% of the total variance was explained (Laroche, Kim, & Clarke, 1997).

The correlations of the factor loadings were compared between the original variables and the factors extracted by the process. The factor loadings demonstrate the importance of the individual variables in representing the particular component. All factor loadings above 0.5, classified as moderately important (Iacobucci & Churchill Jr., 2010) were retained. Further data reduction was achieved through retaining factors which had communalities with other factors of more than 0.6 (Iacobucci & Churchill Jr., 2010).

### **3.8.2.3 Scale validity**

Each scale used in the testing of hypotheses needs to meet certain model goodness-of-fit, reliability and validity thresholds. The tests include construct validity, which tests if the scale is measuring what it is supposed to. A construct should be measurable by more than two different methods to ensure that the result is not simply a result of the measurement procedure itself (Churchill Jr., 1979). It is also important to ensure that the new measure is in fact novel, and not a reflection of another variable contained within the same survey.

Therefore, Pearson correlations were carried out against all three scale constructs: advertising type, advertising effectiveness, and consumer well-being.

Construct validity was measured through checking both convergent validity and discriminant validity (Saunders et al., 2012). Convergent validity tests that the construct correlates positively with the other items within the construct (Saunders et al., 2012), therefore Intra Class Correlation Coefficient (ICCC) was applied to test for convergent validity, due to the matched pairs experimental research design. Convergent validity was measured by comparing the correlations of the individual items and ensuring they were lower than the variance extracted for the total scale (Baumgartner & Homburg, 1996; Hair, Ringle, & Sarstedt, 2011; Martínez-López, Gázquez-Abad, & Sousa, 2013).

Discriminant validity assesses the lack of correlation with other measures that differ from it. Discriminant validity was measured based on the factor loadings for each item in the scale being greater than 0.7; the indicator reliability was then measured (loading <sup>2</sup>); and finally, total variance extracted was measured, taking the average of the indicator reliabilities for each of the items. Variance extracted should be greater than 0.5 (Baumgartner & Homburg, 1996; Hair et al., 2011; Martínez-López et al., 2013).

Composite reliability measures the average variance extracted, to assess internal consistency. Composite reliability was calculated through the sum of the error variance of each item and should be greater than 0.7. Finally, the Cronbach's alpha for each subscale was compared to the composite reliability, which should be higher than the Cronbach's alpha. If the above are satisfied, construct validity is achieved (Baumgartner & Homburg, 1996; Hair et al., 2011; Martínez-López et al., 2013). Several parameters of model fit were considered to confirm the model's goodness of fit, and these are provided in Table 3-23 (Bentler & Bonett, 1980).



**Table 3-23: Goodness of Fit Parameters**

	<b>Parameters of Good Model Fit</b>	<b>Abbreviation</b>	<b>Level of Acceptable Fit</b>
<b>Absolute Fit Measures</b>	Goodness-of-Fit Index	GFI	>0.80
	Adjusted Goodness-of-Fit Index	AGFI	>0.80
	Root Mean Square Error of Approximation	RMSEA	<0.10
<b>Incremental Fit Measures</b>	Comparative Fit Index	CFI	>0.90
	Tucker-Lewis Index	TLI	>0.80
<b>Parsimonious Fit Measures</b>	Parsimonious Comparative Fit Index	PCFI	>0.80

Source: Author's consolidation based on Martínez-López, Gázquez-Abad & Sousa (2013)

A well-used indicator of model fit is  $C_{min}/df$  and Model  $X^2$  with various authors claiming  $<5$ ,  $<3$ ,  $<2$  and  $X^2(p>0.05)$  meaning non-significant. However, due to the large sample size in this study, these parameters are not deemed relevant. The chi-square test is a direct function of sample size, and provides the ability to identify a poorly fitting model. However, in terms of statistical power, the ability to identify a poorly fitting model increases with sample size (Baumgartner & Homburg, 1996; Bentler & Bonett, 1980; Martínez-López et al., 2013). Thus all models with very large samples would be rejected if this parameter was applied (Bentler & Bonett, 1980).

Each measure used in the hypothesis testing followed a process of confirmatory model fit using the goodness-of-fit parameters above. The measures were also assessed for internal and external validity, ensuring discriminant, construct and convergent validity analysis. The detailed results of the model goodness-of-fit and validity analysis and reliability for each scale are provided in Appendix 9.11.

The Multigroup Ethnic Identification Measure (MEIM) showed an excellent model fit with a GFI of .941 and RMSEA of 0.98. Additionally, convergent and discriminant validity was achieved. The Consumer well-being scale showed an excellent model fit with GFI of .904, CFI of .961 and convergent and discriminant validity were achieved.

The scale to measure advertising effectiveness confirmed an excellent model fit with a GFI of .924 and RMSEA of .080 for the multiple race advertisement, a GFI of .913 and RMSEA of .084 for the self-categorised race advertisement and a GFI of .920 and RMSEA of .082. Convergent & discriminant validity were achieved for all parts of the advertising effectiveness scale, except for the attitude towards the advertisement construct. This finding

was because of a high correlation between attitude toward the advertisement and attitude towards the brand. However, based on the dual mediation hypothesis, this is to be expected, because there is a positive, dominant peripheral processing relationship between and attitude towards the advertisement, and attitude towards the brand (Mackenzie et al., 1986). The dual mediation hypothesis asserts that both central and peripheral processes are intertwined, with causality bi-directional, as is also implied by balance theory (Huang et al., 2013). Further, during the dual mediation hypothesis construction, the attitude towards the advertisement and attitude towards the brand relationships were found to be the strongest between any of the variable relationships tested, because they possessed a degree of shared variance (Mackenzie et al., 1986).

Attitude towards the advertisement is an important mediator of the attitude towards the brand variable, particularly in experiments for new brands with low involvement products and non-target viewer groups such as those in this study (Butt & de Run, 2011; Johnson et al., 2010; Mackenzie et al., 1986). Additionally, non-discriminant correlations have been found with an accepted model fit when testing language-based thoughts (Noriega & Blair, 2008) on advertising effectiveness – a key component of ethnicity (Laroche et al., 2009). Therefore, the high correlation between the two variables is to be expected and will be ignored in hypothesis testing, particularly considering the high reliability and goodness-of-fit of the advertising effectiveness measurement model.

#### **3.8.2.4 Summary**

All established scales used to measure the hypothesis were shown to have a good to excellent model fit. In addition, discriminant validity, composite reliability, construct validity, and convergent validity were all achieved.

#### **3.8.3 Step 3 – Multiculturalism scale validation**

To enable testing of the hypotheses, the final step (Step 6) in the scale development procedure discussed in Section 3.4.1, required the construction of the multiculturalism index. Step three of the analytical process validated and constructed the scale in order to measure multiculturalism. As a potential moderating variable of advertising effectiveness and

consumer well-being, it is essential to ensure a pure measure. Purification of the multiculturalism measure was achieved through reliability testing, principal component analysis and testing for convergent and discriminant validity (Churchill Jr., 1979; C. Kim et al., 2001).

### **3.8.3.1 Reliability**

The 27 items of the proposed multiculturalism scale were subjected to a scale reliability test through the use of Cronbach's alpha (Gliem & Gliem, 2003) for each of the streams. Stream A and Stream B reported an acceptable to good Cronbach's alpha of .777 and .830 respectively (Gliem & Gliem, 2003).

### **3.8.3.2 Principal components analysis**

The confirmatory factor analysis followed a process of principal component analysis with a varimax rotation to remove superfluous variables, reduce variable redundancy and remove multicollinearity (Alioui, 2016; Kettenring, 2006; Laerd Statistics, 2015). The initial view of the correlations table showed that all variables, except one, had coefficients greater than 0.3. That one, origin of radio programmes listened to, had no single correlation above 0.3, and it was noted that this item might be removed following review of the rest of the analysis output.

Key assumptions were tested before proceeding with the principal component analysis. These assumptions include sampling adequacy and tests of sphericity. To indicate sample suitability, the Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy should be between 0.6 and 0.8. The combined stream sample provided a KMO of 0.737. In assessing the KMO for each variable (see Table 3-24), only four variables had a measure slightly above 0.5, and so the majority demonstrate a good level of sampling adequacy. The Bartlett test of sphericity of significance was significant at .000, meeting the recommended threshold of less than 0.5 to proceed with confirmatory factor analysis (Cleveland, Laroche, & Takahashi, 2015).

**Table 3-24: Anti Image Correlation – KMO Measures for Individual Variables**

	<b>1<sup>st</sup> Phase</b>	<b>2<sup>nd</sup> Phase</b>
friends_global	0.723	0.774
friends_foreign	0.556	
friends_local	0.759	0.797
radio_global	0.729	0.826
radio_foreign	0.803	
radio_local	0.702	
tv_global	0.709	0.689
tv_foreign	0.853	0.842
tv_local	0.822	0.812
newspaper_global	0.724	0.717
newspaper_foreign	0.864	0.876
newspaper_local	0.749	0.728
toiletries_global	0.704	0.695
toiletries_foreign	0.626	0.596
toiletries_local	0.614	0.623
takeaways_global	0.532	
takeaways_foreign	0.786	0.819
takeaways_local	0.578	0.803
friendshipties_global	0.771	0.782
friendshipties_foreign	0.829	0.816
friendshipties_local	0.798	0.805
socialevents_global	0.768	0.774
socialevents_foreign	0.83	0.817
socialevents_local	0.718	0.714
holidaysobserved_global	0.708	0.702
holidaysobserved_foreign	0.561	0.541
holidaysobserved_local	0.652	0.65

On the basis of these results, analysis continued, with caution maintained on the lower scoring variables. The next step considered the communalities: see Figure 3-16.

**Figure 3-16: Communalities**

<b>Communalities</b>		
	Initial	Extraction
m_friends_global	1.000	.649
m_friends_foreign	1.000	.556
m_friends_local	1.000	.605
m_radio_global	1.000	.759
m_radio_foreign	1.000	.584
m_radio_local	1.000	.621
m_tv_global	1.000	.644
m_tv_foreign	1.000	.608
m_tv_local	1.000	.548
m_newspaper_global	1.000	.684
m_newspaper_foreign	1.000	.509
m_newspaper_local	1.000	.727
m_toiletries_global	1.000	.750
m_toiletries_foreign	1.000	.678
m_toiletries_local	1.000	.762
m_takeaways_global	1.000	.818
m_takeaways_foreign	1.000	.536
m_takeaways_local	1.000	.768
m_friendshipties_global	1.000	.656
m_friendshipties_foreign	1.000	.677
m_friendshipties_local	1.000	.667
m_socialevents_global	1.000	.648
m_socialevents_foreign	1.000	.665
m_socialevents_local	1.000	.567
m_holidaysobserved_global	1.000	.682
m_holidaysobserved_foreign	1.000	.722
m_holidaysobserved_local	1.000	.770

Extraction Method: Principal Component Analysis.

Following three iterations of the principal component analysis, five components were revealed. Each of these iterations is described in Table 3-25. The five components had eigenvalues of greater than one, each explaining 20.7%, 14.5%, 9.7%, 8.3% and 7.3% respectively: see Figure 3-17.

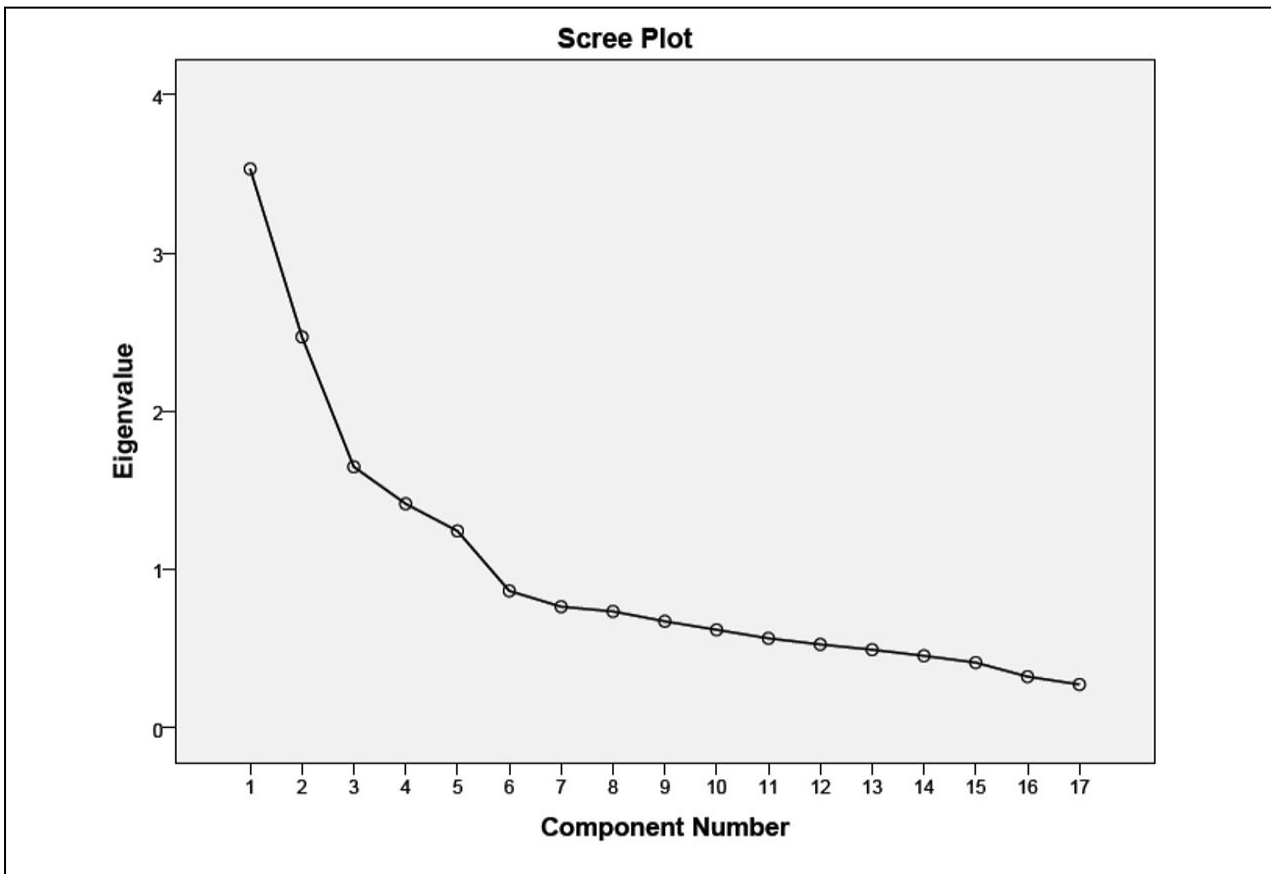
**Figure 3-17: Total Variance Explained**

Total Variance Explained									
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.532	20.775	20.775	3.532	20.775	20.775	2.910	17.118	17.118
2	2.470	14.527	35.301	2.470	14.527	35.301	2.066	12.153	29.272
3	1.648	9.696	44.998	1.648	9.696	44.998	1.939	11.403	40.675
4	1.415	8.321	53.319	1.415	8.321	53.319	1.715	10.086	50.761
5	1.243	7.310	60.629	1.243	7.310	60.629	1.678	9.868	60.629
6	.864	5.082	65.711						
7	.764	4.494	70.205						
8	.734	4.319	74.524						
9	.672	3.952	78.476						
10	.618	3.635	82.111						
11	.564	3.319	85.430						
12	.526	3.092	88.522						
13	.492	2.896	91.418						
14	.454	2.668	94.086						
15	.411	2.416	96.503						
16	.322	1.894	98.397						
17	.272	1.603	100.000						

Extraction Method: Principal Component Analysis.

Visual inspection of the scree plot also confirmed that the five components could be retained, see Figure 3-18.

**Figure 3-18: Scree Plot**



Finally, the interoperability criterion revealed a simple rotated component matrix with a five-component solution. The iteration process undertaken (Churchill Jr., 1979) to achieve the final solution is presented in Table 3-25.

**Table 3-25: Principal Component Analysis Iteration Process**

	<b>Iteration One</b>	<b>Iteration Two</b>	<b>Iteration Three</b>
Total Variance Explained	Nine components Eigenvalues 4.233 – 1.025 66% of total variance explained	Seven components with Eigenvalues of 4.107 - 1.090 64% total variance explained	Five components with Eigenvalues of 3.532 - 1.243 60.62% total variance explained
<b>Component Choice</b>			
Eigenvalue-one criterion • Over 1	Retain first nine components based on eigenvalues over 1	Retain first seven based on Eigenvalues over 1	Retain first five based on Eigenvalues over 1
Percentage of variance explained • >5% to 10% individually • Cumulatively High - 70%, Min - 60%	Components 1 to 5 explain over 5% of variance individually Cumulatively eight components explain 66.1% of the variance	Components 1 to 6 explain over 5% of the variance individually Cumulatively six components explain 64.5% of the variance	Components 1 to 5 explain over 7% of the variance individually Cumulatively five components explain 60.6% of the variance
Scree Plot Test • Number of components at first inflection point	Inflection point is five components	Inflection point is five components	Inflection point is five components
Interpretability Criterion • Simplicity of rotated matrix	Rotated Component Matrix shows a complex structure	20 variables load on more than 1 component - complex structure	Component rotation much simpler
Choice & Next Steps	Remove variables with communalities lower than .56 and rerun PCA Variables removed - friends_foreign - radio_foreign - radio_local - takeaways_global	Rerun Analysis - with forced extraction of six components	Rerun to release coefficients less than 0.3 - to produce final rotated matrix

Each iteration process used the variance explained to allow choice over which components to retain, based on criteria. The initial iteration identified that it was necessary to remove foreign friendship ties, local and foreign radio station consumption and global takeaway food consumption. The 2<sup>nd</sup> iteration required a forced extraction of a further six components. The component loadings and communalities of the rotated solution for the final iteration are presented in Table 3-26.

**Table 3-26: Rotated Component Coefficients and Communalities**

	<b>Comp. 1</b>	<b>Comp. 2</b>	<b>Comp. 3</b>	<b>Comp. 4</b>	<b>Comp. 5</b>	<b>Communal.</b>
socialevents_foreign	<b>.783</b>	.101	.137	-.007	-.019	.665
friendshipties_foreign	<b>.757</b>	.133	.303	.074	.082	.677
tv_foreign	<b>.730</b>	.064	-.222	.096	-.113	.608
newspaper_foreign	<b>.681</b>	.082	.234	-.110	.051	.509
tv_local	<b>.526</b>	.355	.008	.074	.225	.548
friendshipties_local	.124	<b>.823</b>	-.140	.033	.058	.667
socialevents_local	.137	<b>.755</b>	-.129	-.041	.058	.567
friends_local	.103	<b>.688</b>	.096	.180	.164	.605
tv_global	-.078	.018	<b>.750</b>	.017	-.087	.644
radio_global	.232	-.086	<b>.681</b>	.124	.189	.759
newspaper_global	.238	-.198	<b>.514</b>	-.100	-.098	.684
holidaysobserved_foreign	-.136	.103	.120	<b>.821</b>	.120	.722
toiletries_foreign	.092	.069	-.094	<b>.804</b>	-.096	.678
takeaways_foreign	.492	-.049	.011	<b>.532</b>	-.095	.536
toiletries_local	.086	.113	-.097	.029	<b>.850</b>	.762
toiletries_global	.115	.102	<b>.571</b>	-.061	-.627	.75
takeaways_local	.000	.304	.165	-.112	<b>.608</b>	.768

**Note:** Major loadings for each item are in bold

The retained components for the scale of multiculturalism covered global, foreign and local elements of all items within the Shortened Cultural Lifestyle Inventory. The final rotated factor matrix (Table 3-26) has a simple grouped structure showing validity.

### 3.8.3.3 Convergent validity

The items for the multiculturalism scale were administered to the two survey streams. The results of the ICC (see Figure 3-19) show high agreement between both Stream A and Stream B at .932 to .942  $p=.000$ , suggesting convergent validity within the multiculturalism scale.

**Figure 3-19: Intra Class Correlation Coefficient**

Intraclass Correlation Coefficient							
	Intraclass Correlation <sup>b</sup>	95% Confidence Interval		F Test with True Value 0			
		Lower Bound	Upper Bound	Value	df1	df2	Sig
Single Measures	.939 <sup>a</sup>	.932	.946	32.014	1050	1050	.000
Average Measures	.969 <sup>c</sup>	.965	.972	32.014	1050	1050	.000



A further test for convergent validity was conducted by obtaining the correlation between the multiculturalism scale and level of ethnic identification ( $r=.059$ ,  $p<0.06$ ). Acculturation to consumer culture theory suggests that the more acculturated one is, the less one identifies with one's own ethnicity (Berry, 2008; Cleveland, Laroche, & Takahashi, 2015; Peñaloza, 1994). Therefore, as demonstrated, a low correlation was found between multiculturalism and the level of ethnic identification, thus confirming convergent validity.

### 3.8.3.4 Discriminant validity

Discriminant validity was achieved for the multiculturalism scale with statistically significant Pearson correlations for all scale measures except multiculturalism. A majority of the correlations were statistically significant at the  $p<0.05$  level (2-tailed). The relationship between multiculturalism is very low for all advertisement type advertising effectiveness, and negative for consumer well-being, thus suggesting discriminant validity.

Figure 3-21: Pearson Correlations by Advertising Type

	Multiculturalism	MRAdeF	ScRAdeF	RAdeF	MRcwb	ScRcwb
MRAdeF	.039					
ScRAdeF	.062*	.816**				
RAdeF	.083**	.796**	.895**			
MRcwb	-.039	-.129**	-.165**	-.187**		
ScRcwb	-.028	-.130**	-.074**	-.119**	.629**	
RAcwb	-.008	-.093**	-.093**	-.100**	.654**	.829**

\*0.05 level (2-tail)

\*\*0.001 level (1-tail)

### 3.8.3.5 Summary

The multiculturalism scale was developed for use in the hypothesis testing discussed in section 4. The scale development followed a content validity approach, after which quantitative measurement purification was undertaken. The scale was shown to have good internal reliability and excellent intra-rater reliability. Convergent and discriminant validity was achieved. These attributes make for the development of good measures for marketing research (Churchill Jr., 1979).

### 3.8.4 Step 4 – Hypothesis testing

The hypotheses and their individual parts required a range of statistical analyses to test for acceptance or rejection. The statistical tests required were both parametric and non-parametric, based on the variable's descriptive analysis and the assumptions for each statistical test (e.g. consumer well-being had a non-normal distribution). The matrix in Table 3-27 highlights the tests employed.

**Table 3-27: Hypothesis Testing Matrix**

Hypothesis #	Hypothesis	Analytical Tests	Independent Variable / Dependent Variable
1 – Multiculturalisation & Advertising Effectiveness	A (a) stronger (weaker) level of multiculturalisation will drive greater (weaker) advertising effectiveness when viewing the (b <sub>1</sub> ) racially ambiguous advertisement compared to the (b <sub>2</sub> ) multiple race advertisement or (b <sub>3</sub> ) self-categorised race advertisement.	Pearson product-moment correlation  One-way repeated measures ANOVA  Two-way mixed ANOVA	Level of multiculturalisation / Advertising effectiveness by advertisement type
2 – Ethnic Identification & Advertising Effectiveness	The (a) level of ethnic identification will have no difference on advertising effectiveness when viewing the (b <sub>1</sub> ) racially ambiguous advertisement, the (b <sub>2</sub> ) multiple race advertisement or the (b <sub>3</sub> ) self-categorised race advertisement.	Pearson product-moment correlation	Strength of ethnic identification / Advertising effectiveness by advertisement type
3 – Race & Advertising Effectiveness	Race will (a) not drive greater advertising effectiveness when viewing the advertisement containing the (b <sub>1</sub> ) racially ambiguous advertisement, the (b <sub>2</sub> ) multiple race advertisement or the (b <sub>3</sub> ) self-categorised race advertisement.	One-way ANOVA with post hoc tests	Participant's racial group / Advertising effectiveness by advertisement type
4 – Multiculturalisation and Consumer Well-being	A (a) stronger (weaker) level of multiculturalisation will drive a positive (negative) feeling of consumer well-being when viewing the (b <sub>1</sub> ) racially ambiguous advertisement compared to the (b <sub>2</sub> ) multiple race advertisement or the (b <sub>3</sub> ) self-categorised race advertisement.	Pearson product-moment correlation  One-way repeated measures ANOVA  Two-way mixed ANOVA	Level of multiculturalisation / Consumer well-being by advertisement type

Hypothesis #	Hypothesis	Analytical Tests	Independent Variable / Dependent Variable
5 - Consumer Well-being & Advertising Effectiveness	A (a) stronger (weaker) level of advertising effectiveness will drive a positive (negative) feeling of consumer well-being when viewing the (b1) racially ambiguous advertisement compared to the (b2) multiple race advertisement or the (b3) self-categorised race advertisement.	Pearson product-moment correlation  One-way repeated measures ANOVA  Two-way mixed ANOVA	Advertising effectiveness by advertisement type / Consumer well-being by advertisement type

### 3.8.4.1 *Pearson's product moment correlation*

Parts of hypotheses 1, 2 and 4 required a test for the correlation between the strength of a relationship between two continuous variables. The appropriate test for these parts of each of the hypotheses is a Pearson Product Moment Correlation (Iacobucci & Churchill Jr., 2010; Zikmund et al., 2013).

Pearson's correlation requires three assumptions to be satisfied before proceeding with the test: a linear relationship between the continuous variables should be present; there should be no significant outliers; and bivariate normality should be achieved if inferential statistics are required (Zikmund et al., 2013). It is common for data to violate at least one of these assumptions. However, there are different ways to deal with such violations (Iacobucci & Churchill Jr., 2010). If linearity does not exist between the two continuous variables, the data for one or both can be transformed in an attempt to achieve linearity. Alternatively, a Spearman's rank-order correlation can be run which does not rely on linearity. If significant outliers are present, they can be removed and the remaining data retested to see if there is any difference. However, before removing them, it is essential to determine if they are the result of data input errors or a true reflection of the data point itself (Zikmund et al., 2013).

The Pearson Product Moment Correlation provides a correlation coefficient and a level of statistical significance. The range of the correlation coefficient is from -1.0 (showing a perfect negative linear relationship) to 1.0 (showing a perfect positive linear relationship) (Iacobucci & Churchill Jr., 2010; Zikmund et al., 2013). The variance of one variable that can be explained by the other variable subjected to the Pearson correlation is the coefficient of determination and is calculated as the square of the correlation coefficient ( $r^2$ ) (Zikmund

et al., 2013). Finally, the significance of the strength of the correlation should be reported. If the  $p$  value is  $<.05$ , it is statistically different from zero (Zikmund et al., 2013).

The analysis showed that linearity exists between the dependent variables, although some outliers were identified in the consumer well-being variables. Due to the relevance of the measure, the outliers were retained. Therefore, both a Pearson correlation and a Spearman's rank-order test were used to compare the correlation results for Hypotheses 1, 2 and 4.

#### **3.8.4.2 One-way analysis of variance**

Parts of Hypotheses 3 and 5 required a test of the comparison of the means of a continuous dependent variable and a categorical independent variable for four groups. More than two groups are where an independent sample t-test is typically used (Zikmund et al., 2013), and the appropriate test is a one-way ANOVA (analysis of variance) (Zikmund et al., 2013).

A one-way ANOVA requires four assumptions to be satisfied before proceeding with the test: (a) there is independence of observations; (b) there should be no significant outliers; (c) the dependent variables should be normally distributed; and (d) homogeneity of variances exists across the groups (Zikmund et al., 2013). It is common for data to violate at least one of these assumptions; however, there are different ways to deal with such violations (Iacobucci & Churchill Jr., 2010). If there are outliers in the data and they need to be retained or if the distribution of the data is found to be not normal (through a Shapiro-Wilks test of normality) then a Kruskal-Wallis H test can be run in place of the one-way ANOVA (Zikmund et al., 2013).

One-way ANOVA can be run with either post hoc tests (e.g. Tukey's post hoc test) or custom contrasts. Which should be used, depends on the pre-existing hypotheses about the groups (Pallant, 2007). Post hoc testing is an appropriate choice if there are no specific difference between the independent variable groups, and if all possible pairwise comparisons need to be investigated. However, if there is a hypothesis that certain differences exist between groups, then a one-way ANOVA with custom contrasts should be executed on the data (Pallant, 2007).

There are no pre-existing hypotheses of any difference between the groups; therefore a one-way ANOVA with post hoc test was conducted to test Hypotheses 3 and 5, to compensate for any violation of homogeneity of variance (Zikmund et al., 2013). Homogeneity of variances between groups is tested through Levene’s test of equality. The test assesses if heterogeneous variance exists, therefore if the *F*-distribution is statistically significant ( $p < .05$ ), there is not equal variance between the groups (Zikmund et al., 2013).

The data in this study returned a significant Levene’s test of equality for both advertising effectiveness and consumer wellbeing for each advertisement type and survey stream as outlined in Tables 3-28 and 3-29.

**Table 3-28: Levene’s Test for Equality – Stream A**

		Levene Statistic	df1	df2	Sig.
Advertising Effectiveness	Multiple races	8.859	3	1047	0.000
Consumer Well-being	Multiple races	13.814	3	1039	0.000

**Table 3-29: Levene’s Test for Equality – Stream B**

		Levene Statistic	df1	df2	Sig.
Advertising Effectiveness	Multiple races	8.955	3	1170	0.000
	Self-catergorised race	8.809	3	1097	0.000
	Racially ambiguous	5.832	3	1052	0.001
Consumer Well-being	Multiple races	8.060	3	1152	0.000
	Self-catergorised race	16.086	3	1096	0.000
	Racially ambiguous	17.981	3	1049	0.000

Following this, results of the Welch ANOVA were interpreted, and the post hoc test for multiple comparisons of results was gained from the Games-Howell post hoc test for both advertising effectiveness and consumer well-being. Additionally, because outliers were present in the consumer well-being variable, a comparative non-parametric Kruskal-Wallis H test was run, as it accepts outliers. The test was used to “determine if there is a statistically significant difference in the medians of the groups of the independent variable” (Laerd Statistics, 2015).

### 3.8.4.3 *One-way repeated measures analysis of variance*

The design of the present study tests changes to the dependent variables based on three different interventions for the experiment sample group (stream B), to enable result comparison with existing literature. The interventions in question are the multiple race advertisement, the self-classified race advertisement, and the racially ambiguous advertisement. The analysis requires a repeated measure test of analysis of variance (Aaker et al., 2000; Halkias & Kokkinaki, 2013; Hornikx, van Meurs, & de Boer, 2010; Luna, Ringberg, & Peracchio, 2008; Puntoni et al., 2011; Xue & Phelps, 2013; Zhang, 2009; Zhang & Gelb, 1996)

The one-way repeated ANOVA determines “any statistically significant differences between the means of three or more levels of a within subjects factor” (Laerd Statistics, 2015). This test is appropriate for Hypotheses 1, 4 and 5, because the same survey respondents were tested on a within-subjects basis for the same dependent variables – advertising effectiveness and consumer well-being – on three separate occasions, based on a different advertising treatment (Zikmund et al., 2013).

Five assumptions must be satisfied before proceeding with the statistical test, as follows:

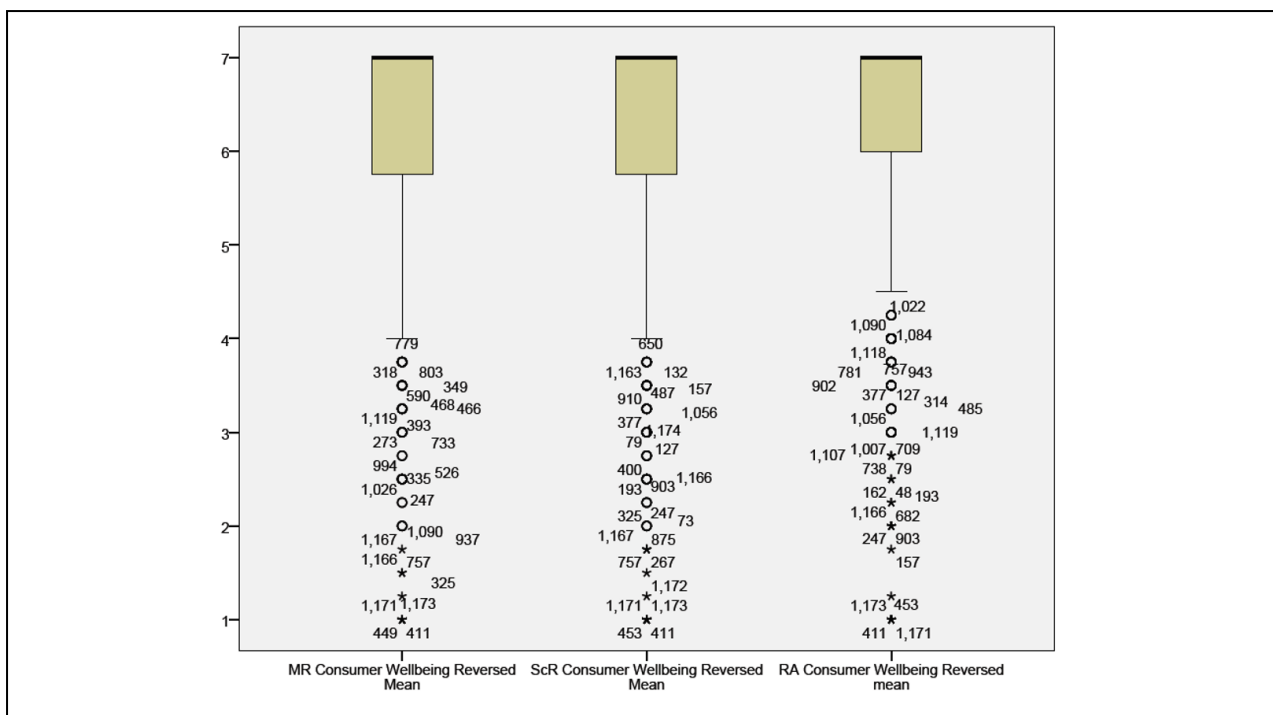
1. the dependent variable is continuous;
2. there is a categorical within-subjects factor with three or more levels;
3. there are no significant outliers;
4. the dependent variable is approximately normally distributed; and
5. sphericity is present (there is equality in the variance of the difference between all possible combinations of levels) (Zikmund et al., 2013).

It is common for data to violate at least one of these assumptions. However, there are different ways to deal with such violations (Iacobucci & Churchill Jr., 2010). The advertising effectiveness variable data for the present study was found to have no outliers but, due to the large sample size, advertising effectiveness concentration was not normally distributed, as assessed by Shapiro-Wilk’s test ( $p > .000$ ). The sample size is very large and the one-way repeated measures ANOVA is considered robust to non-normality, so the analysis was continued on this basis (Laerd Statistics, 2015).

There are no pre-existing hypotheses of any difference between the groups; therefore a one-way ANOVA with post hoc test was carried out to test Hypotheses 1, 4 and 5, to compare for all possible combinations of the levels of the within-subjects factor (Laerd Statistics, 2015; Zikmund et al., 2013). The most effective post hoc test for a one-way repeated measures ANOVA is multiple paired-samples t-tests with a Bonferroni adjustment for multiple comparisons.

The consumer well-being data exploration identified significant outliers (26 outliers – multiple race advertisement; 27 outliers – self-categorised race advertisement; 31 outliers – racially ambiguous advertisement) as per the box plot is shown in Figure 3-21 below. These outliers were not a factor of data input or measurement error. Transformation and comparison of results yielded no difference. Because of the importance of the measure of consumer well-being and the psychological potential of low levels of such a measure (Demangeot et al., 2014; Visconti et al., 2014), all outliers were retained.

**Figure 3-21: Consumer Well-being - Box Plot of Outliers**



As a consequence, the non-parametric Friedman test was run to test for the consumer well-being variable, to determine the presence of a statistically significant difference between the distributions of the three different advertisement interventions.

The final assumption – sphericity – is measured by Mauchly’s test of sphericity, which “tests the null hypothesis that differences between the levels of the within-subjects factor are equal” (Laerd Statistics, 2015). If the test is statistically significant, then the variances of the differences are not equal and sphericity has not been met. The advertising effectiveness scale violated the assumption of sphericity as shown in Figure 3-22. Therefore, the results of the one-way repeated measures ANOVA were interpreted by the Greenhouse-Geisser and Huynh-Feldt rows of the Tests of Within-Subjects Effects table (Laerd Statistics, 2015).

**Figure 3-22: Mauchly’s Test of Sphericity for Advertising Effectiveness**

Measure: Advertising_Effectiveness							
Within Subjects Effect	Mauchly's W	Approx. Chi-Square	df	Sig.	Epsilon <sup>b</sup>		
					Greenhouse-Geisser	Huynh-Feldt	Lower-bound
Advert_Type	.878	137.654	2	.000	.891	.892	.500

### 3.8.4.4 Two-Way mixed ANOVA

Hypotheses 1<sub>a</sub> and 4<sub>a</sub> requires an understanding of the interaction of consumer well-being on the independent variables, which measures the advertising effectiveness of the three advertisement types. This relationship requires a two-way mixed ANOVA. The procedure is slightly different to the explanation of testing above. However, the assumptions and their results remain the same.

The test was carried out to understand if a two-way interaction exists between both the between-subjects and within-subjects factors. It also allows differentiation between the effects of the feeling of consumer well-being as the models used in the different advertisement types changed. The procedure involves interpreting the results to determine the presence of a statistically significant interaction. The process involves the satisfaction of the same assumptions as those outlined for the one-way repeated measures ANOVA (see section 3.8.4.3), and interpretation of the test of within-subjects effects. A statistically significant interaction will show  $P < 0.5$  for both Sphericity Assumed and Greenhouse-Geisser, as is the case in the present study.



If a statistically significant interaction is present, it becomes necessary to determine the presence of any statistically significant simple main effects, by running three individual one-way ANOVAs. If a statistically significant interaction is not present, it is necessary to determine the presence of any statistically significant main effects. The completion of the statistical tests for each hypothesis will identify the key relationships to determine the conceptual framework.

### **3.8.5 Step 5 – Determining the conceptual framework**

Causal Analysis through structural equation modelling (SEM) is the predominant analytical method in consumer research and advertising research, and even more broadly into the field of communications sciences (Carpenter, Moore, Alexander, & Doherty, 2013; Holbert & Stephenson, 2002; Johnson, 2013; Sierra et al., 2009).

Structural equation modelling offers a wide range of advantages due to its flexibility. It uses confirmatory factor analysis to correct for measurement error. It has the ability to test overall models and individual coefficients, multiple dependent variables and model error terms, and coefficients across multiple between-subjects groups as well as to handle difficult data (Ullman & Bentler, 2013). Further, it provides the ability to assess the multiple interrelated causal and correlational linkages between latent variables (Babin & Svensson, 2012; Lei & Wu, 2007).

#### **3.8.5.1 *Relevance of SEM in marketing research***

A range of criticisms have been made of this method, but systematic literature reviews of SEM usage, particularly in marketing applications, provide researchers with guidelines to produce robust and relevant theoretical contributions (Anderson & Gerbing, 1988; Baumgartner & Homburg, 1996; Fornell & Larcker, 1981; Lei & Wu, 2007; Martínez-López et al., 2013; Ullman & Bentler, 2013). The key considerations include items per latent construct, sample size, model identification, recursive models versus non-recursive models, composite and construct validity reporting versus reliance on coefficient alpha reporting, and appropriateness of fit indices (Baumgartner & Homburg, 1996; Martínez-López et al., 2013).

### **3.8.5.2 *Appropriateness of fit, reliability and validity***

A full structural model is a factor-analytic measurement tool that links individual measured variables to latent constructs. The literature has expressed concern about the use of single item constructs, because of the associated reliability and for this reason a minimum of three items is specified as best practice (Anderson & Gerbing, 1988; Baumgartner & Homburg, 1996; Fornell & Larcker, 1981; Lei & Wu, 2007; Martínez-López et al., 2013; Ullman & Bentler, 2013). On the other hand, parsimony may be affected by a large number of items per construct, and for this reason, latent variables with more than ten items need to be subjected to a confirmatory factor analysis before modelling (Baumgartner & Homburg, 1996). The present study's latent variables of consumer well-being and attitude towards the brand link to four items: the least number in the model. Further, the scale of multiculturalism, which originally had 14 items, was reduced to eight through scale validation principal component analysis: see Section 3.8.3.

The issue of Cmin and sample size previously discussed in Section 3.8.3 is a further concern in relation to SEM. The recommendation, based on normal distribution theory, is to consider the ratio of the number of free parameters to sample size, which should be at least 10:1 in order to achieve reliable estimates and appropriate significance tests (Baumgartner & Homburg, 1996). The present study has 69 free parameters with a sample size of 1 043 & 1 052 (streams A and B respectively). Therefore, the higher than 10:1 ratio is met, at 15:1.

In marketing research, using SEM confirmation of the identification of the model, particularly when non-recursive models are used, is regularly ignored and this has drawn further questioning of the overall model results (Baumgartner & Homburg, 1996). All model modifications in the present study were identified as recursive models.

An individual measure of reliability (Cronbach's alpha), is predominantly used for composite items and for this reason construct validity should be measured as discriminant and convergent validity. This measure includes composite reliability, item loadings for every construct, and average variance extracted (Anderson & Gerbing, 1988; Baumgartner & Homburg, 1996; Fornell & Larcker, 1981; Martínez-López et al., 2013; Steenkamp & van Trijp, 1991). As reported in Section 3.7.1.10, this process has been established for all measures used in this thesis.

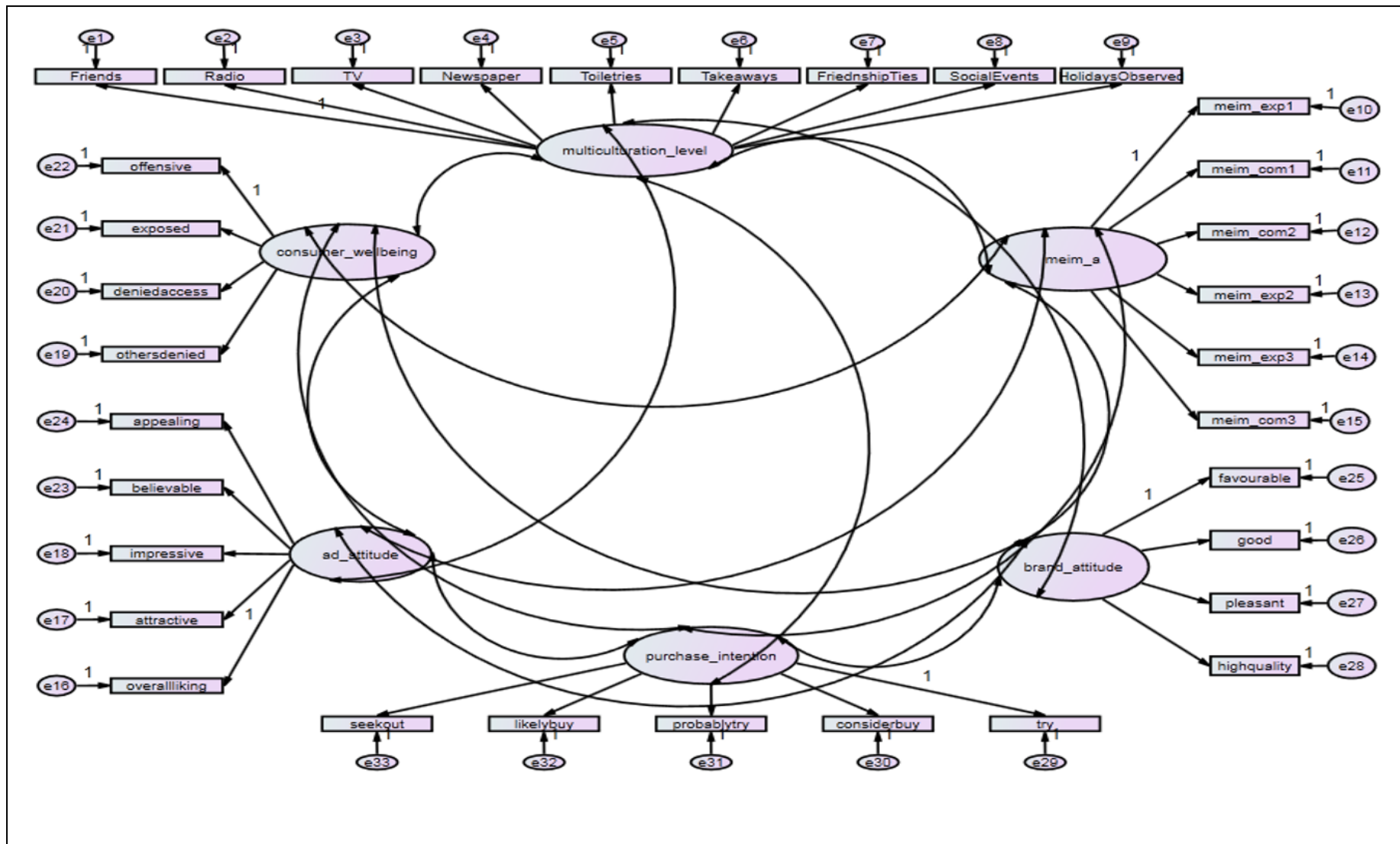
In the present study, SEM was used to assess the causal relationships between the dependent and independent variables to provide acceptance or rejection of the proposed hypothetical models, because of SEM's ability to test hypotheses at construct level (Ullman & Bentler, 2013). SEM is made up of two components, employing the following process: 1) a visual diagram of the constructs is specified, estimated, evaluated and modified to confirm a measurement model with goodness of fit; and 2) an evaluation of the hypothesised relationships through a structural model is conducted (Babin & Svensson, 2012; Ullman & Bentler, 2013)

The hypothetical or measurement model in Figure 3-23 was developed using AMOS 23 as a full hybrid (Holbert & Stephenson, 2002) which allowed all items that make up each latent variable to load individually (Elias et al., 2011; Kline, 2015). The estimation methodology applied was maximum likelihood, in line with other consumer race and ethnicity research, and this permits a demonstrable comparison of UK- and US-based theory to an organic multicultural market context (Cleveland et al., 2014; Elias et al., 2011; Laroche, Kim, & Tomiuk, 1998; Teng, Laroche, & Zhu, 2011; Vida, Dmitrovic, & Obadia, 2008).

The *a priori* measurement model was specified based on the theoretical hypotheses of the present study (see Figure 3-23), following the multiculturalisation scale development process outlined in Section 3.8.3 (Anderson & Gerbing, 1988; Ullman & Bentler, 2013). This model was tested to achieve a specific set of objectives, in line with the most robust use of structural equation modelling (Anderson & Gerbing, 1988; Babin & Svensson, 2012; Ullman & Bentler, 2013), including:

1. Establishing reliability of the items representing the latent constructs.
2. Estimating the regression coefficients (strength of the relationships) between the items and the construct.
3. Determining regression coefficient significance.
4. Assessing confirmatory factor analysis model validity.
5. Determining the variance between the item and the construct.
6. Establishing the goodness of fit of the overall model.

Figure 3-23: A Priori Measurement Model 1



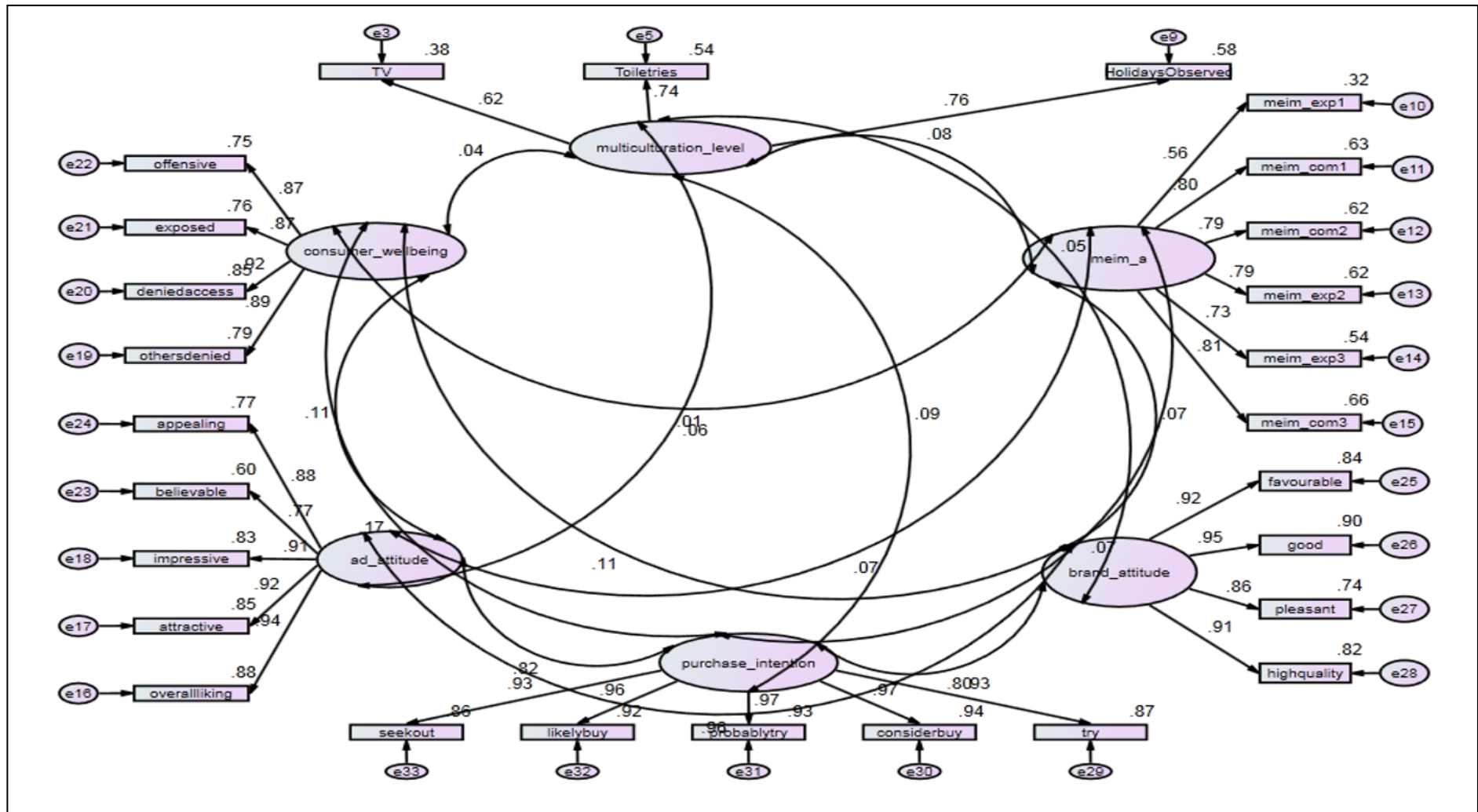
Multiple appropriateness-of-fit indices are recommended in the literature, and the standard cut-off proposed by Bentler & Bonnet (1980) is not generalisable to all possible applications and sample sizes for SEM (Sivo, Fan, Witta, & Willse, 2006). Systematic literature reviews such as that of Martínez-López, Gázquez-Abad & Sousa (2013), recommend acceptable fit indices for the main indices: a practice that has been adopted for the present study; see Table 3-21. It was expected that the initial measurement model specified would not provide an acceptable fit. Therefore re-specification was required (Anderson & Gerbing, 1988). To preserve the theoretical foundation of the model, model re-specification was achieved through examining convergent and discriminant validity, based on individual factor loadings and removing those items below 0.5 (Fornell & Larcker, 1981; Steenkamp & van Trijp, 1991); see Table 3-30. The model specification for Stream A Multiple race advertisement responses provided improved levels of acceptable fit throughout the respecification process.

**Table 3-30: AFI by Model Re-specification**

Statistic	Acceptable Fit Indicator	Model 1	Model 2	Model 3	Model 4	Model 5	Model 6
Cmin/df	< 5	14.33	5.877	6.006	6.591	6.88	6.92
Model $\chi^2$	> 0.06	0.000	0.000	0.000	0.000	0.000	0.000
Cmin		7010.94	2820.97	2696.77	2207.86	2127.25	1967.54
RMSEA	< 0.1	0.113	0.068	0.069	0.073	0.075	0.075
GFI	> 0.8	0.575	0.842	0.846	0.856	0.856	0.868
AGFI	> 0.8	0.513	0.816	0.819	0.824	0.824	0.837
NFI	> 0.9	0.787	0.914	0.918	0.93	0.93	0.935
IFI	> 0.9	0.799	0.928	0.909	0.94	0.94	0.944
CFI	> 0.9	0.799	0.928	0.93	0.94	0.94	0.943
TLI	> 0.8		0.928	0.93	0.94	0.94	0.943
PCFI	> 0.8		0.928	0.93	0.94	0.94	0.943

The composite and construct reliability, and convergent and discriminant validity tables for each model re-specification are shown below. Each model had an item removed based on the individual item's loadings from the multiculturalism scale. Model 6 tested the comparative AFIs with the other models, based on removing the attitude towards the advertisement construct (despite the DMH theory). As expected, the model fit did not improve. Considering the established MEIM scale measures and the minimal improvement of model 5, model 4 was chosen as the best measurement model to produce the structural equation model for multigroup analysis, following the confirmation of the hypothetical relationships for this thesis: see Figure 3-24.

Figure 3-24: Final Measurement Model (Model 4)



Cross-validation, the next step in the SEM process, was achieved by running the model on another sample from the population. This step was possible because of the study design, as stream A (the sample used to specify the model) and stream B both assessed responses to the multiple race advertisement (Anderson & Gerbing, 1988; Baumgartner & Homburg, 1996; Martínez-López et al., 2013). The final measurement models for stream B overall, as well as for the self-categorised race, multiple races and racially ambiguous advertisements can be found in Appendix 9.12.

Further, cross-validation was achieved through testing model fit with the advertising effectiveness and consumer well-being responses specific to the self-categorised race and racially ambiguous race advertisements. The AFIs achieved for each sample are presented in Table 3-31, and the final models are displayed in Figures 9-1, 9-2 and 9-3.

**Table 3-31: AFI by Model Cross Validation**

Statistic	Acceptable Fit Indicator		Stream A – Multiple races advertisement	Stream B – Multiple races advertisement	Stream B – Self-categorised races advertisement	Stream B – Racially ambiguous advertisement
	<	0.1				
RMSEA	<	0.1	0.078	0.072	0.031	0.033
GFI	>	0.8	0.856	0.862	0.885	0.879
AGFI	>	0.8	0.824	0.831	0.86	0.852
NFI	>	0.9	0.93	0.935	0.953	0.956
IFI	>	0.9	0.94	0.945	0.962	0.963
CFI	>	0.9	0.94	0.945	0.962	0.963
TLI	>	0.8	0.932	0.937	0.957	0.958
PCFI	>	0.8	0.827	0.832	0.847	0.848

Measurement model 4 has been found to be valid. The final step in the process was to build the structural model by assigning the relationships of the constructs for each of the hypotheses of the present study for the multiple race groups. The structural model was then assessed regarding appropriateness of fit measures.

The significance, direction and size of the structural parameter estimates were evaluated, providing results for each of the accepted hypotheses to develop the final conceptual framework. The results from the analytical tests for each hypothesis in Sections 4.2 to 4.6

logically test and confirm the measurement model to produce the conceptual framework to test through structural equation modelling.

### **3.9 RESEARCH DESIGN AND METHODOLOGY CLOSING**

This research design and methodology chapter has presented the research paradigm within which the thesis was positioned. It has discussed the approach used towards defining the content of the test advertisements and the quasi-experimental design. The reliability and validity of the measurement instruments used to analyse the hypotheses have been proven. The chapter has discussed the process used to develop a valid and reliable scale of multiculturalism in detail and presented the empirical results for the scale to validate the validity and reliability of its use in the hypothesis testing, the results of which are presented in the following Chapter. It has presented the *a priori* measurement model and the final measurement model following various goodness of fit iterations to allow the development of the conceptual model presented in the following Chapter. Finally, it has discussed the analytical approaches used to test the hypotheses; these are also presented in the next chapter.



## **4 RESULTS**

### **4.1 INTRODUCTION**

This chapter presents the empirical results from the data collected for the hypotheses discussed in section 2.5. The first three sections consider the findings of the specific analysis for the effect of multiculturalisation, ethnic identification and self-categorised race on advertising effectiveness for each advertisement treatment. This discussion is followed by an analysis of the hypothesis that consumer well-being rises the more multiculturalised a group is, regardless of the advertisement treatment. The results for the final hypothesis are then presented, showing the effect of advertising effectiveness on consumer well-being for each advertisement treatment. All hypotheses have been analysed using the relevant statistical test based on the results of the preliminary statistical assumptions. A summary of the acceptance or rejection of each hypothesis is then presented. Finally, the analysis of the final conceptual model for advertising effectiveness and consumer well-being in an organic multicultural market is presented. The final section of results in this chapter reports on models subjected to multigroup analysis.

### **4.2 MULTICULTURATION AND ADVERTISING EFFECTIVENESS**

The valid and reliable multiculturalisation scale (see Section 3.8.3) developed through the research for this thesis, was hypothesised to be a predictor of higher advertising effectiveness for a specific advertisement treatment. It was predicted that the more multiculturalised consumers are, the less likely is their need to feel targeted by the race of the model in an advertisement. Further, it was proposed that racially ambiguous models within an advertisement will be more effective than multiple race models or a model matching self-categorised race in an advertisement.

A marginally higher level of multiculturalisation in Stream A than Stream B was recorded, when comparing the spread of the means between the two experimental streams (see Figure 46). The difference in the means is statistically significant ( $F(1, 2223) = 853.180, p = .000$ ) supporting the prediction that different levels of multiculturalisation in an organic multicultural

market is present. There is a marked difference between multiculturalism dependent on the self-categorised race group, suggesting potential acceptance of Hypothesis H1<sub>b1</sub>.

A Pearson Product Moment Correlation test was employed to test the hypothesised association between multiculturalism and advertising effectiveness: see Table 4-1. The relationship between the variables was found to be linear, with both variables normally distributed and no outliers. There was a small positive significant correlation between multiculturalism and the self-categorised race advertisement's advertising effectiveness,  $r(1101) = .042$ ,  $p < .001$ , with multiculturalism explaining 1% of the variation in the advertising effectiveness of the self-categorised race advertisement. There was a small positive significant correlation between multiculturalism and the racially ambiguous advertisement's advertising effectiveness,  $r(1058) = .006$ ,  $p < .005$ , with multiculturalism explaining <0.5% of the variation in the racially ambiguous advertisement's advertising effectiveness.

**Table 4-1: Pearson's Correlation – Multiculturalism \* Advertising Effectiveness**

Advertisement Type	Pearson's Correlation (r value)	Significance
Multiple Races	0.039	0.067
Self-Categorised Race	0.061	0.042**
Racially Ambiguous	0.084	0.006*

\*0.05 level (2-tail)

\*\*0.001 level (1-tail)

The statistically significant positive relationship between multiculturalism and self-categorised race advertisement advertising effectiveness allowed the researcher to accept the alternative hypothesis (H1<sub>b1</sub>). There was a statistically significant positive relationship between multiculturalism and the racially ambiguous advertisement's advertising effectiveness. However the strength of the correlation was lower, so the alternative hypothesis (H1<sub>b2</sub>) was rejected. There was no statistically significant positive relationship between multiculturalism and multiple race advertisement advertising effectiveness, so the alternative hypothesis (H1<sub>b3</sub>) can be rejected.

The different advertisement treatment interventions presented to the experiment sample (Stream B), were tested for statistical significance between the means of the within-subjects factor. Mauchly's test of sphericity indicated that the assumption of sphericity had been violated:  $\chi^2(2) = 137.654$ ,  $p = .000$ . However, the literature considers the assumption of

sphericity easy to violate, particularly Mauchly's test of sphericity, which will often over-detect in larger samples. Significance testing was justified to continue using the Greenhouse-Geisser correction (epsilon ( $\epsilon$ ) less than 0.75) or the Huynh-Feldt correction (epsilon ( $\epsilon$ ) is greater than 0.75 (Maxwell & Delaney, 2004). Epsilon ( $\epsilon$ ) was 0.891 or 0.892 as per Greenhouse - Geisser and Huynh-Feldt respectively, and was used to correct the one-way repeated measures ANOVA.

Advertisement effectiveness differed and was statistically significant, for each consecutive advertisement type during the experiment survey interventions,  $F(1.782, 1879.845) = 15.752, p < .001, \text{partial } \eta^2 = .015$ , see Figure 9-6. The experiment survey interventions elicited statistically significant changes in advertising effectiveness,  $F(1.782, 1879.845) = 15.752, p < .001, \text{partial } \eta^2 = .015$ .

Due to several statistical tests being performed simultaneously on the single data set, it was necessary to perform a Bonferroni correction, which is an adjustment where the critical  $p$  value is divided by the number of comparisons that are being made in the test. The post hoc test using the Bonferroni adjustment, to make comparisons between specific levels of the within-subjects factor, showed a decrease in advertising effectiveness from multiple race type to self-categorised race type at the 2nd intervention, a statistically significant mean decrease of 1.631, 95% CI [-2.551, -.710],  $p < .05$ , see Figure 4-1.

**Figure 4-1: One Way Repeated Measures ANOVA – Post Hoc Test**

Pairwise Comparisons						
Measure: Advertising_Effectiveness						
(I) Advert_Type	(J) Advert_Type	Mean Difference (I-J)	Std. Error	Sig. <sup>b</sup>	95% Confidence Interval for Difference <sup>b</sup>	
					Lower Bound	Upper Bound
1	2	1.631 <sup>*</sup>	.384	.000	.710	2.551
	3	1.921 <sup>*</sup>	.413	.000	.931	2.912
2	1	-1.631 <sup>*</sup>	.384	.000	-2.551	-.710
	3	.291	.301	1.000	-.431	1.012
3	1	-1.921 <sup>*</sup>	.413	.000	-2.912	-.931
	2	-.291	.301	1.000	-1.012	.431

Based on estimated marginal means

\*. The mean difference is significant at the .05 level.

b. Adjustment for multiple comparisons: Bonferroni.

Additionally, there was a decrease in advertising effectiveness from self-categorised race type to racially ambiguous type at the 3rd intervention, a mean decrease of -.291 [-1.012, 0.431], which was not statistically significant,  $p = 1$ . Finally, a decreasing level of advertising effectiveness was noted at each intervention: multiple races - 44.19; self-categorised race - 42.57; and racially ambiguous - 42.28.

Hypothesis 1 predicted greater advertising effectiveness for less racially targeted advertisements the higher the level of multiculturalism. A two-way mixed ANOVA procedure was used to test for this effect. The plotted trends (see Figure 4-2) indicate that the higher the multiculturalism, the greater the level of advertising effectiveness, with a marked improvement for the racially ambiguous advertisement type. Further, the descriptive statistics show a continuous improvement in each advertisement type's advertising effectiveness score as the level of multiculturalism increases. The Mauchly's Test of Sphericity, as described in Section 3.8.4, was violated. However, it was satisfied through Greenhouse-Geisser and Huynh-Feldt corrections. There was no statistically significant interaction between the effectiveness of the advertising type and multiculturalism,  $F(5.345, 1868.851) = .703, p .631, partial \eta^2 = .002, \epsilon = .891$ , see Figure 9-10. Because of this, the main effects for the between- and within-subjects factors were interpreted. As per Figure 4-2, the main effect of advertising effectiveness showed a statistically significant difference in mean multiculturalism for the different advertising types,  $F(1.782, 2098) = 6.745, p < .002, partial \eta^2 = .006$ .

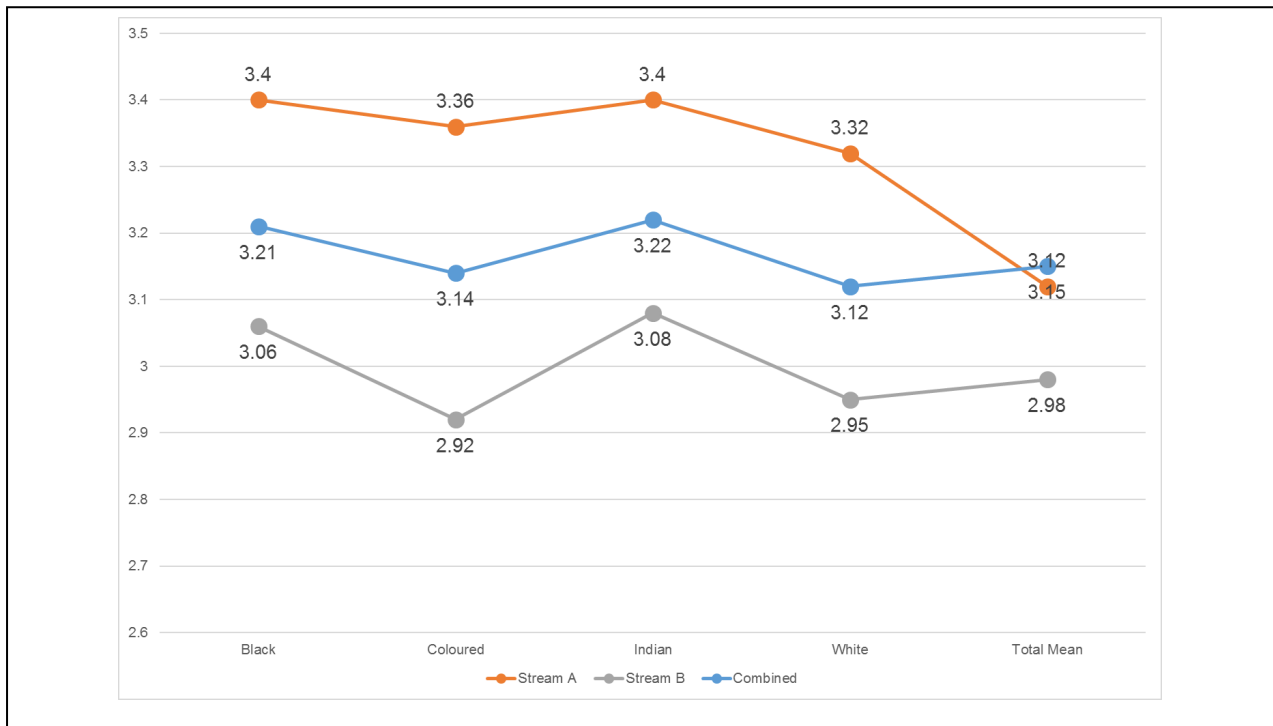
**Figure 4-2: Two-way Mixed ANOVA – Post Hoc Test**

Pairwise Comparisons							
Measure: adeffectiveness							
(I) advertisingeffectiveness	(J) advertisingeffectiveness	Mean Difference (I-J)	Std. Error	Sig. <sup>b</sup>	95% Confidence Interval for Difference <sup>b</sup>		
					Lower Bound	Upper Bound	
1	2	.093 <sup>*</sup>	.034	.020	.011	.176	
	3	.114 <sup>*</sup>	.037	.006	.025	.203	
2	1	-.093 <sup>*</sup>	.034	.020	-.176	-.011	
	3	.021	.027	1.000	-.044	.085	
3	1	-.114 <sup>*</sup>	.037	.006	-.203	-.025	
	2	-.021	.027	1.000	-.085	.044	

There was a decrease in advertising effectiveness from multiple race type to self-classified race type at the second intervention, a statistically significant mean decrease of  $-.093$ , 95% ci  $[-.176, -.011]$ ,  $p < .05$ . Additionally, there was a decrease in advertising effectiveness from self-categorised race type to racially ambiguous type at the third intervention, a mean decrease of  $-.114$   $[-.203, -.025]$ , which was statistically significant:  $p < .05$ .

The main effect of the group showed that there was no statistically significant difference in mean multiculturalism between intervention groups  $F(3, 1049) = 1.492$ ,  $p = .215$ , partial  $\eta^2 = .004$ . A means plot (see Figure 4-3) showed a distinct difference in advertising effectiveness and level of multiculturalism.

**Figure 4-3: Multiculturalism Means Plot**



However, the significance of the effects could not be found. Therefore, Hypothesis 1<sub>a</sub> is partially accepted.

#### 4.2.1 Summary of Hypothesis 1 results

Hypothesis 1 attempted to discover the best model race configuration for advertising effectiveness, based on the level of multiculturalism within the marketplace. The results

suggest that where a strong level of multiculturalism is present, advertisements containing models classified as racially ambiguous have greater advertising effectiveness than either multiple race advertisements or self-categorised race advertisements. The summary of the hypotheses is presented in Table 4-2.

**Table 4-2: Summary of Hypothesis 1 Results**

<b>Hypothesis</b>	<b>Outcome</b>	<b>Explanation</b>
H1a - Strong level of multiculturalism drives greater advertising effectiveness	Partially Accepted	
H1b1 - Strong level of multiculturalism drives racially ambiguous advertisement performs better than multiple race advertisement	Accepted	
H1b2 - Strong level of Multiculturalism drives racially ambiguous advertisement performs better than self-categorised race advertisement	Accepted	
H1b3 - Strong level of multiculturalism drives multiple race advertisement performs better than self-categorised race advertisement	Rejected	There was no statistically significant correlation between multiculturalism and the multiple race type advertisement

### **4.3 ETHNIC IDENTIFICATION AND ADVERTISING EFFECTIVENESS**

The differences in an organic multicultural market suggest that the level of ethnic identification of a consumer will not be correlated with the advertising effectiveness of any advertisement type.

The means plot (see Figure 9-12) shows that both the black and white race groups demonstrated a consistent level of ethnic identification across streams, with the black race group being higher than the total mean and the white race group consistent with the total mean. The coloured group had the lowest level of ethnic identification (below the total mean) and the Indian group the highest (above the total mean).

A Pearson Product Moment Correlation Test showed the relationship to be linear, with both variables normally distributed and no outliers. There was a small positive significant

correlation between ethnic identification and self-categorised race advertisement advertising effectiveness,  $r(1051) = .128$ ,  $p=.000$ , with ethnic identification explaining 1.6% of the variation in self-categorised race advertisement advertising effectiveness. There was a small positive significant correlation between ethnic identification and racially ambiguous advertisement advertising effectiveness,  $r(1051) = .103$ ,  $p=.001$ , with ethnic identification explaining <1% of the variation in racially ambiguous advertisement advertising effectiveness. There was a small positive significant correlation between ethnic identification and multiple race advertisement advertising effectiveness,  $r(1051) = .085$ ,  $p=.006$ , with ethnic identification explaining <0.5% of the variation in racially ambiguous advertisement advertising effectiveness.

**Table 4-3: Pearson’s Correlation - Multigroup Ethnic Identification Measure**

Advertisement Type	Pearson's Correlation (r value)	Significance
Multiple Races	.085**	0.006
Self-Categorised Race	.128**	0.000
Racially Ambiguous	.103**	0.001

\*\*0.001 level (1-tail)

The alternative hypothesis can be partially accepted for Hypothesis 2 ( $H_{2a}$ ,  $H_{2b1}$ ,  $H_{2b2}$ ,  $H_{2b3}$ ) because there was a statistically significant positive relationship between ethnic identification and the advertising effectiveness of all advertisement types.

#### **4.3.1 Summary of Hypothesis 2 results**

Hypothesis 2 suggested that since ethnic identification has not been tested on a complete representation of an organic multicultural marketplace, it may not be a relevant measure for advertising effectiveness and it would be unable to predict the most effective model race configuration. The results suggest that a strong level of ethnic identification is correlated with higher levels of advertising effectiveness. However, this finding is similar across races and advertisement treatment types, in contrast to the literature, where ethnic identification has mostly been reserved for ethnic minority testing. The summary of hypotheses is presented in Table 4-4.

**Table 4-4: Summary of Hypothesis 2 Results**

<b>Hypothesis</b>	<b>Outcome</b>	<b>Explanation</b>
H2 <sub>a</sub> - Strong level of ethnic identification has no difference on Advertising Effectiveness	Rejected	Small but significant correlations were found
H2 <sub>b1</sub> - Strong level of ethnic identification has no difference on advertising effectiveness when viewing the racially ambiguous advertisement compared to the multiple race advertisement	Rejected	Small but significant correlations were found
H2 <sub>b2</sub> - Strong level of ethnic identification has no difference on advertising effectiveness when viewing the racially ambiguous advertisement compared to the self-categorised race advertisement	Rejected	Small but significant correlations were found
H2 <sub>b3</sub> - Strong level of ethnic identification has no difference on advertising effectiveness when viewing the multiple race advertisement compared to the self-categorised race advertisement	Rejected	Small but significant correlations were found

#### **4.4 RACE & ADVERTISING EFFECTIVENESS**

In an organic multicultural market, the race of a consumer may not be relevant to their reaction to race configurations of models in the three advertisement types as per previous literature findings (Johnson & Grier, 2011). It was hypothesised that the self-categorised race of a consumer is not a factor in driving advertising effectiveness, and that racially ambiguous models within an advertisement have greater effectiveness (Hoplamazian & Appiah, 2013).

The statistical method used to test this hypothesis was the analysis of variance for the advertising effectiveness of each of the advertisement types. The analysis proceeded through Welch’s Robust test of equality of means, followed by a post hoc test using Games-Howell as Levene’s test of equality of variances. These showed that the homogeneity of variances was violated. The level of advertising effectiveness for the stream A multiple race advertisement type was statistically significantly different for each race, Welch's  $F(3, 192.622) = 14.935, p < .001$  (see Table 4-5). A significantly higher mean difference in advertising effectiveness was found between the African and white groups (.811,  $p=.000$ ),



and the coloured and white groups (.459,  $p=.031$ ) only. The other four between-race-group differences were not statistically significant. Stream B also showed statistically significant differences for each race, Welch's  $F(3, 202.482) = 17.514$ ,  $p < .001$ , see Table 4-5.

**Table 4-5: Welch's Robust test of equality of means with Games-Howell Post Hoc**

	Welch's Robust Test of Equality of Means				Games-Howell Post Hoc					
	Statistic	Df1	Df2	Sig.	Insight1	Mean Dif. Sig.	Insight2	Mean Dif. Sig	Insight3	Mean Dif. Sig
Stream A – Multiple Race	14.935	3	192.622	.000	African vs. White	.811* .000	Coloured vs. White	.459 .031	-	-
Stream B – Multiple Race	17.514	3	202.482	.000	African vs. Coloured	.657 .003	African vs. Indian	.772 .002	African vs. White	.838 .000
Stream B – Self-Categorised Race	13.315	3	183.995	.000	African vs. White	.764 .000	-	-	-	-
Stream B – Racially Ambiguous	14.393	3	178.420	.000	African vs. Indian	.605 .041	African vs. White	.824 .000	-	-

A significant higher mean difference in advertising effectiveness was found between the African and coloured (.657,  $p=.003$ ), the African and Indian (.772,  $p=.002$ ) and the African and White (.838,  $p=.000$ ) groups only. The other four between-race-group differences were not statistically significant.

The level of advertising effectiveness for the self-categorised advertisement type was marginally statistically significantly different for each race: Welch's  $F(3, 183.995) = 13.315$ ,  $p < .001$ . The self-categorised race advertisement type elicited a significant higher mean difference in advertising effectiveness between the African and White (.764,  $p=.000$ ) group only. The other six between-race-group differences were not statistically significant.

Statistically significant differences for each race were found for the racially ambiguous advertisement type, Welch's  $F(3, 178.420) = 14.393$ ,  $p < .001$ . The racially ambiguous advertisement type elicited a significant higher mean difference in advertising effectiveness

between the African and Indian (.605,  $p=.041$ ) and African and White (.824,  $p=.000$ ) groups only. The other five between race differences were not statistically significant.

The summary of the statistical differences in advertising effectiveness by type for each of the pairwise comparisons is presented in Table 4-6 below.

**Table 4-6: Summary of Statistical Differences**

<b>Advertisement Type</b>	<b>Num. Sig. Diff. by Race</b>	<b>Race Types</b>
Multiple Race	4/6	African and White Coloured and White African and Coloured African and Indian
Self-Categorised Race	1/6	African and White
Racially Ambiguous	2/6	African and Indian African and White
Overall - Average	2.3/6	African and Indian African and White

Overall, race is a statistically more important factor of difference when viewing an advertisement with multiple races. However, the mean differences, while statistical, are marginal. By considering the profile of the means plot of advertisement type advertising effectiveness in Figure 9-22, the overall advertising effectiveness is not higher for any one race for any of the advertisement types. The racially ambiguous advertisement type, for example, has a consistently lower advertising effectiveness than the self-categorised race and the multiple races and vice versa.

Hypothesis 3a in totality is only partially accepted (3b<sub>3</sub> is accepted, and parts 3b<sub>2</sub> and 3b<sub>1</sub> are rejected) because it cannot be said that race drives a greater advertising effectiveness for any single race type.

#### **4.4.1 Summary of Hypothesis 3 results**

Hypothesis 3 suggested that targeting by race to drive advertising effectiveness in a multicultural market may not be an effective measure because it has not been tested on a complete representation of an organic multicultural marketplace, and that it would not be

able to predict the most effective model race configuration. The results suggest that, regardless of race grouping, an advertisement treatment containing a model race configuration of multiple races performs better than self-categorised or racially ambiguous advertisements. The summary of the hypotheses is presented in Table 4-7.

**Table 4-7: Summary of Hypothesis 3 Results**

<b>Hypothesis</b>	<b>Outcome</b>	<b>Explanation</b>
H3 <sub>a</sub> - Race does not drive greater advertising effectiveness	Partially Accepted	
H3 <sub>b1</sub> - Race does not drive racially ambiguous advertisement performs better than multiple race advertisement	Rejected	No statistical significance found
H3 <sub>b2</sub> - Race does not drive racially ambiguous advertisement performs better than self-categorised race advertisement	Rejected	No statistical significance found
H3 <sub>b3</sub> - Race does not drive multiple race advertisement performs better than self-categorised race advertisement	Accepted	

#### **4.5 MULTICULTURATION AND CONSUMER WELL-BEING**

The more multiculturalized a consumer is, the less likely it is that they will feel prejudiced by not being racially represented within an advertisement; and such consumers will display a high level of consumer wellbeing. Further, it was predicted that racially ambiguous models within an advertisement would be even more effective in creating a feeling of consumer wellbeing. According to the means plot, it is clear that the level of consumer wellbeing is different dependent on the participant's self-categorised race. The difference in the means is statistically significant ( $F(3, 1042) = 5.997, p = .000$ ) suggesting the presence of different feelings of consumer wellbeing in an organic multicultural market is dependent on the advertisement type exposure. This result suggests acceptance of Hypothesis H4<sub>b1</sub>.

The linear and normally distributed variables had no outliers. Pearson's test showed no significant correlation between multiculturalization and any advertisement type in terms of consumer well-being; see Table 4-8.

**Table 4-8: Pearson’s Correlation – Consumer Well-being \* Multiculturalisation**

Advertisement Type	Pearson's Correlation (r value)	Significance
Multiple Races	-0.039	0.067
Self-Categorised Race	-0.028	0.361
Racially Ambiguous	-0.008	0.076

The experimental stream (stream B) was subjected to three different interventions concerning the different advertisement treatments on the same dependent variable of consumer well-being in the course of the survey, to test if there was any statistically significant difference between the means of the within-subjects factor. This relationship was tested using a repeated measures ANOVA. Mauchly's test of sphericity indicated that the assumption of sphericity had been violated,  $\chi^2(2) = 203.407$ ,  $p = .000$ ; Figure 9-23. Epsilon ( $\epsilon$ ) was 0.850 or 0.852 as per Greenhouse - Geisser and Huynh-Feldt respectively, and was used to correct the one-way repeated measures ANOVA.

The experiment survey interventions elicited statistically significant changes in consumer well-being,  $F(1.701, 1789.16) = 10.247$ ,  $p < .001$ , partial  $\eta^2 = .010$ ; Figure 4-4.

**Figure 4-4: Within-Subjects Effects – Consumer Well-being by Advertisement Type**

Tests of Within-Subjects Effects							
Measure: Consumer_Wellbeing							
Source		Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Advert_Type	Sphericity Assumed	9.514	2	4.757	10.247	.000	.010
	Greenhouse-Geisser	9.514	1.701	5.594	10.247	.000	.010
	Huynh-Feldt	9.514	1.703	5.586	10.247	.000	.010
	Lower-bound	9.514	1.000	9.514	10.247	.001	.010
Error(Advert_Type)	Sphericity Assumed	976.777	2104	.464			
	Greenhouse-Geisser	976.777	1789.176	.546			
	Huynh-Feldt	976.777	1791.773	.545			
	Lower-bound	976.777	1052.000	.928			

A post hoc test using a Bonferroni correction to make comparisons between specific levels of the within-subjects factor showed an increase in consumer well-being from the multiple races advertisement type to the racially ambiguous advertisement type at the third intervention, a statistically significant mean increase of 0.121, 95% ci [-0.198, -.044],  $p < .05$ . There was an increase in consumer well-being from the self-classified race advertisement

type to the racially ambiguous advertisement type at the third intervention, a statistically significant mean increase of .111 [-0.166, -0.057],  $p = 0.000$ . Finally, an increasing level of consumer well-being was noted at each intervention; multiple races – 6.14; self-categorised race – 6.15; and racially ambiguous – 6.27.

**Figure 4-5: One Way Repeated Measures ANOVA – Post Hoc Test**

Pairwise Comparisons						
Measure: Consumer_Wellbeing						
(I) Advert_Type	(J) Advert_Type	Mean Difference (I-J)	Std. Error	Sig. <sup>b</sup>	95% Confidence Interval for Difference <sup>b</sup>	
					Lower Bound	Upper Bound
1	2	-.010	.033	1.000	-.090	.070
	3	-.121 <sup>*</sup>	.032	.000	-.198	-.044
2	1	.010	.033	1.000	-.070	.090
	3	-.111 <sup>*</sup>	.023	.000	-.166	-.057
3	1	.121 <sup>*</sup>	.032	.000	.044	.198
	2	.111 <sup>*</sup>	.023	.000	.057	.166

Due to the outliers reported in section 3.8.4 (26 outliers – multiple races; 27 outliers – self-categorised race; 31 outliers – racially ambiguous), a non-parametric comparison was carried out using the Friedman test. The results of the test (see Figure 9-25) confirm that despite the outliers, the distributions consumer well-being are statistically different for multiple races, self-categorised race and racially ambiguous race advertisement types. Pairwise comparisons, with a Bonferroni correction, shows that statistical significance was accepted. Consumer well-being was statistically significantly different between multiple race and racially ambiguous advertisement type interventions ( $p < .001$ ) and self-classified race and racially ambiguous advertisement type interventions ( $p = .003$ ).

Hypothesis 4 proposed that there will be a greater consumer well-being for less racially targeted advertisements the higher the level of multiculturalism. A two-way mixed ANOVA procedure was used to test for this effect. The visual inspection of the profile plot trends (see Figure 9-26) indicate that the higher the multiculturalism, the lower consumer well-being will be when viewing the multiple races advertisement, with a marked improvement in consumer well-being for the racially ambiguous advertisement type. As with the previous hypotheses, the descriptive statistics showed consistency in consumer well-being for both

the self-categorised race and racially ambiguous advertisement types (see Figure 9-27). Finally, the Mauchly's Test of Sphericity, as described in Section 3.8.4, was violated; however, it was satisfied through Greenhouse-Geisser and Huynh-Feldt corrections; Figure 9-27.

The two-way mixed ANOVA identified no statistically significant interaction between consumer well-being by advertising type and multiculturalisation,  $F(5.107, 1785.782) = .797, p .197, \text{partial } \eta^2 = .004, \epsilon = .851$ ; (Figure 4-6).

**Figure 4-6: Multiculturalisation X Consumer Well-being - Within-Subjects Effects**

Tests of Within-Subjects Effects							
Measure: cwellbeing							
Source		Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
consumerwellbeing	Sphericity Assumed	7.776	2	3.888	8.386	.000	.008
	Greenhouse-Geisser	7.776	1.702	4.568	8.386	.001	.008
	Huynh-Feldt	7.776	1.710	4.548	8.386	.001	.008
	Lower-bound	7.776	1.000	7.776	8.386	.004	.008
consumerwellbeing * mcngroup	Sphericity Assumed	4.072	6	.679	1.464	.187	.004
	Greenhouse-Geisser	4.072	5.107	.797	1.464	.197	.004
	Huynh-Feldt	4.072	5.129	.794	1.464	.197	.004
	Lower-bound	4.072	3.000	1.357	1.464	.223	.004
Error(consumerwellbeing)	Sphericity Assumed	972.705	2098	.464			
	Greenhouse-Geisser	972.705	1785.782	.545			
	Huynh-Feldt	972.705	1793.502	.542			
	Lower-bound	972.705	1049.000	.927			

Interpreting the main effects of the between- and within-subjects group factors in relation to consumer wellbeing, showed a statistically significant difference in mean multiculturalisation for the different advertising types,  $F(1.702, 1785.782) = 8.386, p = .001, \text{partial } \eta^2 = .008$ . Pairwise comparisons were unable to detect any significant differences between any of the tested relationships (see Figure 9-28). Additionally, the main effect of the group test showed that there was no statistically significant difference in mean multiculturalisation between intervention groups  $F(3, 1049) = 1.512, p = .758, \text{partial } \eta^2 = .001$ ; Figure 9-29.

Hypothesis 4<sub>a</sub> is only partially accepted, because the means plots showed a significant difference between consumer well-being and level of multiculturalisation. However, the significance of the effects could not be found.

#### 4.5.1 Summary of Hypothesis 4 results

Hypothesis 4 predicted that a multiculturalized customer would be less likely to feel prejudice and therefore experience a higher feeling of consumer well-being when not being racially targeted by an advertisement. The results suggest that the stronger multiculturalization of the consumer is, the higher the feeling of consumer well-being regardless of the advertisement type. However, the results were insignificant. The summary of the hypotheses is provided in Table 4-9.

**Table 4-9: Summary of Hypothesis 4 Results**

Hypothesis	Outcome	Explanation
H4 <sub>a</sub> - Strong level of multiculturalization drives greater consumer well-being	Partially Accepted	
H4 <sub>b1</sub> - Strong level of multiculturalization drives greater consumer well-being for racially ambiguous advertisement than multiple race advertisement	Partially Accepted	No statistical significance.
H4 <sub>b2</sub> - Strong level of multiculturalization drives greater consumer well-being for racially ambiguous advertisement than self-categorised race advertisement	Partially Accepted	No statistical significance.
H4 <sub>b3</sub> - Strong level of multiculturalization drives greater consumer well-being for multiple race advertisement than self-categorised race advertisement	Partially Accepted	No statistical significance.

#### 4.6 CONSUMER WELL-BEING & ADVERTISING EFFECTIVENESS

The less overt the racial targeting included in an advertisement, the more consumer well-being could be felt by the viewer. Based on this, racially ambiguous models within an advertisement will be more effective at driving a greater feeling of consumer well-being. The means plot (see Figure 9-31) shows that the level of consumer wellbeing is different depending on the advertisement type and the participant's self-categorised race. The difference in the means is statistically significant (multiple race advertisement type =  $f(3, 1050) = 3.774, p = .010$ ; self-categorised race advertisement type =  $f(3, 1050) = 4.586, p = .003$ ; and racially ambiguous advertisement type =  $f(3, 1050) = 6.752, p = .000$ ). This finding

gives support to the prediction that different feelings of consumer wellbeing exist in an organic multicultural market dependent on the advertisement type to which the viewer is exposed, and suggests acceptance of hypothesis H5<sub>b1</sub>.

As with all previous hypotheses, the relationship was found to be linear, with both variables normally distributed, and there were no outliers. The Pearson Product Moment Correlation test (Figure 4-10) showed a small negative significant correlation between consumer well-being and self-categorised race advertisement in terms of advertising effectiveness,  $r(1051) = -.074$ ,  $p=.015$ , with ethnic identification explaining 0.5% of the variation in the advertising effectiveness of the self-categorised race advertisement.

**Table 4-10: Pearson’s Correlation – Advertising Effectiveness \* Consumer Well-being**

Advertisement Type	Pearson's Correlation (r value)	Significance
Multiple Races	-0.129	0.000*
Self-Categorised Race	-0.074	0.015**
Racially Ambiguous	-0.01	0.001*

\*0.05 level (2-tail)

\*\*0.001 level (1-tail)

There was a very small negative significant correlation between consumer well-being and racially ambiguous advertisement advertising effectiveness,  $r(1051) = -.01$ ,  $p=.001$ , with consumer well-being explaining <.001% of the variation in the advertising effectiveness of this advertisement treatment. The largest effect was a small negative significant correlation between consumer well-being and multiple race advertisement advertising effectiveness,  $r(1051) = .129$ ,  $p=.000$ , with consumer well-being explaining <1.7% of the variation in racially ambiguous advertisement advertising effectiveness. This result demonstrates that as advertising effectiveness decreased, so did consumer wellbeing.

The level of consumer wellbeing was statistically significantly different for each race group in Stream A when viewing the multiple races advertisement treatment, Welch's  $F(3, 193.425) = 4.861$ ,  $p < .003$ . The Games-Howell posthoc test indicated a significantly lower mean difference in consumer well-being between the African and white groups ( $-.406$ ,  $p=.004$ ) only. The other five differences between races were not statistically significant. Due to the outliers reported in Section 3.8.4 (28 outliers) a non-parametric comparison using the



Kruskal H Wallis test (see Figure 9-33) confirmed that despite the outliers in the distributions, consumer wellbeing between race groups is only statistically different between the black and white race groups. Pairwise comparisons, with a Bonferroni correction, shows that statistical significance was accepted (black – white  $p=.006$ ) for one group only in Stream A.

**Table 4-11: Welch’s Robust test of equality of means with a Games-Howell Post Hoc**

	Welch’s Robust Test of Equality of Means				Games-Howell Post Hoc	
	Statistic	Df1	Df2	Sig.	Insight1	Mean Dif. / Sig.
Stream A – Multiple Race	4.861	3	193.425	.003	African vs. White	-.406 .004
Stream B – Multiple Race	3.915	3	194.214	.010	White vs. Indian	.51136 .032
Stream B – Self-Categorised Race	4.304	3	180.118	.006	White vs. African	.324 .018
Stream B – Racially Ambiguous	5.237	3	171.421	.000	White vs. African	.319 .017

The level of consumer well-being for the stream B multiple race advertisement types was statistically significantly different for each race, Welch's  $F(3, 194.214) = 3.915$ ,  $p < .010$ . A significantly higher mean difference in consumer well-being was found only between the White and Indian groups (.5116,  $p=.032$ ). The other five between-race differences were not statistically significant. The Kruskal H Wallis comparative test (see Figure 9-36) confirmed that consumer wellbeing between race groups is statistically different only between the white and Indian race groups. Pairwise comparisons, with a Bonferroni correction, shows that statistical significance was accepted (Indian – White  $p=.029$ ), for one group only in Stream B.

The self-categorised advertisement type was statistically significantly different for each race, Welch's  $F(3, 180.118) = 4.304$ ,  $p < .006$ . A significantly higher mean difference in consumer wellbeing was found between the White and African groups only (.324,  $p=.018$ ). The other five between-race differences were not statistically significant. The level of consumer wellbeing was statistically significantly different for the racially ambiguous advertisement type, Welch's  $F(3, 171.421) = 5.237$ ,  $p < .002$ . A significantly higher mean difference in consumer wellbeing was found between the white and African groups (.319,  $p=.017$ ) only. The other five between-race differences were not statistically significant.

Prior to running a two-way mixed ANOVA procedure to test for greater consumer well-being, the higher the level of advertising effectiveness, the inspected trends indicated that the higher the level of consumer well-being, the lower the advertising effectiveness. Further, the descriptive statistics show a declining level of consumer well-being at each level of advertisement type intervention, from multiple race type through self-categorised type to racially ambiguous type (see Figure 9-42).

Using Greenhouse-Geisser (.856) and Huynh-Feldt (.859) corrections (see Figure 9-43) no statistically significant interaction was found between consumer well-being by advertisement type in terms of advertising effectiveness,  $F(3.560, 1869.099) = 2.230, p .071, \text{partial } \eta^2 = .004, \epsilon = .890$ . The main effect of advertising effectiveness showed a statistically significant difference in mean consumer wellbeing for the different advertising types,  $F(1.780, 1869.099) = 7.186, p = .001, \text{partial } \eta^2 = .007$ .

**Figure 4-7: Consumer Well-being x Advertising Effectiveness Post Hoc Test**

Pairwise Comparisons						
Measure: adeffectiveness						
(I) totalcwb (Binned)	(J) totalcwb (Binned)	Mean Difference (I-J)	Std. Error	Sig. <sup>b</sup>	95% Confidence Interval for Difference <sup>b</sup>	
					Lower Bound	Upper Bound
Low	Average	.028	.142	1.000	-.314	.369
	Above Average	.463 <sup>*</sup>	.116	.000	.184	.742
Average	Low	-.028	.142	1.000	-.369	.314
	Above Average	.435 <sup>*</sup>	.112	.000	.168	.703
Above Average	Low	-.463 <sup>*</sup>	.116	.000	-.742	-.184
	Average	-.435 <sup>*</sup>	.112	.000	-.703	-.168

Pairwise comparisons, Figure 4-7, showed that a higher mean difference in advertising effectiveness between the low and above-average consumer well-being groups (.463,  $p=.000$ ) and between the average and above-average consumer well-being groups (.435,  $p=.000$ ). The main effect of the group showed that there was a statistically significant difference in the level of consumer well-being between the intervention groups  $F(2, 1048) = 12.715, p = .000, \text{partial } \eta^2 = .024$  (Figure 4-8). Therefore, Hypothesis 5a is accepted.

**Figure 4-8: Two-way Mixed ANOVA – Post Hoc Test**

Tests of Between-Subjects Effects						
Measure: adefectiveness						
Transformed Variable: Average						
Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Intercept	23255.658	1	23255.658	4018.170	.000	.793
totalowbgrp	147.176	2	73.588	12.715	.000	.024
Error	6077.005	1050	5.788			

**4.6.1 Summary of Hypothesis 5 results**

Hypothesis 5 suggested that racially ambiguous models used in an advertisement would create a greater feeling of consumer well-being. The results suggest that consumer wellbeing is higher across all race groups when viewing the racially ambiguous advertisement type than for either the multiple races or self-categorised race advertising types. Additionally, consumer wellbeing increases throughout the repeated advertisement exposures, from multiple races, to self-categorised race and finally to racially ambiguous advertising treatment. The summary of the hypotheses is presented in Table 4-12.

**Table 4-12: Summary of Hypothesis 5 Results**

Hypothesis	Outcome	Explanation
H5 <sub>a</sub> - Greater advertising effectiveness will drive greater consumer well-being	Accepted	
H5 <sub>b1</sub> - Greater advertising effectiveness will drive greater consumer well-being for racially ambiguous advertisement than multiple race advertisement	Accepted	
H5 <sub>b2</sub> - Greater advertising effectiveness will drive greater consumer well-being for racially ambiguous advertisement than self-categorised race advertisement	Accepted	
H5 <sub>b3</sub> - Greater advertising effectiveness will drive greater consumer well-being for multiple race advertisement than self-categorised race advertisement	Rejected	Multiple race advertisement was significantly correlated with lower advertising effectiveness than any other advertising type

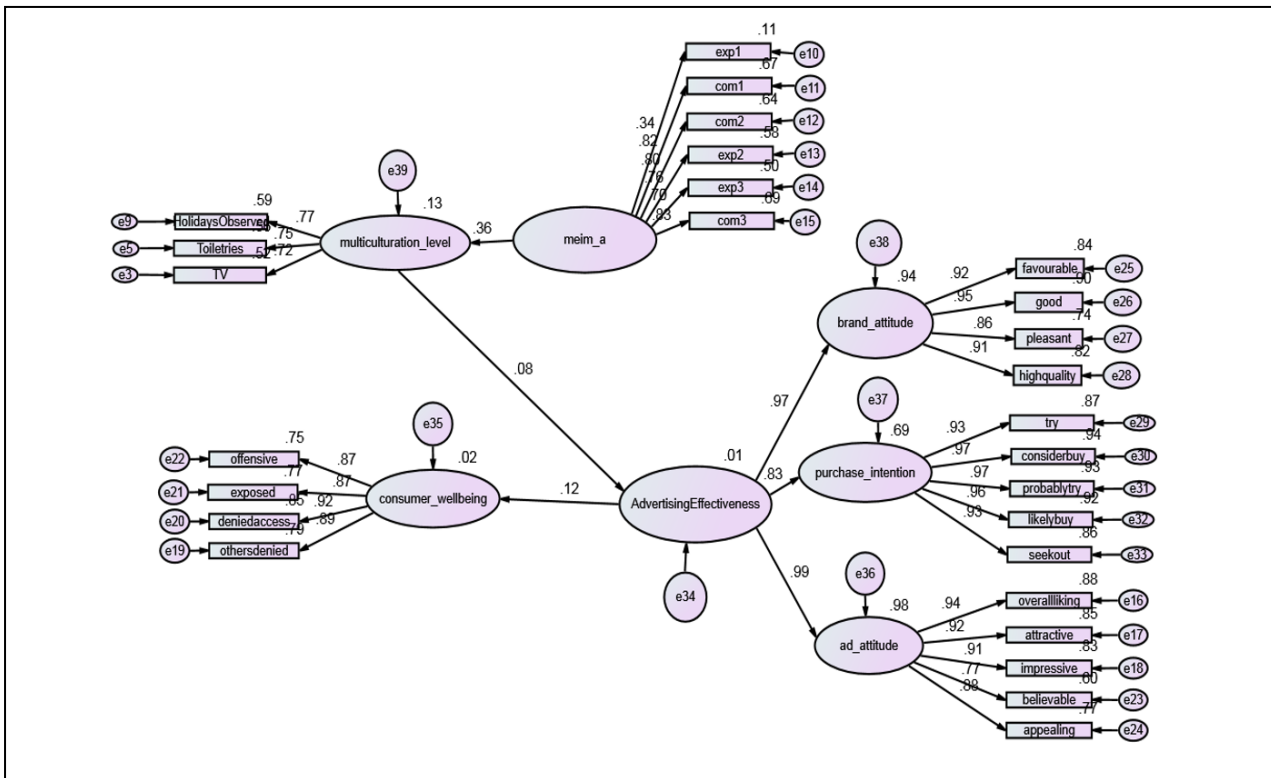
## **4.7 ADVERTISING EFFECTIVENESS IN AN ORGANIC MULTICULTURAL MARKET**

The findings from the hypotheses and the development of the multiculturalisation scale warrant the development of a different approach to the conceptual framework for multicultural advertising effectiveness. The model developed for this thesis does not rely on a brand's overt demonstration of commitment to social responsibility (Johnson et al., 2010), or similarity and identification to produce the outcome of consumer well-being, but rather considers the consumer's level of multiculturalisation. This model emphasises the importance of model race configuration in multicultural markets, particularly in light of the effect it has on consumer well-being, as demonstrated by the results relating to Hypotheses 4 and 5. SEM, through AMOS 23, was used to develop a new conceptual model for advertising effectiveness to preserve consumer wellbeing in an organic multicultural market. The SEM measurement model testing for goodness-of-fit in section 3.8.5.2 allowed for the construction of a conceptual model to show the directional relationships of the hypotheses. This section presents the final conceptual model, and further analyses the model at a multi-group level for each advertisement type and race group.

### **4.7.1 Conceptual Model**

The conceptual model, Figure 4-9, shows the new unobserved endogenous variable of advertising effectiveness, and diagrams the hypothetical paths and associated regression weights that were analysed in Sections 4.2 to 4.6.

Figure 4-9: Conceptual Model



The regression weights between all hypothesised paths were reviewed to test main effects and were found to be significant at the two and one tail test, as shown in Appendix 9.13.6. There is a greater relationship between consumer wellbeing and advertising effectiveness than between multiculturalism and advertising effectiveness. The new regression weights for the hypothesised paths further support that consumer wellbeing has a greater – albeit small – relationship with advertising effectiveness than multiculturalism has (.123 vs. 0.080).

Further, these results show that multi-ethnic identification has a moderate relationship to multiculturalism (.363). SEM is often used in marketing to claim causal paths: for example in this instance, that when multi-ethnic identification increases by one standard deviation, multiculturalism will increase by .363 standard deviations (Lei & Wu, 2007). However, causality should be claimed only with caution, unless replication is found through applying the models to independent samples (Lei & Wu, 2007). Interrogating the estimate of squared multiple correlations (Table 4-13), shows that the predictors of multiculturalism (constructs mcn\_XXX) explain 13.2% of the construct's variance.

**Table 4-13: Squared Multiple Correlations**

<b>Sub-construct</b>	<b>Estimate</b>
multiculturalization_level	.132
AdvertisingEffectiveness	.006
purchase_intention	.687
brand_attitude	.942
consumer_wellbeing	.015
ad-attitude	.981
advertMR_PI_seekout	.864
advertMR_PI_likelybuy	.922
advertMR_PI_probablytry	.934
advertMR_PI_considerbuy	.936
advertMR_PI_try	.874
advertMR_AdB_highquality	.825
advertMR_AdB_pleasant	.744
advertMR_AdB_good	.899
advertMR_AdB_favourable	.843
advertMR_AdA_appealing	.744
advertMR_AdA_believable	.600
advertMR_cwb_offensive	.752
advertMR_cwb_exposed	.765
advertMR_cwb_deniedaccess	.848
advertMR_cwb_othersdenied	.789
advertMR_AdA_impressive	.835
advertMR_AdA_attractive	.850
advertMR_AdA_overallliking	.883
meim_com3	.686
meim_exp3	.497
meim_exp2	.581
meim_com2	.636
meim_com1	.666
meim_exp1	.114
mcn_holdiays	.591
mcn_toiletries	.560
mcn_tv	.516

Following the support of main effects being found for the structural model in Figure 4-9, the next step involved hierarchical testing of the sub-samples by race using multigroup analysis, to gain further insights (Steenkamp & Baumgartner, 1998).

#### 4.7.2 Multigroup analysis

Multigroup analysis has the ultimate goal of establishing measurement invariance across the comparative sub-samples (Steenkamp & Baumgartner, 1998). The preliminary test is to establish loose cross-validation (Bentler & Bonett, 1980). This validation was established by applying the final structural equation model to each race group for each advertisement type. The total sample for each advertisement type was split into the four separate race groups, and the model was run four times. The goodness of fit parameters were then compared against each other; Table 4-14.

**Table 4-14: Loose Cross-Validation Results**

			Multiple Races			
Statistic	Acceptable Fit Indicator		Black	Coloured	Indian	White
RMSEA	<	0.1	0.075	0.116	0.106	0.077
CFI	>	0.9	0.936	0.866	0.905	0.934
CMIN/DF	<	5	2.183	2.02	1.757	5.079
<i>P</i>	<	0.5	0.000	0.000	0.000	0.000
			Self Categorised Race			
Statistic	Acceptable Fit Indicator		Black	Coloured	Indian	White
RMSEA	<	0.1	0.074	0.099	0.094	0.073
CFI	>	0.9	0.946	0.917	0.938	0.947
CMIN/DF	<	5	2.133	1.74	1.607	4.661
<i>P</i>	<	0.5	0.000	0.000	0.000	0.000
			Racially Ambiguous			
Statistic	Acceptable Fit Indicator		Black	Coloured	Indian	White
RMSEA	<	0.1	0.075	0.116	0.131	0.073
CFI	>	0.9	0.947	0.898	0.899	0.953
CMIN/DF	<	5	2.191	2.027	2.176	4.739
<i>P</i>	<	0.5	0.000	0.000	0.000	0.000

Using an error rate of .01, all models have a significant  $X^2$  test result. As previously discussed, the CMIN/DF is not relevant to this study because of sample size. However, it is similar by race group across each advertisement type. The RMSEA are similar for all race groups and advertisement types, and this suggests a good fit for all race group samples. Additionally, the CFI measure beat the rule of thumb of 0.8 in all instances (Martínez-López et al., 2013). Therefore loose cross-validation was established, and the test for configural invariance was initiated (Bentler & Bonett, 1980).

Configural invariance was established by simultaneously applying the structural equation model to all four sub-sample race groups, and measuring the weights of the measurements. Testing for metric invariance produced three models: the “unconstrained” model; the “metric invariance model; and the “partial metric invariance model”. The unconstrained model tests whether the pattern of free and fixed parameters is the same for all groups tested and thus that the free parameters are not constrained between groups. The model used to test factor structure equivalence is shown below (Table 4-15).

**Table 4-15: Unconstrained Model – Factor Structure Equivalence**

<b>Statistic</b>	<b>Acceptable Fit Indicator</b>		<b>Multiple Races</b>	<b>Self-Categorised Race</b>	<b>Racially Ambiguous</b>
RMSEA	<	0.1	0.041	0.038	0.041
CFI	>	0.9	0.927	0.943	0.943
CMIN/DF	<	5	2.767	2.542	2.792
P	<	0.5	0.000	0.000	0.000

In testing for configural invariance, the focus is on determining the extent to which the number of factors and the pattern of their structure is similar i.e. equivalent or invariant. As per Figure 4-16, the RMSEA and CFI are similar for the multiple races, self-categorised and racially ambiguous advertisements (RMSEA - 0.041, 0.038 and 0.041 - and CFI – 0.927, 0.943 and 0.943 respectively). The RMSEA 90% confidence intervals ranged between 0.40 to 0.43. Thus factor structure equivalence is supported, and configural invariance is present for the advertising effectiveness versus consumer well-being versus race group comparison.

The factor loadings for each race group and each advertisement type are provided in Table 4-16. The absolute sizes of the factor loadings support the unconstrained model. The yellow highlights related to the final step in the analysis of “partial metric invariance” and will be discussed below.



**Table 4-16: Unconstrained Model – Factor Loadings**

		Multiple Races				Self Categorised Race				Racially Ambiguous			
		Black	Coloured	Indian	White	Black	Coloured	Indian	White	Black	Coloured	Indian	White
Multiculturalism	tv	0.635	1.291	0.853	0.661	0.635	1.164	0.869	0.658	0.635	1.058	0.890	0.659
	<b>toiletries</b>	<b>0.511</b>	<b>0.382</b>	<b>0.559</b>	<b>0.500</b>	<b>0.511</b>	<b>0.425</b>	<b>0.555</b>	<b>0.499</b>	<b>0.510</b>	<b>0.468</b>	<b>0.540</b>	<b>0.500</b>
	holidays	0.831	-0.077	0.524	0.477	0.829	-0.069	0.514	0.477	0.831	-0.050	0.501	0.477
Consumer well-being	othersdenied	0.894	0.880	0.646	0.917	0.814	0.740	0.905	0.725	0.918	0.897	0.951	0.842
	deniedaccess	0.949	0.841	0.715	0.935	0.713	0.989	0.943	0.853	0.979	0.852	0.968	0.928
	<b>exposed</b>	<b>0.807</b>	<b>0.997</b>	<b>0.982</b>	<b>0.902</b>	<b>0.965</b>	<b>0.949</b>	<b>0.977</b>	<b>0.939</b>	<b>0.872</b>	<b>0.984</b>	<b>0.975</b>	<b>0.966</b>
	offensive	0.817	0.960	0.973	0.873	0.888	0.965	0.991	0.931	0.887	0.992	0.993	0.967
Attitude towards the Ad	<b>overallliking</b>	<b>0.934</b>	<b>0.952</b>	<b>0.938</b>	<b>0.933</b>	0.941	0.956	0.982	0.931	0.951	0.991	0.985	0.942
	<b>attractive</b>	<b>0.900</b>	<b>0.963</b>	<b>0.930</b>	<b>0.915</b>	<b>0.934</b>	<b>0.967</b>	<b>0.967</b>	<b>0.953</b>	<b>0.930</b>	<b>0.990</b>	<b>0.995</b>	<b>0.974</b>
	impressive	0.937	0.910	0.931	0.892	<b>0.956</b>	<b>0.933</b>	<b>0.981</b>	<b>0.941</b>	0.958	0.963	0.994	0.971
	believable	0.839	0.711	0.913	0.800	0.924	0.864	0.949	0.879	<b>0.920</b>	<b>0.949</b>	<b>0.972</b>	<b>0.919</b>
	appealing	0.911	0.749	0.934	0.884	<b>0.931</b>	<b>0.935</b>	<b>0.958</b>	<b>0.932</b>	0.932	0.967	0.989	0.956
Attitude towards the Brand	favourable	0.902	0.929	0.932	0.910	<b>0.907</b>	<b>0.956</b>	<b>0.976</b>	<b>0.940</b>	0.927	0.966	0.991	0.946
	<b>good</b>	<b>0.927</b>	<b>0.957</b>	<b>0.958</b>	<b>0.940</b>	<b>0.945</b>	<b>0.982</b>	<b>0.973</b>	<b>0.941</b>	<b>0.963</b>	<b>0.934</b>	<b>0.969</b>	<b>0.960</b>
	pleasant	0.892	0.838	0.930	0.859	0.934	0.860	0.960	0.881	0.947	0.954	0.979	0.917
	high quality	0.889	0.796	0.904	0.873	0.888	0.839	0.964	0.919	0.903	0.893	0.969	0.934
Purchase Intention	try	0.938	0.884	0.969	0.912	0.966	0.930	0.983	0.940	0.951	0.987	0.982	0.964
	<b>considerbuy</b>	<b>0.969</b>	<b>0.969</b>	<b>0.982</b>	<b>0.968</b>	<b>0.971</b>	<b>0.990</b>	<b>0.991</b>	<b>0.972</b>	0.972	0.959	0.992	0.952
	<b>probablytry</b>	<b>0.965</b>	<b>0.995</b>	<b>0.979</b>	<b>0.964</b>	<b>0.974</b>	<b>0.995</b>	<b>0.987</b>	<b>0.975</b>	<b>0.986</b>	<b>0.951</b>	<b>0.986</b>	<b>0.985</b>
	<b>likelybuy</b>	<b>0.970</b>	<b>0.975</b>	<b>0.988</b>	<b>0.969</b>	<b>0.978</b>	<b>0.989</b>	<b>0.981</b>	<b>0.982</b>	<b>0.975</b>	<b>0.985</b>	<b>0.980</b>	<b>0.971</b>
	seekout	0.951	0.905	0.973	0.924	0.968	0.946	0.982	0.932	<b>0.972</b>	<b>0.986</b>	<b>0.964</b>	<b>0.977</b>
Multigroup Ethnic Identification Measure	exp1	0.485	0.640	0.773	0.469	0.485	0.641	0.772	0.470	0.485	0.642	0.773	0.469
	com1	0.565	0.441	0.645	0.849	0.565	0.441	0.645	0.849	0.565	0.441	0.645	0.849
	<b>exp2</b>	<b>0.824</b>	<b>0.908</b>	<b>0.938</b>	<b>0.789</b>	<b>0.824</b>	<b>0.909</b>	<b>0.938</b>	<b>0.789</b>	<b>0.824</b>	<b>0.909</b>	<b>0.938</b>	<b>0.789</b>
	com2	0.743	0.289	0.628	0.800	0.743	0.289	0.629	0.800	0.743	0.289	0.629	0.800
	exp3	0.744	0.903	0.904	0.699	<b>0.744</b>	<b>0.903</b>	<b>0.904</b>	<b>0.699</b>	<b>0.744</b>	<b>0.902</b>	<b>0.904</b>	<b>0.699</b>
	<b>com3</b>	<b>0.743</b>	<b>0.662</b>	<b>0.858</b>	<b>0.878</b>	0.743	0.662	0.858	0.878	0.743	0.661	0.858	0.878

The next step in the analysis is to test the metric invariance model. In testing for metric invariance, the focus is on the extent to which the loadings in the model constructs are equivalent across the models. The AMOS procedure is executed by estimating the parameters for the first group only, and then estimates for all remaining groups are constrained to be equal to those of the first group. Therefore, 21 weights needed to be constrained, as the model contained 27 variables for six constructs. One variable in each construct was assumed to have a weight of 1: giving full metric invariance (Bentler & Bonett, 1980).

**Table 4-17: Metric Invariance Model – Chi-Square Results Comparison**

Model	Multiple Races		Self-Categorised Race		Racially Ambiguous	
	CMIN	P	CMIN	P	CMIN	P
Unconstrained	3531.016	0.000	3243.640	0.000	3562.721	0.000
Metric Invariance	3729.008	0.000	3447.147	0.000	3727.571	0.000

Table 4-17 shows that the chi-square results for the “unconstrained” and “metric invariance” models (3531.016 vs. 3729.008) are significantly different. Assuming the unconstrained model is correct the nested model, comparisons show (Table 4-18) that the factor loadings are not invariant. Therefore, full metric invariance is established.

**Table 4-18: Full Equivalence Model – Chi-Square Results Comparison**

Model	Multiple Races		Self-Categorised Race		Racially Ambiguous	
	CMIN	P	CMIN	P	CMIN	P
Metric Invariance	197.992	0.000	203.507	0.000	164.85	0.000

The items compared in the full equivalence test are presented in Table 4-19.

**Table 4-19: Full Equivalence Model – Item Comparison**

	Multiple Races								Self-Categorised Race								Racially Ambiguous							
	Black		Coloured		Indian		White		Black		Coloured		Indian		White		Black		Coloured		Indian		White	
	Est.	P	Est.	P	Est.	P	Est.	P	Est.	P	Est.	P	Est.	P	Est.	P	Est.	P	Est.	P	Est.	P		
tv ← mc_n_level	1.00		1.00		1.00		1.00		1.00		1.00		1.00		1.00		1.00		1.00		1.00		1.00	
toiletries ← mc_n_level	0.47	**	0.16	0.25	0.47	**	0.40	**	0.47	**	0.20	0.15	0.46	**	0.40	**	0.47	**	0.25	0.09	0.44	**	0.40	**
holidays ← mc_n_level	1.29	**	-0.05	0.48	0.66	**	0.60	**	1.29	**	-0.05	0.52	0.64	**	0.61	**	1.30	**	-0.04	0.65	0.61	0.00	0.61	**
othersdenied ← cwb	1.05	**	0.90	**	0.58	**	1.03	**	0.89	**	0.79	**	0.94	**	0.97	**	1.12	**	0.88	**	1.01	**	0.91	**
deniedaccess ← cwb	4.08	**	1.02	**	0.71	**	1.05	**	0.60	**	0.98	**	0.95	**	0.81	**	1.10	**	0.98	**	1.02	**	0.96	**
exposed ← cwb	0.95	**	1.14	**	1.08	**	1.06	**	1.03	**	0.97	**	1.00	**	1.00	**	0.97	**	0.99	**	1.03	**	1.03	**
offensive ← cwb	1.00		1.00		1.00		1.00		1.00		1.00		1.00		1.00		1.00		1.00		1.00		1.00	
overalliking ← ad_attitude	1.00		1.00		1.00		1.00		1.00		1.00		1.00		1.00		1.00		1.00		1.00		1.00	
attractive ← ad_attitude	0.98	**	1.15	**	0.99	**	1.03	**	0.99	**	1.00	**	0.97	**	1.05	**	0.97	**	1.00	**	0.98	**	1.05	**
impressive ← ad_attitude	1.04	**	1.00	**	0.93	**	0.91	**	1.01	**	0.96	**	0.97	**	1.01	**	1.01	**	0.97	**	0.98	**	1.02	**
believable ← ad_attitude	0.86	**	0.76	**	0.89	**	0.84	**	0.93	**	0.94	**	0.96	**	0.95	**	0.95	**	0.98	**	0.96	**	0.98	**
appealing ← ad_attitude	0.98	**	0.86	**	1.04	**	0.98	**	0.99	**	1.02	**	1.01	**	1.04	**	0.99	**	0.99	**	1.00	**	1.04	**
favourable ← brand_attitude	1.00		1.00		1.00		1.00		1.00		1.00		1.00		1.00		1.00		1.00		1.00		1.00	
good ← brand_attitude	1.06	**	1.05	**	1.03	**	1.04	**	1.04	**	1.00	**	1.04	**	1.04	**	1.05	**	1.00	**	1.00	**	1.03	**
pleasant ← brand_attitude	0.96	**	0.88	**	0.97	**	0.89	**	1.01	**	0.89	**	1.02	**	0.91	**	1.01	**	0.96	**	0.98	**	0.94	**
high quality ← brand_attitude	1.06	**	0.86	**	1.03	**	0.95	**	1.00	**	0.89	**	1.01	**	0.99	**	0.99	**	0.95	**	0.97	**	0.99	**
try ← purchase_intention	1.00		1.00		1.00		1.00		1.00		1.00		1.00		1.00		1.00		1.00		1.00		1.00	
considerbuy ← purchase_intention	1.05	**	1.11	**	1.03	**	1.08	**	1.02	**	0.11	**	1.00	**	1.05	**	1.00	**	1.01	**	1.04	**	0.98	**
probablytry ← purchase_intention	1.02	**	1.14	**	1.06	**	1.09	**	1.00	**	1.03	**	1.01	**	1.06	**	1.02	**	0.96	**	1.01	**	1.03	**
likelybuy ← purchase_intention	1.03	**	1.14	**	1.03	**	1.04	**	1.00	**	1.01	**	0.96	**	1.03	**	1.00	**	0.10	**	1.04	**	1.04	**
seekout ← purchase_intention	0.99	**	1.09	**	0.97	**	1.01	**	1.00	**	0.96	**	0.95	**	0.97	**	1.00	**	1.02	**	0.99	**	1.02	**
exp1 ← meim	1.00		1.00		1.00		1.00		1.00		1.00		1.00		1.00		1.00		1.00		1.00		1.00	
com1 ← meim	1.02	**	0.64	**	0.86	**	1.78	**	1.02	**	0.64	**	0.86	**	1.78	**	1.02	**	0.64	**	0.86	**	1.78	**
exp2 ← meim	1.51	**	1.38	**	1.17	**	1.73	**	1.51	**	1.37	**	1.17	**	1.73	**	1.51	**	1.37	**	1.16	**	1.73	**
com2 ← meim	1.19	**	0.36	0.02	0.65	**	1.39	**	1.19	**	0.36	0.02	0.66	**	1.39	**	1.19	**	0.36	0.02	0.65	**	1.39	**
exp3 ← meim	1.37	**	1.54	**	1.14	**	1.56	**	1.36	**	1.53	**	1.14	**	1.56	**	1.36	**	1.53	**	1.14	**	1.56	**
com3 ← meim	1.42	**	1.00	**	1.29	**	1.91	**	1.42	**	0.99	**	1.29	**	1.91	**	1.42	**	0.99	**	1.29	**	1.91	**

The final step in the Multigroup analysis is to test for partial factor loadings equivalence. This test constrains the structural equation model by requiring the estimates to be equal on only two-factor loadings across groups. The test employed factor loading equivalence model weights across all groups. The objective was to identify at least two equal factor loadings between all constructs. To seek larger differences, the modification indices and individual loadings were examined (Bentler & Bonett, 1980). The manual process involved the highlighting the most similar loadings (see Table 4-16) and these are the loadings that were constrained to be equal in this step of the analysis.

The Chi-Square results (see Table 4-20) for the “unconstrained” and “partial metric invariance” models were: multiple race advertisement - 3351.016 vs. 3599.687; self-categorised race advertisement - 3243.640 vs. 3274.128; and racially ambiguous advertisement - 3562.721 vs. 3602.502. When comparing the significance of the factor loadings of the two models, the multiple race advertisement does not have metric invariance. However, both the self-categorised race and racially ambiguous advertisements have demonstrated significant differences in their factor loadings, and thus partial metric invariance has been established for these two advertisement types.

**Table 4-20: Partial Metric Invariance Model – Chi-Square Results Comparison**

	<b>Multiple Races</b>		<b>Self-Categorised Race</b>		<b>Racially Ambiguous</b>	
<b>Model</b>	<b>CMIN</b>	<b>P</b>	<b>CMIN</b>	<b>P</b>	<b>CMIN</b>	<b>P</b>
Unconstrained	3531.016	0.000	3243.640	0.000	3562.721	0.000
Metric Invariance	3729.008	0.000	3447.147	0.000	3727.571	0.000
Partial Metric Invariance	3599.687	0.000	3447.147	0.000	3727.571	0.000
	<b>Multiple Races</b>		<b>Self-Categorised Race</b>		<b>Racially Ambiguous</b>	
<b>Model</b>	<b>CMIN</b>	<b>P</b>	<b>CMIN</b>	<b>P</b>	<b>CMIN</b>	<b>P</b>
Metric Invariance	197.992	0.000	203.507	0.000	164.85	0.000
Partial Metric Invariance	68.671	0.000	30.488	0.441	39.781	0.109

The summary of these results is presented in Table 4-21.

**Table 4-21: Summary Results – Tests of Measurement Invariance**

	<b>Multiple Races Advertisement</b>								
	<b>X2</b>	<b>df</b>	<b>P</b>	<b>RMSEA</b>	<b>CFI</b>	<b>PNFI</b>	<b>ΔX2</b>	<b>Δdf</b>	<b>P</b>
Individual Groups									
Black	696.507	319	0.000	0.075	0.936				
Coloured	644.323	319	0.000	0.116	0.866				
Indian	560.611	319	0.000	0.106	0.905				
White	1620.219	319	0.000	0.077	0.934				
Unconstrained (factor structure equivalence)	3531.016	1276	0.000	0.41	0.927	0.8			
"Full" Factor Loading Equivalence	3729.008	1339	0.000	0.41	0.922	0.84	197.992	63	0.000
	<b>Self-Categorised Race Advertisement</b>								
	<b>X2</b>	<b>df</b>	<b>P</b>	<b>RMSEA</b>	<b>CFI</b>	<b>PNFI</b>	<b>ΔX2</b>	<b>Δdf</b>	<b>P</b>
Individual Groups									
Black	680.273	319	0.000	0.074	0.946				
Coloured	554.964	319	0.000	0.099	0.917				
Indian	512.595	319	0.000	0.094	0.938				
White	1486.987	319	0.000	0.073	0.947				
Unconstrained (factor structure equivalence)	3243.64	1276	0.000	0.038	0.943	0.827			
"Full" Factor Loading Equivalence	3447.147	1339	0.000	0.039	0.936	0.862	203.507	63	0.000
	<b>Racially Ambiguous Advertisement</b>								
	<b>X2</b>	<b>df</b>	<b>P</b>	<b>RMSEA</b>	<b>CFI</b>	<b>PNFI</b>	<b>ΔX2</b>	<b>Δdf</b>	<b>P</b>
Individual Groups									
Black	698.79	319	0.000	0	0				
Coloured	646.766	319	0.000	1.092	1.038				
Indian	694.083	319	0.000	0	0.000				
White	1511.642	319	0.000	0.998	1.004				
Unconstrained (factor structure equivalence)	0	1276	0.000	0.41	0.943	0.83			
"Full" Factor Loading Equivalence	0	1339	0.000	0.41	0.94	0.867	0	63	0.000

**4.7.3 Summary of conceptual framework results**

The overall conceptual framework (see Figure 4-9) showed excellent goodness of fit. Multigroup analysis tested the models for each advertising treatment against each race grouping. The analysis identified that the most appropriate model race configuration for multicultural marketplace advertising effectiveness and consumer well-being is racially ambiguous models due to it achieving the greater level of partial metric invariance.

## 4.8 RESULTS CLOSING

This chapter has reported the results and analysis of the hypotheses testing stage and conceptual framework development of the research design (see Table 3-1).

Each hypothesis was presented, with the relevant results. The five hypotheses and their parts focused on answering the gap in the theory concerning advertising effectiveness in an organic multicultural market, based on the level of multiculturalization and advertisement model type and their impact on the feeling of consumer well-being. The Pearson Product Moment correlation and one-way ANOVA of Hypothesis 1's sub-hypotheses, identified that a strong level of multiculturalization drives greater advertising effectiveness for advertisements containing racially ambiguous models than the advertisement containing multiple race models.

The testing further shows that a strong level of ethnic identification does drive greater advertising effectiveness for all model race configurations, and Hypothesis 2 was thus completely rejected. However, through a one-way ANOVA with post hoc tests, Hypothesis 3 indicated that advertisements featuring multiple race models perform better than self-categorised race advertisements. The one-way repeated measures ANOVA with post hoc tests for Hypothesis 4 show that the greater the level of multiculturalization, the greater the feeling of consumer well-being. However, the tests failed to show the significance of the effects by advertisement type.

The one-way ANOVA and two-way mixed ANOVA carried out for Hypothesis 5 demonstrated that racially ambiguous advertisement types drive greater advertising effectiveness, resulting in a higher level of consumer well-being than multiple race advertisements. Finally, the conceptual framework was developed through the testing of the measurement model developed in section 3.8.5. The model was subjected to a multigroup analysis to test for each race group and advertisement treatment. A final conceptual framework was presented. The next chapter presents a discussion of these results.

## **5 DISCUSSION**

### **5.1 INTRODUCTION**

This discussion considers the overarching research question of consumer race and multiculturalism: do racially ambiguous models drive greater advertising effectiveness across all races in an organic multicultural market? It interprets the results of the research in relation to existing literature. The value of this thesis is its application in the context of South Africa: an organic multicultural marketplace characterised by a growing middle class of multiculturalised consumers who represent a variety of acculturated consumer ethnicities and who are not recent immigrants. This study is unique in that it has tested three model race configurations in print advertisements among all four official races in South Africa and its impact on consumer well-being.

### **5.2 CONSUMER RACE AND THE DOMINANT MAJORITY IN ADVERTISING**

The introductory chapters of this thesis question the applicability of theories tied to consumer race and the dominant majority in an organic multicultural market. These theories assert that consumers perceive similarity with models in advertisements who share their ethnicity or race, and this has led to the adoption of multiple race advertisement treatments in multicultural market advertising. This adoption results from an application of the concept of acculturation to a multicultural context where the majority of ethnicities are not recent immigrants. This study sought to identify the most appropriate advertisement treatment for each race within the multicultural marketplace context. The following discussion presents the results of race and ethnic identification targeting in the context of a multicultural market based on the different racial configurations of models used in advertisements.

#### **5.2.1 The use of race as a targeting tool**

The results suggest that even when targeting uses a model of a similar race to intended consumers, the consumer's race is not a strong predictor of an effective advertisement in a multicultural market. The multiple model race advertisement treatment performed marginally better than the self-categorised and racially ambiguous advertisements when

considering the overall results. However, at the unit of analysis level, each participant race group rated each advertisement type in the same order for advertising effectiveness. Contrary to theory (see page 9), the black race group scored high levels of advertising effectiveness for all advertisement treatments, not only for the self-categorised race advertisement type as proposed in literature resting on theories of similarity and felt targetedness (Baumann & Ho, 2014; Brumbaugh, 2009; Burton, 2002; Hoplamazian & Appiah, 2013). This finding could be explained by previous studies that have shown black race consumers are less sceptical about advertising than white consumers (Grier & Deshpandé, 2001; Grier & Brumbaugh, 2007).

This challenge to extant theory finds further support in the race group analytical comparisons, which found significant differences in advertising effectiveness between the advertising treatments predominantly between the African and White groups. The multicultural marketplace of South Africa does not comprise only African and White race groups. For this reason, when advertising to the entire marketplace, advertising effectiveness may not be achieved. The self-categorised race advertisement performed the worst amongst all race groups, which suggests that the 60% of advertisements which contain black models (Meyers & Okoro, 2012), based on racial targeting theories, are not performing as effectively as they should. Moreover, these advertisements may be alienating profitable segments of the market (Johnson & Grier, 2011; Run, 2007).

Despite the multiple race advertisement performing the best, overall the between-group means analysis showed differences between the black race group and all other race groups. Each model had been pre-selected as the most-liked by their reference race group, yet the configuration of the advertisement including all races in equal standing within the advertisement still showed different levels of advertising effectiveness among all the race groups.

The literature states that race in advertising is more relevant when measuring the level of ethnic identification as a predictor of advertising effectiveness. Therefore, multicultural advertising should not focus on the use of self-categorised advertisements, and rather consider representing all races present in the market. One example is the Telkom “babies” advertisement in Figure 1-3. Implementing this objective, however, can lead to stereotypes



such as those portrayed in the Wonga.com advertisement in Figure 1.6. The use of racially ambiguous models in multicultural advertising may resolve all these dilemmas.

### **5.2.2 Ethnic identification & advertising effectiveness**

The US & UK literature has shown that black advertisement viewers have higher levels of ethnic identification, and prefer self-categorised race advertisements over multiple race advertisements (Brumbaugh & Grier, 2001). This finding was made in a context where the black race group was an ethnic minority in a market with a dominant White majority. In the present study's results, there was no difference amongst the black race group in terms of the level of ethnic identification and the level of advertising effectiveness for each advertisement type. This finding shows support for this study's postulation that a level of multiculturalism exists within a multicultural market, that advertising effectiveness being predicted by the level of ethnic identification is less likely, and that therefore self-categorised and multiple advertisement treatments will have lower advertising effectiveness than racially ambiguous advertisement treatments.

The results indicated that the level of ethnic identification and advertising effectiveness was similar for all race types, regardless of the type of model race configuration used. This finding further confirms that ethnicity constructs established in the US and UK may not be relevant in an organic multicultural marketplace such as South Africa, based on the level of socio-cultural integration (Antioco et al., 2012) and multiculturalism (Kipnis et al., 2014). This confirmation is supported by the results, which suggest negligible differences between the mean MEIM scores for black and white races. The similar ethnic identification findings for all race groups regardless of advertisement type shows that the etic approach predominantly used for ethnic identification requires more than the visual representations of an ethnicity to inculcate felt targetedness. These results provide further insight into the inconsistency of findings in the literature where ethnicity and ethnic identification are operationalised as race (Hoplamazian & Appiah, 2013; Sierra, Hyman, & Heiser, 2012; Torres, 2007).

The MEIM provides an indicator of ethnic identification based on two factors: exploration and commitment. These factors demonstrate consumers' level of interest in finding out more about their perceived ethnicity, and commitment to positively affirming their beliefs about

their ethnicity. However, in administering the recommended protocol of an open-ended question asking the respondents to describe their ethnicity, an interesting distinction between the racial groups in this study emerged for multicultural marketplaces. A clear difference in self-categorisation is present between the Black race group, who use the language they speak, or an adjective, to describe their ethnicity, and the Coloured, Indian and White races, who predominantly use their race, religion or country respectively to describe their ethnicity. This finding highlights further the inapplicability of race to drive felt targetedness in multicultural markets. However, this raises a complication: operationalising race, adjectives, religions and country within one advertisement through the source and non-source cues risks advertisements becoming cluttered and prompts stereotypes.

For this reason, the strength of ethnic identification needs to be employed with caution in multicultural advertising research and practice. The lack of clarity in consumer ethnicity remains, however. The results suggest that racially ambiguous models are as effective as multiple race configurations – and more effective than self-categorised race advertisements. This finding further suggests that a level of multiculturalisation is present within multicultural marketplaces, and that this can be capitalised on through the use of racially ambiguous models in advertising.

### **5.3 CONSUMER RACE, MULTICULTURATION AND ADVERTISING EFFECTIVENESS**

This thesis has discussed the concept of multiculturalisation and proposed the ability to measure the concept as a construct. Theory suggests that the strategies of acculturation (refer to Table 2-2), which are based on immigrants into a host culture, can be extended to apply to an organic multicultural market through the acceptance or rejection of brands from global, foreign and local cultures (Kipnis et al., 2014). This study sought to develop a scale to measure consumer multiculturalisation and understand its predictive ability on advertising effectiveness. Further, it was suggested that the level of multiculturalisation could identify the most appropriate advertising treatment for a multicultural marketplace.

The more multiculturalised (cultures are assimilated) a marketplace is, the more acceptance there would be for brand engagement with the social context (Kipnis et al., 2013). The literal presentation of this, from an organisational point of view, is one of multiple race advertising.

The following discussion presents the results of multiculturalization scale development and its correlation to advertising effectiveness across the three advertisement treatments.

### **5.3.1 The scale of multiculturalization**

An internally valid and reliable scale of multiculturalization was developed by this study through employing the consumable items and social affiliations (radio, television, newspapers and magazines, takeaway foods, friendship ties, social events and holiday observances) from the Shortened Cultural Lifestyle Inventory (Lerman et al., 2009) combined with the multiculturalization theory (Kipnis et al., 2014) of adopting brands of global, foreign and local origins. The identified multiculturalization attributes, following principal component analysis, were foreign media items, local relationship items, global media items, foreign consumables and local consumables.

**Foreign media items** include the social events, friendship ties, TV and newspapers associated with a specific foreign country consumed within the multicultural marketplace (Kipnis et al., 2014). The components of this attribute are consistent with the literature, where links have been found with activities concerning cultural familiarity, social affiliations and extra-family language (A. Ganglmair-Wooliscroft & Lawson, 2011; Spotswood & Tapp, 2013).

**Local relationship items** contain social affiliations only through friends, friendship ties and social events. Local culture links to the idea of maintaining social order and lifestyle (Kipnis et al., 2014) and their combination in the same factor may be as a result of the need for ethnocentrism (Cleveland, Laroche, & Papadopoulos, 2011, 2009).

**Global media items** include TV, radio and newspapers. Global culture links to the idea of accessing a “passport to global citizenship” and the consumption of these media items will be as a result of the perception of quality and prestige (Kipnis et al., 2014). Their combination in the same factor may arise from the desire for cosmopolitanism (Cleveland et al., 2011; Cleveland, Laroche, & Papadopoulos, 2009).

**Foreign consumables** contain holidays observed, takeaway foods and toiletries. These items are consistent with the theory that foreign products are both more accessible due to less stringent trade laws, and perceived as status symbols (Wang & Chen, 2004). Both publicly and privately consumed products have been included in this component, showing that a multicultural marketplace is less ethnocentric (John & Brady, 2010; Shimp & Sharma, 1987).

**Local consumables** include toiletries and takeaway foods. The longevity of products in a market may lead to consumers considering them local even when, in fact, they are foreign e.g. Proctor & Gamble toiletries such as Head & Shoulders shampoo, Gillette razor blades and Oral-B toothpaste. The local consumables factor being present within the multiculturalisation scale is consistent with the literature, in that as the globalisation of consumers improves their knowledge, there is a resurgence of local consumable adoption, creating a mix of both foreign and local consumption habits (Batra, Ramaswamy, Alden, Steenkamp, & Ramachander, 2000).

The combination of local, foreign and global factors within the scale indicates consistency with the concept of culturally plural consumers (Demangeot & Sankaran, 2012; Sankaran & Demangeot, 2011), and therefore multiculturalisation. Further, the statistically significant differences between races indicate the existence of different levels of multiculturalisation. This result empirically supports the theoretical argument that host and minority ethnicities share multiple consumer experiences in the same multicultural marketplace (Demangeot et al., 2014; Kipnis et al., 2014), and that multicultural marketplaces are devoid of a host ethnicity (Sankaran & Demangeot, 2011). Finally, the results support the proposed consumer multiculturalisation strategy of full adaptation – “embraces material symbols from global cultures, foreign cultures and local cultures (Kipnis et al., 2014)” – presented in Table 2-2.

Therefore, multiculturalisation is a relevant and measurable concept in multicultural marketplaces. The application of the scale to other markets can identify the appropriate model race configuration to be used in advertising there.

### **5.3.2 Multiculturalism and advertising effectiveness**

The results suggest that a high level of multiculturalism does not drive greater advertising effectiveness for an advertisement that includes models representative of all race groups within an organic multicultural marketplace. An advertisement utilising one race, or a racially ambiguous model, performs better the higher the level of multiculturalism. Additionally, targeting by specific ethnicity and ignoring the level of multiculturalism will produce lower advertising effectiveness. This assertion is consistent with the theory that consumers within a multicultural market demonstrate their ethnicity through the consumption of foreign and global media and products, combined with local relationships to support their group identity (Berry, 2008; Kipnis et al., 2013).

The results were unable to show any significant relationships between multiculturalism and the advertising effectiveness of each advertisement type. However, they have shown that commonalities across a multicultural market, such as multiculturalism to a consumer culture, can reduce reliance on targeting by race in advertising (Epps & Demangeot, 2013).

The practicalities and inflated costs of individual advertisements for each race within an organic multicultural marketplace are restrictive (Pires et al., 2011). It is more practical to consider the positive correlation (albeit smaller than for the self-categorised race configuration) found between multiculturalism and the racially ambiguous advertisement type, particularly in light of the finding that aggregating a selection of minority groups weakened advertising effectiveness (Kipnis et al., 2014; Pires et al., 2011).

All this provides robust support for the view that greater advertising effectiveness for a multiculturalised consumer could be achieved through the use of racially ambiguous models in advertisements. This view is an important consideration for all multicultural advertising, since advertising is a symbolic agent that influences consumer ethnicity, acculturation and multiculturalism (Kipnis et al., 2013; Penaloza, 1994; Visconti et al., 2014).

## **5.4 PRESERVATION OF CONSUMER WELL-BEING**

Advertising is an agent of multiculturalism and theory suggests that it has a responsibility to ensure both inclusion and avoidance of prejudice (Demangeot et al., 2014; Jafari & Visconti, 2014; Kipnis et al., 2013; Visconti et al., 2014). Marketers are therefore key agents (Broderick, Demangeot, Adkins, et al., 2011; Kervyn, Fiske, & Malone, 2012) in ensuring consumers feel included through advertising. In a transformative consumer research paradigm, marketers need to work to eradicate pressures that detract from consumer well-being (Baker & Mason, 2012) rather than creating them through the demographic representation of ethnicities via race (Broderick, Demangeot, Kipnis, et al., 2011).

Advertising could create stereotypes and cause a feeling of exclusion through attempting to include all ethnicities within a multicultural marketplace. The organic multicultural marketplace context of this thesis has provided a platform for testing the effect of advertising effectiveness on consumer well-being due to the level of multiculturalism dependent on different racial configurations within advertisements. The following discussion integrates these results with the literature.

### **5.4.1 A multiculturalized marketplace and racially ambiguous models drive consumer well-being**

The overall results demonstrated a clear difference in the feeling of consumer wellbeing for each race grouping. The black race group felt the highest level of consumer wellbeing, regardless of the advertisement type. However, there were distinct differences with the White, Coloured and Indian race groupings. These results link to the levels of multiculturalism found, and are consistent with the postulation in the literature that consumers in a more multiculturalized marketplace may be less concerned about felt targetedness – or their own distinctiveness – when viewing advertisements (Broderick, Demangeot, Kipnis, et al., 2011; Hoplamazian & Appiah, 2013). The low ratings of ethnic identification of the coloured group could indicate that in an organic multicultural marketplace the best sample group to select the most appropriate racially ambiguous models for advertising could be that of mixed race.

By measuring the correlation between multiculturalism and consumer well-being, it was found that the level of consumer well-being for a multicultural marketplace decreases when viewing a multiple race advertisement. This finding builds on the literature, where it has been found that multiple race advertising contributes to a feeling of discrimination and prejudice, regardless of targeting intent (Broderick, Demangeot, Kipnis, et al., 2011). Through applying a multicultural view to advertising with the desired outcome of consumer wellbeing, a marked improvement in consumer well-being was experienced when viewing the racially ambiguous advertisement type.

The results suggested that the feeling of consumer wellbeing increased for each advertising intervention as the level of multiculturalism increased. This finding implies that in a multicultural marketplace, targeting by race will create a feeling of prejudice and a decline in consumer wellbeing. This empirical evidence of a theoretical concept may support the view that multicultural representations through the use of racially ambiguous advertising cues limit the risks of allowing a dominant host culture to be present in a marketplace (Visconti, 2016).

In highly multicultural markets, the preservation of consumer well-being remains a requirement. The use of self-categorised race advertisements will affect the feeling of consumer wellbeing amongst all non-represented races. If attempts are made to include all representative races, consumer wellbeing will also decline because of feelings of prejudice and offence, potentially caused by the inadvertent representation of stereotypes. Consumer well-being in a multicultural marketplace can be preserved through the use of racially ambiguous models.

#### **5.4.2 Consumer well-being as an outcome of advertising effectiveness**

The results show that consumer well-being is an outcome of advertising effectiveness. This concurs with the concept that consumer vulnerability is an unintended outcome of racially targeted advertisements in a multicultural marketplace (Baker & Mason, 2012; Broderick, Demangeot, Adkins, et al., 2011; Broderick, Demangeot, Kipnis, et al., 2011; Visconti, 2016; Wang & Tian, 2013). There is a suspicion that the cause of a declining feeling of consumer well-being is the overtness of racial targeting. The results from using different model race

configurations within the advertisement types identified that the lowest level of consumer wellbeing was created when viewing a multiple race advertisement type.

In an attempt to identify brand strategies within multicultural markets to highlight prevention of prejudice, those brands using multiple race advertisements have been termed as using a 'brand tolerance strategy': a strategy focused on the etic perspective of ethnicity/race (Kipnis et al., 2013). Contrary to this, the results of this study suggest that the inclusion of a token (Gao et al., 2013) friend from a population of colour (as in the Castle Lager advertisement: see Figure 1-2) causes a decline in the feeling of consumer well-being in the targeted market.

The multiple race advertisement treatment operationalizes what can be termed a typical multicultural marketer's approach of segmenting markets based on their ethnic makeup (Deshpandé & Stayman, 1994), or creating specific market segments based on perceived ethnicity (Lindridge & Dibb, 2003). The literature suggests that this external or etic representation of ethnicities in a single advertisement to drive ethnic identification are imposed on consumers and create stereotypes (Visconti et al., 2014). The initial concern in the literature was about the exclusion or lack of inclusion of certain ethnicities. However, the disappointing level of consumer well-being through the use of a multiple race advertisement highlights an additional concept: forced inclusion (Lindridge & Dibb, 2003; Visconti et al., 2014).

The results of this study report levels of consumer wellbeing for each race group that run counter to earlier measurements of the consumer wellbeing scale. The scale showed higher feelings of discrimination (lower consumer well-being) on the part of numeric ethnic minorities (Asian American, African American, Hispanic American) in the USA than of the numeric ethnic majority (Caucasian American) (Bennett et al., 2014). However, in this South African study, the numeric majority (the Black race group) showed a lower level of consumer well-being than two of the numeric minorities (Indian and White). The elements related to advertising highlighted offensive ethnic comments and name calling towards the viewer personally and their ethnic group. This thesis has focused on the explicit etic view of assumed visual characteristics of race in "skin tone, hair colour and texture and facial



features” (Bennett et al., 2014) and their impact on the level of consumer wellbeing of the advertisement viewer.

The impact on consumer well-being of the advertising effectiveness of the multiple race advertisement links to the etic concepts of well-meaning others making an ethnic group feel included e.g. the token friend of another race (Gao et al., 2013). However, the focus on visual characteristics limits the consumer voice and causes a kind of forced loyalty to the brand (Visconti, 2016). While there was specifically no offensive commentary towards a particular ethnic group, or denial of access to purchase the product, nevertheless the feeling of being “inserted” into an advertisement created a lower feeling of consumer well-being.

Research demonstrates that South African consumers are being exposed to either individual races or multiple race representations in advertising, due to the rise of the black middle class (Petzer & de Meyer, 2013). This study has demonstrated that multiculturalized marketplaces exist. Therefore, the use of racial targeting in advertising may be continuing to fragment the market through racism (Scarpaci et al., 2016). As theorised by Hoplamazian & Appiah (2013), the ambiguity of the model employed in advertisements drives an improved emotional effect on viewers. The results of this study suggest that this emotional effect is an enhanced feeling of consumer well-being.

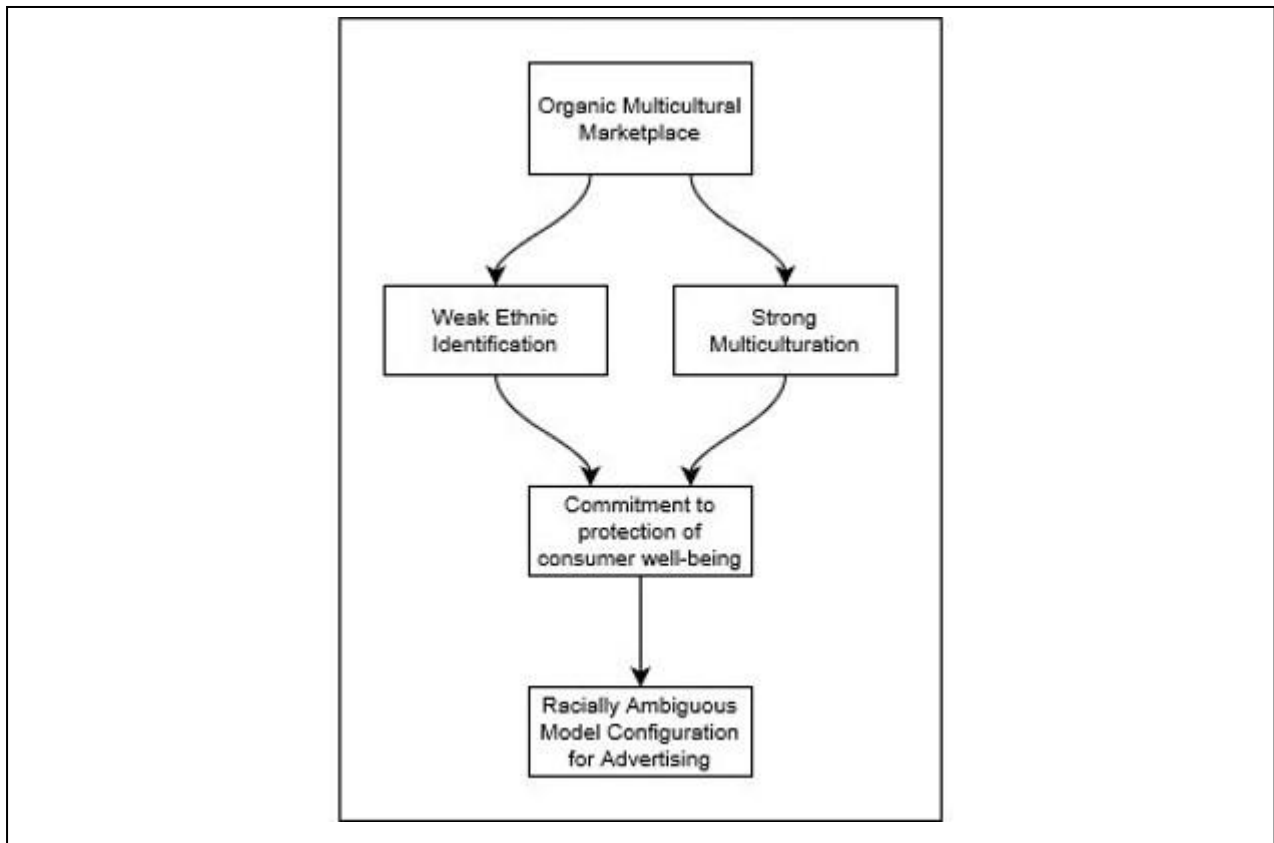
There is a concern in the theory about the potential for stereotyping in advertisements when they employ racial targeting (Lee & Seo Youn Ahn, 2016). While stereotypes were controlled for in the advertisement formats for the present study (e.g. through the use of headshots), consumer wellbeing was more highly correlated with the racially ambiguous advertisement than with the other advertisement types. This result may indicate that the focus on specific or multiple races in an advertisement provokes awareness of an underlying social (racial) issue.

Consumer well-being is an outcome of advertising effectiveness, and is impacted by the race model configuration used in advertising treatments. This finding indicates that the Castle Lager, Telkom, Wonga.com, and Air India advertisements (Figures 1-2, 1-3, 1-6 and 2-1) are likely to have a lower advertising effectiveness and thus a detrimental effect on consumer well-being.

## 5.5 CONCEPTUAL FRAMEWORK FOR ORGANIC MULTICULTURAL MARKETPLACE ADVERTISING EFFECTIVENESS

The resultant conceptual framework (Figure 5-1) for multicultural marketplace advertising effectiveness draws on extant literature and the results of this thesis.

**Figure 5-1: Conceptual Framework for Multicultural Marketplace Advertising**



The framework is a unique contribution for multicultural advertising effectiveness research. Its foundation are the theories of multiculturalism and consumer well-being. It has been shown that the strength of ethnic identification contributes to the level of multiculturalization: a previously excluded theory (Johnson et al., 2010). The level of income-driven middle-class growth in multicultural markets supports this assumption (Manrai & Manrai, 2001). The lower the ethnic identification and the higher the level of multiculturalization combine to create varying strengths of advertising effectiveness (combination of attitude towards the advertisement, attitude towards the brand, and purchase intention) for the different model race configurations. If there is a commitment to protect consumer wellbeing, the most effective advertising in a multicultural marketplace should contain racially ambiguous models.

This relationship, in turn, influences a feeling of improved or reduced consumer wellbeing. The multiple race model configuration – previously thought to be the most appropriate for a multicultural market when married with corporate social responsible messaging (Johnson et al., 2010) – does not achieve partial metric invariance and therefore is not the best approach for multicultural advertising that aims to preserve a feeling of consumer well-being. The results of this thesis show that the use of racially ambiguous models in advertising will maintain a good level of advertising effectiveness whilst preserving consumer well-being.

The matrix shown in Table 5-1 shows the analytical process steps to develop the conceptual framework through the answering of each research question.

**Table 5-1: Conceptual Framework Development Process Matrix**

<b>Analytical Step</b>	<b>Research Question</b>	<b>Conceptual Framework Relationship</b>	<b>Section References</b>
Multiculturalism and Advertising Effectiveness	Does a higher level of multiculturalism drive greater advertising effectiveness for racially ambiguous advertisement treatments?	Multiculturalism mediates ethnic identification and advertising effectiveness	3.8.4 4.2
Ethnic Identification and Advertising Effectiveness	Does ethnic identification drive greater advertising effectiveness for racially ambiguous advertisement treatments?	Ethnic identification moderates multiculturalism	3.8.4 4.3
Consumer Well-being	Is consumer well-being impacted by multiculturalism and advertising effectiveness? Does consumer well-being improve with the use of	Advertising effectiveness by advertisement treatment moderates strength of consumer well-being	3.8.4 4.5
Race and Advertising Effectiveness	Is race a mediator of greater advertising effectiveness for racially ambiguous advertisement treatments?	Dependent variables for multigroup analysis of the structural equation model	3.8.4 4.4

## 5.6 DISCUSSION CLOSING

This chapter presented a discussion of the quantitative findings in relation to the existing literature. The results for each hypothesis provided five individual steps in the development of a conceptual framework for advertising effectiveness in an organic multicultural market:

1. The relevance of race,
2. The relevance of ethnic identification,

3. The measurement and relevance of multiculturalisation,
4. The relevance of consumer well-being, and;
5. The importance of model configuration decisions in multicultural advertising.

The etic operationalisation of the construct of race indicated (contrary to US & UK based literature) that advertising should not focus on the use of self-categorised race and that multiple race model configuration advertisements perform better. This etic operationalisation, however, could lead to the inadvertent creation of stereotypes. The marginal difference in advertising effectiveness for multiple races and racially ambiguous advertisements provides a potential mitigator to this risk. The use of racially ambiguous models in advertisements may be more effective both subjectively and objectively.

The application of the MEIM measure to a truly organic multicultural market, where each race grouping was considered, showed that strength of ethnic identification as a multicultural advertising effectiveness predictor should be employed with caution. Despite the continued lack of clarity in the definition of consumer ethnicity, racially ambiguous models used in advertising can perform as effectively as models of multiple races. This finding further suggests that greater advertising effectiveness within a multicultural marketplace with a high level of multiculturalisation can be driven by using racially ambiguous models. The results show that multiculturalisation can be measured and can be used to identify the most appropriate model race configuration for effective advertising.

As an agent of multiculturalisation, preservation of consumer well-being is an important consideration for all multicultural marketers. The results show that preserving consumer well-being can best be achieved through the use of racially ambiguous models in advertising. The inclusion of all races to develop a multiple race advertisement in the hope of generating ethnic identification across an entire marketplace is likely, in fact, to be seen as tokenism (Gao et al., 2013) by consumers.

## 6 CONCLUSION AND RECOMMENDATIONS

### 6.1 INTRODUCTION

This study is unique in that it considers all race groups in the South African multicultural marketplace as equal, and does not apply traditional ethnic minority definitions in the analysis contributing to multicultural advertising and consumer well-being theories within the TCR paradigm. The following chapter provides the conclusions of the hypotheses and the contributions from a theoretical, methodological and practical perspective. This chapter also makes recommendations for future research, practice and public policy. Finally, the limitations of the study are discussed.

### 6.2 CONCLUSIONS ON THE HYPOTHESES

**Hypothesis 1** theorised that 1) the level of multiculturalisation can be measured through the development of a new scale and 2) that a strong level of multiculturalisation would drive greater advertising effectiveness for advertising containing racially ambiguous models or multiple race models. This hypothesis was based on the concept of consumers in an organic multicultural marketplace being more acculturated to multiple reference groups (Peñaloza, 1994) with multiple origins of brand consumption (Kipnis et al., 2013, 2014; Visconti et al., 2014). A new scale of multiculturalisation was developed to test the hypothesis. It was concluded through the quantitative analysis that multiculturalisation could be measured, and a robust and valid scale of multiculturalisation has been specified with a good model fit. Finally, it was found that racially ambiguous models in an advertisement drive greater advertising effectiveness than self-categorised race, or multiple race, advertisements. Thus the conclusion of Hypothesis 1 is that advertisers should move towards the use of racially ambiguous models in organic multicultural marketplaces.

**Hypothesis 2** theorised that due to the concept of multiculturalisation, ethnic identification would be less pronounced in a multicultural market. This hypothesis was based on the theory that ethnic identification is essential to target ethnic minorities (Brumbaugh & Grier, 2006; Johnson & Grier, 2013; Phinney & Ong, 2007) The results showed that ethnic identification remains high across all race groupings. However, there was no clear indication

which advertisement type would work better in an organic multicultural marketplace if strong ethnic identification were present. Therefore, it is concluded that multiculturalism is a better predictor than ethnic identification of which advertising configuration to use in a multicultural marketplace.

**Hypothesis 3** considered that race as a sole construct for advertising targeting would not be an effective predictor of advertising effectiveness in a multicultural marketplace. It was further hypothesised, contrary to theory (Johnson, 2013; Johnson et al., 2010; Whittler, 1991), that race would not be able to predict the most effective model race configuration for an advertisement. The results showed that race does not predict greater advertising effectiveness, and that a model race configuration of multiple races performs better than self-categorised or racially ambiguous advertisements. It was concluded that if the level of multiculturalism is not applied to advertising targeting and segmentation, a safe approach to multicultural advertising would be one of multiple races. However, it was recognised that this might not be practical in some markets because of the forced inclusion of multiple models, while the desire to show the distinction between races may create stereotypes. Therefore, this approach does not appear advisable.

**Hypothesis 4** predicted that multiculturalism would create a consumer base less likely to feel prejudice, and therefore a higher level of consumer wellbeing would be felt. The literature suggested that a more multiculturalised marketplace may be less concerned about felt targetedness or their distinctiveness when viewing advertisements (Broderick, Demangeot, Kipnis, et al., 2011; Hoplamazian & Appiah, 2013). The results confirm that the stronger the multiculturalism of the consumer, the higher the feeling of consumer well-being – regardless of the advertisement type. However, the results were insignificant. It was concluded that advertisers in multicultural marketplaces with multiple levels of multiculturalism need to be mindful – despite the perceived or measured level of multiculturalism – of the impact of the advertising on consumer well-being.

**Hypothesis 5** suggested that the greater advertising effectiveness of advertisements containing racially ambiguous models would also create a greater feeling of consumer well-being. The literature suggests that a decrease in consumer wellbeing or an increase in consumer vulnerability is an unintended outcome of racially targeted advertisements in a

multicultural marketplace (Baker & Mason, 2012; Broderick, Demangeot, Adkins, et al., 2011; Broderick, Demangeot, Kipnis, et al., 2011; Visconti, 2016; Wang & Tian, 2013). A greater feeling of consumer wellbeing was experienced for the racially ambiguous advertisement type compared to the multiple race type. Additionally, consumer wellbeing increases throughout repeated consecutive advertisement exposures to configurations from multiple to self-categorised to finally racially ambiguous. The conclusion is that racially ambiguous models within advertisements would provide advertising effectiveness in a multicultural marketplace while preserving consumer wellbeing.

The results from the five hypotheses provided contributions at theoretical, practical and methodological levels. The following section discusses these contributions.

### **6.3 CONTRIBUTIONS OF THE STUDY**

Extant theory indicates that multicultural advertising should be focused on targeting the ethnic minority through including a distinctive representation within a multiple race model configuration advertisement. The basis for this assertion is ethnic identification (Brumbaugh & Grier, 2006; Butt & de Run, 2012; Johnson & Grier, 2011; Sierra et al., 2012) and it is based on bicultural samples from the UK, US, Asia and South Africa. This recommendation has ignored the concept of acculturation of the various consumer ethnicities within a multicultural marketplace: multiculturalisation. Further, the theory has not tested the use of racially ambiguous models in advertising (Hoplamazian & Appiah, 2013). There is also a gap in understanding the most effective model configuration in advertising for a multicultural market regarding racially ambiguous, multiple race models or self-categorised models (Visconti, 2016). Finally, the outcome of consumer wellbeing has not been empirically tested for each advertising configuration (Bennett et al., 2014). The following section discusses the contributions of this study from a theoretical, methodological and practical perspective.

#### **6.3.1 Theoretical contributions**

The contributions of this study have been made under three pillars; (1) consumer race and advertising effectiveness, (2) consumer race and multiculturalisation and, (3) preservation of consumer wellbeing. They are unique, as it is situated in an organic multicultural

marketplace: South Africa. The study has used a sample comprising multiple ethnicities, rather than the typical bicultural approach used in theory, and this reflects the true demographics (majority and minorities) of the country. It has developed a measure of multiculturalism. It has tested both advertising effectiveness and consumer well-being across three advertising treatments. These contributions drive greater knowledge and understanding in both consumer well-being research and multicultural advertising.

This study has answered the gap of the most effective model race configuration in multicultural marketplace advertising (Brumbaugh & Grier, 2006; Butt & de Run, 2012; Johnson & Grier, 2011; Sierra et al., 2012) to ensure advertising effectiveness and consumer well-being in organic multicultural markets. Through the unique comparison and measurement of three advertisement treatments containing different model race configurations (racially ambiguous models, multiple race models and individual race models), it has found that the use of racially ambiguous models (Hoplamazian & Appiah, 2013) in advertisement creates an acceptable level of advertising effectiveness and ensures consumer wellbeing.

The concept of consumer multiculturalism has previously been ignored in multicultural advertising effectiveness theory. This thesis has provided a scale to measure multiculturalism (Kipnis et al., 2014). Further, it has applied this scale and identified that racially ambiguous models create the potential for on-going multiculturalism within a multicultural marketplace. This application, in turn, creates greater opportunities for business to produce cost-effective multicultural advertisements that do not alienate consumers or perpetuate their vulnerabilities.

The success of the ethnic identification measure in the literature is based on bicultural samples – raising a question about the comparable level of ethnic identification for all ethnicities within a multicultural marketplace, and therefore the statistical significance of advertising effectiveness findings in this context. The focus in the extant international marketing research is plagued by a limitation of being conducted in “high income, industrialised countries” (Burgess & Steenkamp, 2006 pp. 338) and the application of bicultural comparisons in these markets (Sierra et al., 2012) has left a gap in understanding which advertising model race configuration will drive the greater advertising effectiveness.



This study contributes to improving this understanding by clearly delineating an organic multicultural marketplace and therefore, using a truly multicultural sample and finding that ethnic identification exists across all ethnicities.

Finally, this thesis contributes to consumer well-being theory by identifying that advertising effectiveness can still be achieved through the careful selection of model configurations for print advertising. Effective advertisements can still be created whilst preserving a feeling of consumer well-being for all consumers within an organic multicultural marketplace. This also advances the transformative consumer research agenda.

### **6.3.2 Methodological contributions**

This thesis made two methodological contributions. These comprised the operationalisation of the AAPOR guidelines in online consumer panel selection, and a justification for online surveys being as effective as offline surveys through the use of reminder communications. This study operationalised the recommended AAPOR Guidelines for selecting online consumer panels (Baker et al., 2010). These guidelines have not previously been operationalised in the literature. The ESOMAR 26 Questions (Baker et al., 2010) were used to shortlist all potential consumer panels. The review of adherence to the guidelines provided a quantitative approach to the selection of a consumer panel that would provide the most representative respondents for the South African consumer landscape.

Contrary to the literature, online surveys are as effective as offline surveys, and similar response rates can be achieved. The study results confirm and improve on Kaplowitz et al.'s (2004) assertion of increased response rate as a result of multiple reminders. The third and final reminder provides a significant increase in response rates.

Finally, this study provides insight into the consumer ethnicity definition. Traditionally, consumer ethnicity is operationalised as race, with the strength of ethnic identification being measured and compared to the answers to questions relating to the origin of the participant's parents. A key finding of this study was the difference in the way in which each race within South Africa describes their ethnicity: a finding strongly contrasting with those of the UK and

US-based literature. Each ethnicity within this study classified their ethnicity based on multiple different variables from race, to country, adjectives, language and religion.

### **6.3.3 Practical contributions**

The ongoing debate in South Africa for advertisers such as SAB Miller, Standard Bank, FNB and others is the question of whether to use self-categorised race or multiple race configurations in their radio, TV and print advertising. There has been little consideration in South Africa of racially ambiguous models (casting websites in the UK and USA are predominantly looking for racially ambiguous actors/models). This thesis provides a practical contribution in demonstrating that multiple race configurations create the greatest advertising effectiveness, but when balanced with the imperative to ensure social cohesion and feelings of consumer well-being, and to prevent discrimination, racially ambiguous models should be employed.

## **6.4 RECOMMENDATIONS**

The contributions of this thesis from a theoretical, practical and methodological point of view highlight recommendations in the areas of future research, practice and public policy.

### **6.4.1 Future research**

To ensure no alienation and continual consumer well-being, the overarching recommendation of this study is for further research on the use of racially ambiguous models in advertising. This should be systematically applied to all theoretical bases such as studies concerning model race only, with no cultural cues (Aaker et al., 2000; Appiah, 2001; Green, 1999; Sierra et al., 2009; Whittler, 1991; Whittler & Spira, 2002); product evaluations (Qualls & Moore, 1990); purchase intention (Whittler, 1991); language (Deshpande et al., 1986; Koslow et al., 1994); social status (Grier & Deshpandé, 2001); ethnically primed and socially distinctive (Dimofte et al., 2003), self-referencing as a mediator (Kwai-Choi Lee, Fernandez, & Martin, 2002; Martin et al., 2004); model as a greater influencer than ethnic cues (Appiah, 2001); and presence of cultural cues (Butt & de Run, 2012; Forehand & Deshpandé, 2001; Sierra et al., 2009).

Further, research should seek to understand the underlying psychology and neurology of the comparative effectiveness of multiple race ads versus racially ambiguous ads in their relation to driving feelings of consumer well-being. While stereotypes were controlled for in the advertisement formats for the present study (e.g. through the use of headshots), consumer wellbeing was more highly correlated with the racially ambiguous advertisement than with the other advertisement types. This result may indicate that the focus on specific or multiple races in an advertisement provokes awareness of an underlying social (racial) issue.

The present study shows that the drive for consumer well-being through advertising can be achieved through the use of racially ambiguous models. However, further insight could be gained through applying the concept of “colourism”; the different perceptions of skin tone. Race in this study and the majority of advertising research has been treated as a single entity (Watson, Thornton, & Engelland, 2010). However some research has shown more favourable responses to lighter skinned black models by black respondents (Keenan, 1996; Watson et al., 2010). This approach should be applied to the racially ambiguous models in future research.

The new multiculturalism scale should be further developed to specifically measure and assess the multiculturalism strategies in the literature (Kipnis et al., 2014). Additionally, it should be applied in other organic marketplaces to extend its generalisability; particularly the UK and the US.

To further highlight sociocultural and situational contexts, the emotional and physical vulnerabilities avoided through the use of racially ambiguous models could be further investigated. This could be effectively achieved through the ringfenced use of mixed-race samples within organic multicultural marketplaces. This will keep the reality of multicultural consumers in focus and ensure insights drive change

To better understand the perception of ethnicity, more detailed quantitative studies should be considered to unpack the difference in self-descriptions of ethnicities in multicultural marketplaces. A longitudinal study looking at the different levels of multiculturalism over time

and the changes in the self-reference categories used would be a useful contribution to the to the sociocultural and situational context of TCR.

From a methodological perspective, further research is recommended in the application of the AAPOR selection criteria. In addition, the representativeness of the non-probability nature of the consumer panel as a sample when applying the AAPOR criteria would provide a major avenue of further research.

Finally, the ability to improve response rates through repeated reminders in email form can be expanded upon from a multichannel point of view. Survey response rates could be enhanced through a multichannel approach to reminders using different media including social media, SMS and Twitter.

#### **6.4.2 Practical implications**

Advertisers in multicultural markets should move away from utilising the dominant majority or multiple races as the models within their advertisements and consider the use of racially ambiguous models. Those employing traditional market segmentation tools based on race should consider adding an additional measure of multiculturalisation to the disposable income segmentation criteria.

#### **6.4.3 Public policy recommendations**

It is recommended that advertising standards authorities and specifically the Marketing, Advertising and Communications South Africa Sector Code be reviewed to consider the implied direction concerning the use of multiple races in advertising. The section of the code's value statement, which states, "We are mindful of the impact our industry has on millions of our people across all walks of South African life, therefore we accept the responsibility consequent thereto" (Association for Communication & Advertising, 2016), gives an implied direction of including all races within advertisements in South Africa. The negative impacts of this on consumer well-being should be considered and written into policy, ensuring society considers racial ambiguity as a way of the future.

## 6.5 LIMITATIONS OF THE STUDY

The limitations of the study mainly cover the research design. Initially, the sample for this study was from an online consumer panel (Baker et al., 2010). While robust selection criterion were used, this presupposes that a representative sample is all internet-based. Additionally, the use of a low involvement product was adopted to ensure the effect of the model race was not confounded by an emotive reaction to the product being advertised. However, other product and service types such as ethnic hedonic products (such as ethnic TV programmes) (Jun et al., 2014), may have elicited different results, due to the dual referencing to evoke the feeling of ethnic identification in terms of both model race and ethnicity of the product.

The structure of the experiment, with advertisement repetition (with model configuration variations), may have improved advertisement recall over the period (Petty & Wegener, 1996). However, the limited time between advertisement exposure and the advertisement effectiveness and consumer well-being instruments has been found to elicit real-time reactions (Lee et al., 2014). Additionally, the use of just one advertisement format (with variations in model configurations) may mean that these results can apply only to the specific format employed (David Glen Mick, 1992). The use of other advertising formats, both from a print template and media type point of view may elicit other results.

The dependent variable of advertising effectiveness was employed in its entire dual mediation hypothesis (Mackenzie et al., 1986) form, which requires the independent testing of attitude towards the advertisement, attitude towards the brand and purchase intentions to enable a challenge to existing theory. The high level of correlation between attitude towards the brand and attitude towards the advertisement – while a potential limitation of convergent validity – can be explained by the lack of prior knowledge of the product or the brand. Weak correlations have been found between attitude towards the advertisement and attitude towards the brand for studies utilising well-known brands (Puntoni et al., 2011).

When testing for the level of advertising effectiveness for each advertising type, the results show a decrease from multiple races, to self-categorised race to racially ambiguous. This finding is possibly a factor of the research design, through the survey participant's

awareness of own race being highlighted by the repeated change in race groupings presented throughout the survey (Appiah & Liu, 2009; Johnson et al., 2010; Phinney & Ong, 2007). Additionally, the study focused on the visible characteristics of the models by presenting a head and shoulders shot of all models, presenting both genders and positioning the models equally within the advertisement. Stereotypes were avoided. The level of consumer well-being could have been further tested through the use of a measure for model or product stereotyping (Martin et al., 2004).

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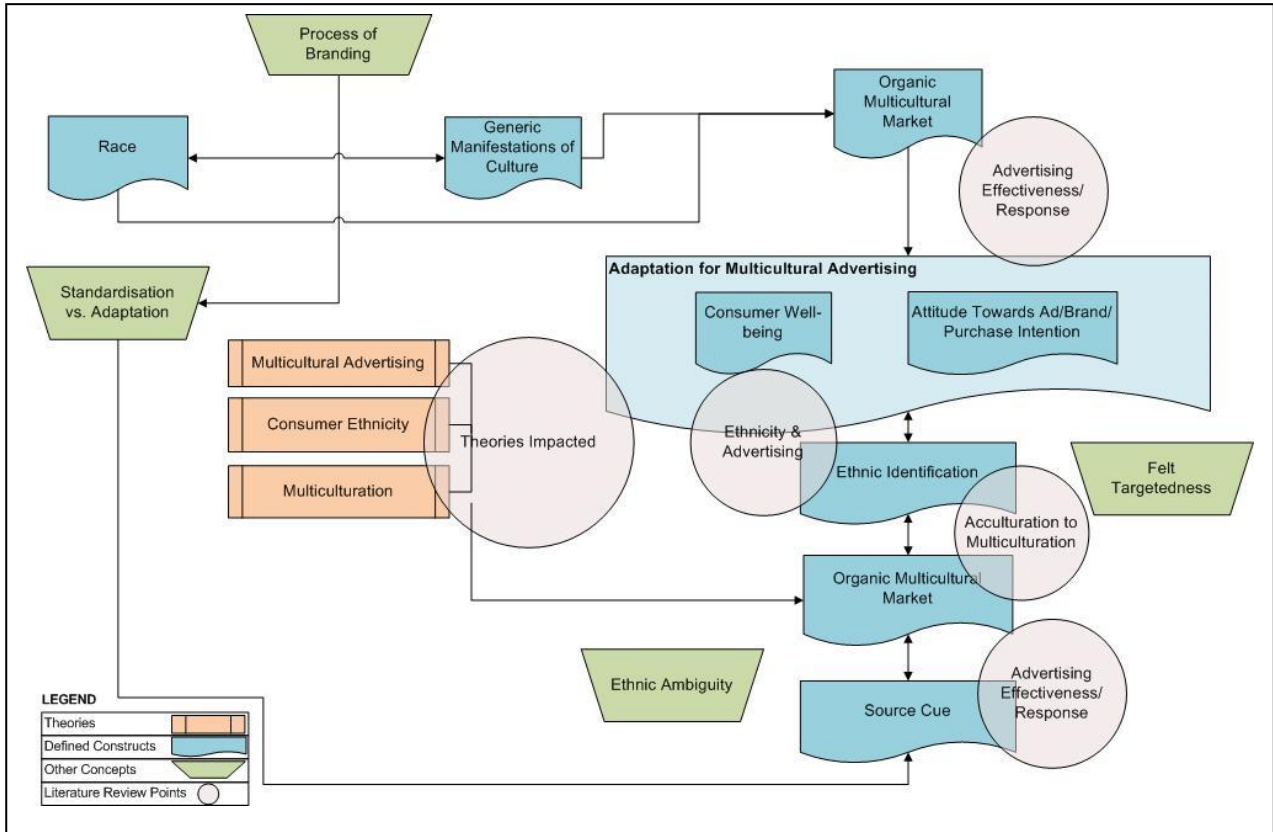


## 8 ABBREVIATIONS AND ACRONYMS

<b>Abbreviation</b>	<b>Meaning</b>
AGFI	Adjusted Goodness-of-Fit Index
AAPOR	American Association of Public Opinion Research
AIDA	Attention, Interest, Desire, Action
AMOS	Analysis of Moment Structures
CFI	Comparative Fit Index
C-OAR-SE	Procedure for developing a scale for marketing research
CMIO	Consumer Multicultural Identity Orientation Matrix
GFI	Goodness-of-Fit Index
ICCC	Intra Class Correlation Coefficient
KMO	Kaiser-Meyer-Olkin
MANOVA	Multiple Analysis of Variance
MEIM	Multigroup Ethnic Identification Measure
PCFI	Parsimonious Comparative Fit Index
RMSEA	Root Mean Square Error of Approximation
SEM	Structural Equation Modelling
SPSS21	Statistical Package for Social Science
SEM	Structural Equation Modelling
TCR	Transformative Consumer Research
TLI	Tucker-Lewis Index
UK	United Kingdom
URL	Uniform Resource Locator
US	United States of America

# 9 APPENDICES

## 9.1 LITERATURE REVIEW MODEL



## 9.2 LITERATURE REVIEW DETAILED TABLES

**Table 9-1: Ethnic Identification and Advertising Extant Literature Summary**

Category Base	Theoretical Lens	Constructs	Stimuli	Sample
Similarity-Based “viewers will be more predisposed to advertisements that contain models with believed ethnic similarity.”	Accommodation Theory 2 x studies 1 x combined with In-Group Bias	Attitude towards the advertisement Advertiser’s sensitivity to Hispanic culture Ethnic Identity	TV Print Ads	Hispanic: White Black: White
	In-Group Bias Theory 2 x studies 1 x combined with Accommodation 1 x combined with Polarised Appeal	Attitude towards the advertisement Attitude towards the model Attitude towards the product	TV	Black: White
Identification Based “viewers that ethnically identify with advertisements based on some ethnic stimulus respond favourably toward such advertisements.”	Distinctiveness Theory 10 x studies 2 x combined with Ethnic Identification	Attitude towards the advertisement Felt Targetedness Ethnic salience Spokesperson trustworthiness Brand attitudes Thoughts & Feelings about Advertisements Attitude towards spokesperson Strength of ethnic identity Perceived similarity and identification with characters Believe advertisement intended for subject Advertisement rating Sensitivity to Hispanic culture	Print TV Radio	Hispanics: Whites Blacks: Whites Asians: Blacks: Hispanics: Whites Asians: Whites
	Social Identity Theory 1 x study	Ethnic Identification with the Ad Attitude towards the advertisement Attitude towards the brand Purchase Intention	Print	Black: Hispanic: White
Information Processing Based “viewers’ ability to ethnically identify with some stimuli embedded in an advertisement influences their evaluation of that advertisement.”	Elaboration Likelihood Model 1 x study	Thought-listing Brand awareness Ad Recall Attitudes towards Blacks Models likeability Perceived similarity and identification with model Purchase intentions Ad Impression Racial attitudes Validity of message claims Message comprehension Identification with Black culture	Print	Blacks: Whites
	Heuristic-Systematic Persuasion Model 2 x studies	As above except Message comprehension, Identification with Black culture Included additional product information	Print	Blacks: Whites

	1 x combined with Identification			
	Polarised Appraisal Theory 1 x study combined with In-Group Bias	As above	Print	As above
Culture Based “the importance of cultural sensitivity to ethnic group members and suggests that ethically resonant advertisements can induce favourable ad-related viewer responses.”	Cultural Script Theory 1 x study	Attitude towards the spokesperson Attitude towards the advertisement Attitude towards the Product	Print	Blacks: Whites

Source: Integrated by the author from the findings of Sierra et al., 2012, 2009

**Table 9-2: Ethnic Identification and Advertising Extant Literature Findings**

	Sample	Black Actor		White Actor		Hispanic Actor		Asian Actor		Majority Ethnic Group		Black & White Actors	
		Strong	Weak	Strong	Weak	Strong	Weak	Strong	Weak	Strong	Weak	Strong	Weak
Model race only no cultural cues	Black	5 x ✓ 1 x ✗	1 x ✗	1 x ✗									
	White	1 x ñ 1 x ✗	2 x ✓ 1 x ñ 1 x ✗	2 x ✓ 1 x ✗	1 x ✓ 1 x ✗								
	Hispanic	1 x ✓		1 x ✗		2 x ✓							
	Asian	1 x ✓		1 x ✗				1 x ✓					
Product Evaluations	Black	1 x ✓		1 x ✗									
	White	1 x ✗		1 x ✓									
Purchase Intention	Black	2 x ✓	1 x ✗	1 x ✗	1 x ✗								
	White	1 x ✓ 1 x ✗		1 x ✓									
Language	Hispanic					2 x ✓ 1 x ✗	1 x ✗						
Celebrity Endorsers	Black	1 x ✓	1 x ✓	1 x ✓	1 x ✓								
	White	1 x ✓		1 x ✓									
Social Status	Black	1 x ✓											
	White			1 x ✓									
Ethnically primed & socials distinctive	White							1 x ✗					
	Asian							1 x ✓					
Self-referencing (mediator)	White			1 x ✓				1 x ✓					
	Asian							2 x ✓					
Actor greater influencer than ethnic cues	Black	1 x ✓											
Point of purchase displays	White	1 x ñ		1 x ñ								1 x ñ	
Presence of cultural cues	Black	3 x ✓		1 x ✗	1 x ✓								
	White	1 x ✓ 1 x ✗			1 x ✓ 1 x ✗								

	Sample	Black Actor		White Actor		Hispanic Actor		Asian Actor		Majority Ethnic Group		Black & White Actors	
		Strong	Weak	Strong	Weak	Strong	Weak	Strong	Weak	Strong	Weak	Strong	Weak
	Asian	1 x ✓						1 x ✓					
	Targeted									1 x ✖	1 x ñ		
	Non-Targeted	1 x ✓								1 x ✖	1 x ñ		
Ethnic self-awareness/Ad recall	White					1 x ✓							
	Hispanic			1 x ✓									
Advertisement Schema Congruity	White					1 x ñ							
	Hispanic			1 x ñ									
Trust same ethnicity spokesperson	White				1 x ✖								
	Hispanic					1 x ✓							







Legend for Table 9-2

✓	Positive effect
✖	Negative effect
ñ	No effect




Source: Author's analysis

### 9.3 PRE-TEST MODEL SELECTION RESULTS




Table 9-3: Racially Ambiguous Model

Model	Overall Mean	Levene's Homogeneity of Variances	Analysis of Variance (ANOVA)	
			F Score	Sig.
Model A 	3.23	1.970	1.649	.201
Model E 	4.12	2.145	.520	.672
Model K 	3.09	2.815	1.740	.182
Model H 	4.10	1.305	8.834	.000
Model AB 	2.02	3.851	4.802	.008
Model AD 	3.70	.963	1.063	.381

**Table 9-4: Male Black Model**




Model	Gender	Mean score	t-test for equality of means	
			t	Sig. (2 tailed)
 Model B	Male	2.5	-.522	.620
	Female	2.19		
 Model L	Male	2.62	2.236	.067
	Female	3.88		
 Model Z	Male	2.31	.818	.445
	Female	3.06		

**Table 9-5: Female Black Model**




Model	Gender	Mean score	t-test for equality of means	
			t	Sig. (2 tailed)
 Model G	Male	1.19	.476	.651
	Female	1.38		
 Model O	Male	2.06	.543	.607
	Female	2.5		
 Model U	Male	1.12	1.555	.171
	Female	2.06		






**Table 9-6: Male Coloured Model**

Model	Gender	Mean score	t-test for equality of means	
			t	Sig. (2 tailed)
 Model D	Male	3.44	.739	.488
	Female	3.56		
 Model P	Male	2.94	-.469	.656
	Female	2.75		
 Model R	Male	4.187	-.417	.691
	Female	4.000		




**Table 9-7: Female Coloured Model**

Model	Gender	Mean score	t-test for equality of means	
			t	Sig. (2 tailed)
 Model I	Male	2.875	-1.028	.344
	Female	2.562		
 Model S	Male	2.625	.896	.405
	Female	3.062		
 Model W	Male	3.312	.739	.488
	Female	3.197		




**Table 9-8: Male Indian Model**

Model	Gender	Mean score	t-test for equality of means	
			t	Sig. (2 tailed)
 Model J	Male	2.375	.277	.791
	Female	2.437		
 Model T	Male	3.625	1.234	.263
	Female	2.437		
 Model V	Male	3.812	.279	.790
	Female	3.500		




**Table 9-9: Female Indian Model**

Model	Gender	Mean score	t-test for equality of means	
			t	Sig. (2 tailed)
 Model M	Male	2.437	-.311	.766
	Female	2.375		
 Model Y	Male	2.687	.604	.568
	Female	3.250		
Model AC 	Male	1.687	.511	.628
	Female	1.582		

**Table 9-10: Male White Model**

Model	Gender	Mean score	t-test for equality of means	
			t	Sig. (2 tailed)
 Model F	Male	2.687	1.074	.324
	Female	3.562		
 Model N	Male	2.312	3.307	.016
	Female	3.500		
 Model X	Male	2.000	2.524	.045
	Female	3.375		

**Table 9-11: Female White Model**

Model	Gender	Mean score	t-test for equality of means	
			t	Sig. (2 tailed)
 Model C	Male	2.437	2.165	.074
	Female	3.625		
 Model Q	Male	1.625	6.128	.001
	Female	3.687		
Model AA 	Male	2.187	3.303	.610
	Female	3.437		

## 9.4 PERSONAL INVOLVEMENT INVENTORY

Question 1: Select the strength of each feeling you have to the following product **HOTDOGS**

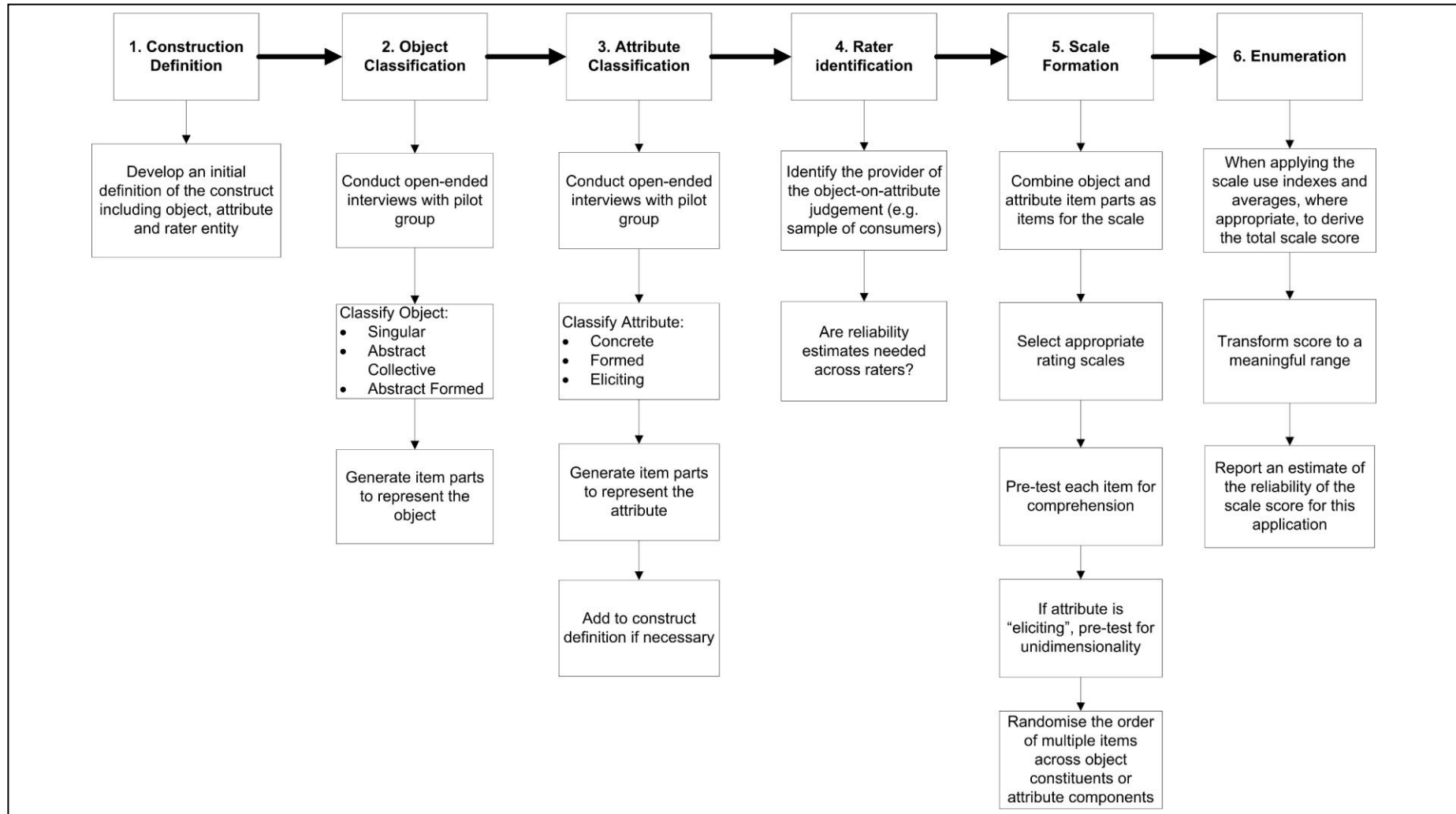
important	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	unimportant
of no concern	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	of concern to me
irrelevant	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	relevant
means a lot to me	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	means nothing to me
useless	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	useful
valuable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	worthless
trivial	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	fundamental
beneficial	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	not beneficial
matters to me	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	matters to me
uninterested	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	interested
significant	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	insignificant
vital	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	superfluous
boring	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	interesting
unexciting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	exciting
appealing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	unappealing
mundane	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	fascinating
essential	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	nonessential
undesirable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	desirable
wanted	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	unwanted
not needed	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	needed

## 9.5 CONSUMER PANEL COMPARATIVE ANALYSIS

<b>Panel Appropriateness Questions</b> (Baker et al., 2010)	<b>Acentric</b>	<b>Panelservices South Africa</b>	<b>ConsultaPanel</b>
What experience does your company have with providing online samples for market research?	Five years	Eight years	Over ten years
Please describe and explain the types of source(s) for the online sample that you provide (are these databases, actively managed panels, direct marketing lists, web intercept sampling, river sampling, or other)?	River sampling	Web intercept sampling	Actively managed panel through databases
What do you consider to be the primary advantage of your sample over other sample sources in the marketplace?	Easy to use interface	Web presence	Panel actively managed. Largest panel in South Africa
If the sample source is a panel or database, is the panel or database used solely for market research? If not, please explain.	Yes	Can buy data for third party direct marketing	Yes
How do you source groups that may be hard to reach on the Internet?	n/a	List purchasing	Telecommunication
What are people told when they are recruited?	Opportunity to win prize draws	Opportunity to win prize draws	Participative channel option choice
If the sample comes from a panel, what is your annual panel turnover/attrition/retention rate and how is it calculated?	Not measured	Not measured	Less than 10%
Please describe the opt-in process.	Double Opt In – Opt into panel and opt into each survey	Double Opt In – Opt into panel and opt into each survey	Double Opt In – Opt into panel and opt into each survey
Do you have a confirmation of identity procedure? Do you have procedures to detect fraudulent respondents at the time of registration with the panel? If so, please describe.			Integrated Profile set database combining proprietary panel, business intelligence and online survey activity
What is the size and/or the capacity of the panel, based on active panel members on a given date? Can you provide an overview of active panellists by type of source?	Over 50k	Over 100k	Over 200k
Please describe your sampling process including your exclusion procedures if applicable. Can samples be deployed as batches/replicates, by time zones, geography, etc.? If so, how is this controlled?	Key criteria predefined and email list selected	Snowball	Yes – integrated survey manager
Explain how people are invited to take part in a survey. What does a typical invitation look like?	Email	Web advertisement	Email or telephone
Please describe the nature of your incentive system(s). How does this vary by length of interview, respondent characteristics or other factors you may consider?	Prize Draws	Prize Draws	Incentive to contribute to knowledge

<b>Panel Appropriateness Questions</b> (Baker et al., 2010)	<b>Acentric</b>	<b>Panel services South Africa</b>	<b>ConsultaPanel</b>
How often are individual members contacted for online surveys within a given time period? Do you keep data on panellist participation history, and are limits placed on the frequency that members are contacted and asked to participate in a survey?	Yes – frequency checks and participation measured	Yes – frequency checks and participation measured	Yes – frequency checks and participation measured
Is there a privacy policy in place? If so, what does it state? Is the panel compliant with all regional, national, and local laws with respect to privacy, data protection, and children?	Yes	Yes	Yes
What data protection/security measures do you have in place?	Full security through member logins – meet POPI guidelines	Full security through member logins	Full security through member logins – meet POPI guidelines
Do you apply a quality management system? Please describe it.	No	No	Survey participation quality check system
Do you conduct online surveys with children and young people? If so, please describe the process for obtaining permission.	No	No	No
Do you supplement your samples with samples from other providers? How do you select these partners? Is it your policy to notify a client in advance when using a third-party provider? Do you de-duplicate the sample when using multiple-sample providers?	No	Yes – deduplication is attempted	No
Do you have a policy regarding multi-panel membership? What efforts do you undertake to ensure that survey results are unbiased given that some individuals belong to multiple panels?	Yes – panel regularly checked	No	Yes – panel regularly checked
What are likely survey start, drop-out, and participation rates in connection with a provided sample? How are these computed?	15%	15%	20% to 75%
Do you maintain individual-level data such as recent participation history, date of entry, source, etc., on your panellists? Are you able to supply your client with a per job analysis of such individual-level data?	Yes	No	Yes
Do you use data quality analysis and validation techniques to identify inattentive and fraudulent respondents? If yes, what techniques are used and at what point in the process are they applied?	No	No	Survey participation quality check system
Do you measure respondent satisfaction?	Yes	No	Yes
What information do you provide to debrief your client after the project has finished?	Raw data and analytics if required	Consolidated Analytics	Raw data and analytics if required

## 9.6 C-OAR-SE PROCEDURE



Source: (Rossiter, 2002)

## 9.7 SURVEY PARTICIPATION INVITATION

This email contains images. Please remember to enable your browser and security/permissions settings for it to display correctly.  
To ensure email delivery please add [frank@consultapanel.co.za](mailto:frank@consultapanel.co.za) to your address book.

**CONSULTA**Panel  
your survey community



New survey!  
South African  
Marketers need  
your opinion

Dear Samantha

Our country is complicated. Not like Calculus is complicated or the lineage in Game of Thrones is complicated, but like how humans are complicated.

South Africa is one of the most diverse countries in the world. We are the rainbow nation. Our people come from all walks of life and it is entrenched in the South African culture to celebrate these differences.

So why do marketers and advertising agencies still use a "one-size-fits-all" approach? Or even worse, try force a foreign marketing strategy down our throats?

**In this study, you will be asked about your ethnicity, culture and your personal advertising preferences.**

Start survey >

The results of this study will help guide South African companies to create advertisements that:

1. Are relevant to you and;
2. Capture the uniqueness of our citizens

Remember that you can also complete the questionnaire on your Smartphone or tablet and even find it on your **ConsultaPanel** dash! Please be assured that all information will be kept confidential, so get started ASAP!

Ciao for now,  
The **ConsultaPanel** Team

Have a query? Email us at [frank@consultapanel.co.za](mailto:frank@consultapanel.co.za)  
Unsubscribe from this project [only here](#)  
Unsubscribe from **ConsultaPanel**.

Consulta Research (Pty) Ltd, Central Park, Midrand, Bedford Park, Centurion, South Africa



All rights reserved. 2018 ©



## 9.8 QUESTIONNAIRES

### 9.8.1 Pre-Test

Thank you for agreeing to participate in this study.

This study is strictly anonymous. And should take no longer than 15 minutes to complete all 3 parts. All you need to do is consider the question and provide your honest feeling using the relevant scale. Try not to think too much about the question and don't worry there are no wrong answers.

This survey aims to get your opinions on certain products in Part 1, models in Part 2 and feelings on the origin of brands in Part 3.

#### Part 1

This section of the study involves you rating different feelings towards 4 products. You need to choose which descriptive word YOU personally feel that the product shown at the top of the page is most closely related to.

If you feel that the product that appears at the top of the page is very closely related to one end of the scale, you should select like this:

Boring	✓							Interesting
Or								
Boring							✓	Interesting

But if you feel that the product that appears is only slightly related but not neutral to one end of the scale you should select like this:

Essential			✓					Non-essential
Or								
Essential					✓			Non-essential

You will need to provide a rating for every word grouping to enable you to move on to the next stage of the study.

Question 1: Select the strength of each feeling you have to the following product HOTDOGS

Important								Unimportant
Of no concern								Of concern to me
Irrelevant								Relevant
Means a lot to me								Means nothing to me
useless								Useful
Valuable								Worthless
Trivial								Fundamental
Beneficial								Not beneficial
Matters to me								Matters to me
Uninterested								Interested
Significant								Insignificant
Vital								Superfluous
Boring								Interesting
Unexciting								Exciting
Appealing								Unappealing
Mundane								Fascinating
essential								Nonessential
Undesirable								Desirable
Wanted								Unwanted
Not needed								needed

NOTE: Part 1 Questions 2 to 4 repeated as per above format, displaying the different product types of Rice, Sugar & Washing Powder

## Part 2

This section of the study involves you rating different feelings towards 4 products. You need to choose which descriptive word YOU personally feel that the product shown at the top of the page is most closely related to.

If you feel that the product that appears at the top of the page is very closely related to one end of the scale, you should select like this:

Warm	✓							Cold
Or								
Warm							✓	Cold

But if you feel that the product that appears is only slightly related but not neutral to one end of the scale you should select like this:

Sincere	✓							Insincere
Or								
Sincere							✓	Insincere

You will need to provide a rating for every word grouping to enable you to move on to the next stage of the study.

Question 1: Please rate your opinion on Model A



I feel this model is

Warm								Cold
Likeable								Unlikeable
Sincere								Insincere
Friendly								Unfriendly

Question 2: Please rate your opinion on Model B



I feel this model is

Warm								Cold
Likeable								Unlikeable
Sincere								Insincere
Friendly								Unfriendly

Question 3: Please rate your opinion on Model C



I feel this model is

Warm								Cold
Likeable								Unlikeable
Sincere								Insincere
Friendly								Unfriendly

NOTE: Questions 4 to 30 repeated as per above format, displaying the different model images as shown in Appendix 9.2. The race and gender of each subsequent question was randomised.

### Part 3

This final section of the study involves you rating your approach to local, foreign and global brands. You will be presented with a series of statements and asked how far you agree or disagree with the statement along a scale from Totally Agree to Totally Disagree.

If you Totally Agree or Totally Disagree with the statement, you should select like this::

Totally Agree	✓							Totally Disagree
Or								
Totally Agree							✓	Totally Disagree

But if only agree or disagree, you should select like this:

Totally Agree			✓					Totally Disagree
Or								
Totally Agree					✓			Totally Disagree

You will need to provide a rating for every word grouping to enable you to move on to the next stage of the study.

Question 1: Please rate your level of agreement or disagreement with the following statement

I am willing to consume a wide variety of brands that blend the meanings of local, global and foreign countries that I aspire to.

Totally Agree								Totally Disagree
---------------	--	--	--	--	--	--	--	------------------

Question 2: Please rate your level of agreement or disagreement with the following statement

I prefer brands that I perceive are local but are from countries that I aspire to.

Question 3: Please rate your level of agreement or disagreement with the following statement

I am willing to consume a wide variety of brands that blend both local and global meanings.

Question 4: Please rate your level of agreement or disagreement with the following statement

I ridicule local brands in preference to consuming global brands and brands from foreign countries that I aspire to.

Question 5: Please rate your level of agreement or disagreement with the following statement

I prefer brands that are truly global and are perceived as global.

Question 6: Please rate your level of agreement or disagreement with the following statement

I choose brands that I perceive are from a foreign country that I aspire to.

Question 7: Please rate your level of agreement or disagreement with the following statement

I always choose local brands over brands perceived to be global or from a foreign country I aspire to

Question 8: Please rate your level of agreement or disagreement with the following statement

I do not consumer brands, I only purchase products based on my evaluation of their functional characteristics.

### Part 3b

Finally you will be presented with 9 statements and asked to select all of the options that you think are relevant to you. For example, if you have friends who are from your local country, a foreign country or you perceive as global citizens you should select all three options for that statement.

You will need to provide a rating for every statement to enable you to submit your answers to this study.

Question 1: Please use the dropdown boxes below to rate each statement and brand origin type from 1 to 5, where 1 is Not at all and 5 is Always

	Global	Foreign	Local
Origin of Friends			
Origin of Radio Stations listened to			
Origin of TV programmes watched			
Origin of Newspapers & Magazines read			
Origin of toiletries purchase			
Origin of favourite takeaway foods			
Ethnicity of friendship ties			
Ethnicity of people you attend social functions with			
Ethnicity of holidays you observe			

Finally, please answer the last two demographic questions to enable data analysis.

Which of the following genders would you classify yourself as?

Male		Female	
------	--	--------	--

Which of the following race groups would you classify yourself as?

Black		Coloured		Indian		White	
-------	--	----------	--	--------	--	-------	--

Thank you so much for participating in this study.

Please input your email address below if you would be interested in participating in the follow up study.

### 9.8.2 Main Study – Stream A

Thank you for agreeing to participate in this study. As explained in to the invitation email, your participation in this study in purely voluntary and you can withdraw at anytime without penalty by closing the webpage.

This study is strictly anonymous. And should take no longer than 20-25 minutes to complete. All you need to do is answer the questions using the scales provided. Some questionnaires will ask you to read a short article from a magazine and will then ask you 4 questions about it.

Consider the question and provide your honest feeling using the relevant scale. Try not to think too much about the question and don't worry there are no wrong answers.

The questions in this study involve you rating your opinion on a variety of statements. You will be presented with a series of statements and asked how far you agree or disagree with the statement along a scale from Totally Agree to Totally Disagree.

If you Totally Agree or Totally Disagree with the statement, you should select like this::

Totally Agree	✓							Totally Disagree
Or								
Totally Agree							✓	Totally Disagree

But if only agree or disagree, you should select like this:

Totally Agree			✓					Totally Disagree
Or								
Totally Agree					✓			Totally Disagree

You will need to provide a rating for every word grouping to enable you to move on to the next stage of the study.

Question 1: Please use the dropdown boxes below to rate each statement and brand origin type from 1 to 5, where 1 is Not at all and 5 is Always

	Global	Foreign	Local
Origin of Friends			
Origin of Radio Stations listened to			
Origin of TV programmes watched			
Origin of Newspapers & Magazines read			
Origin of toiletries purchase			
Origin of favourite takeaway foods			
Ethnicity of friendship ties			
Ethnicity of people you attend social functions with			
Ethnicity of holidays you observe			

Question 2: Please choose all the relevant options application to you for each of the following statements

	Completely Agree	Agree	Neither Agree nor Disagree	Disagree	Completely Disagree
I have spent time trying to find out more about my ethnic group, such as its history, traditions and customs					
I have a strong sense of belonging to my own ethnic group					
I understand pretty well, what my ethnic group membership means to me					
I have often done things that will help me understand my ethnic background better					
I have often talked to other people in order to learn more about my ethnic group					
I feel a strong attachment towards my own ethnic group					

Question 3: Please use the box below to answer the following question

How do you classify your ethnicity, race or culture? E.g. what name do you give it



Question 4: Select one of the following options

I consider myself to be South African	
I consider myself to be English	
I consider myself to be Afrikaans	
I consider myself to be African	
I consider myself to be Asian	
I consider myself to be Indian	
I consider myself to be Coloured	
I consider myself to be Ndebele	
I consider myself to be Xhosa	
I consider myself to be Zulu	
I consider myself to be Sepedi	
I consider myself to be Sesotho	
I consider myself to be Setswana	
I consider myself to be SiSwati	
I consider myself to be Thsivende	
I consider myself to be Zitsonga	

Please read the following article. Click Next when you are finished

**<IMAGE SHOWN – SEE FIGURE 3-9>**

Question 6: There was an advertisement next to the magazine article you read.

6a – Do you remember the article?

Yes		No	
-----	--	----	--

6b – What was the product being advertised?

6c – What was the brand being advertised?

Question 7: Please rate the strength of your feeling with the following words when thinking about the advertisement

I felt the advertisement was.....

Appealing								Unappealing
Believable								Unbelievable
Impressive								Unimpressive
Attractive								Unattractive
Liked Overall								Disliked Overall

Question 8: Please rate the strength of your feeling with the following words when thinking about the advertisement

I thought the advertisement was.....

Favourable								Unfavourable
Good								Bad
Pleasant								Unpleasant
High Quality								Low Quality

Question 9: Please rate the strength of your feeling towards the following statements

After seeing the advertisement I would try the product

Strongly Agree								Strongly Disagree
----------------	--	--	--	--	--	--	--	-------------------

After seeing the advertisement I would look for the product

Strongly Agree								Strongly Disagree
----------------	--	--	--	--	--	--	--	-------------------

After seeing the advertisement I it is likely I will buy the product

Strongly Agree								Strongly Disagree
----------------	--	--	--	--	--	--	--	-------------------

After seeing the advertisement I will probably try the product

Strongly Agree								Strongly Disagree
----------------	--	--	--	--	--	--	--	-------------------

After seeing the advertisement I would consider buying the product

Strongly Agree								Strongly Disagree
----------------	--	--	--	--	--	--	--	-------------------

Question 10: Please rate the strength of your agreement to the following questions

Did you feel subjected to offensive racial comments aimed directly at people like you, by this advertisement?

Not at all								Completely
------------	--	--	--	--	--	--	--	------------

Did you feel exposed to offensive comments about your racial group (e.g., stereotypical statements and offensive jokes), by this advertisement?

Not at all								Completely
------------	--	--	--	--	--	--	--	------------

Do you feel you will be denied access to the advertised product because of your race?

Not at all								Completely
------------	--	--	--	--	--	--	--	------------

Do you feel that other will be denied access to the advertised product because of their race?

Not at all								Completely
------------	--	--	--	--	--	--	--	------------

Question 11: Finally please answer the following demographic questions.

11a – What is your gender?

Male		Female	
------	--	--------	--

11b – How old are you?

--

11c – Which of the following race groups would you classify yourself as?

Black		Coloured		Indian		White	
-------	--	----------	--	--------	--	-------	--

11d – What is your occupation?

--

11e – What is your highest level of education?

11f – What is your household income?

Thank you so much for participating in this study.

Please input your email address below if you would be interested in receiving further information on the study.

**9.8.3 Main Study – Stream B**

Thank you for agreeing to participate in this study. As explained in to the invitation email, your participation in this study in purely voluntary and you can withdraw at anytime without penalty by closing the webpage.

This study is strictly anonymous. And should take no longer than 20-25 minutes to complete. All you need to do is answer the questions using the scales provided. Some questionnaires will ask you to read a short article from a magazine and will then ask you 4 questions about it.

Consider the question and provide your honest feeling using the relevant scale. Try not to think too much about the question and don't worry there are no wrong answers.

Some of the questions in this study involve you rating your opinion on a variety of statements. You will be presented with a series of statements and asked how far you agree or disagree with the statement along a scale from Totally Agree to Totally Disagree.

If you Totally Agree or Totally Disagree with the statement, you should select like this::

Totally Agree	✓								Totally Disagree
Or									
Totally Agree							✓		Totally Disagree

But if only agree or disagree, you should select like this:

Totally Agree			✓					Totally Disagree
Or								
Totally Agree					✓			Totally Disagree

You will need to provide a rating for every word grouping to enable you to move on to the next stage of the study.

Question 1: Please use the dropdown boxes below to rate each statement and brand origin type from 1 to 5, where 1 is Not at all and 5 is Always

	Global	Foreign	Local
Origin of Friends			
Origin of Radio Stations listened to			
Origin of TV programmes watched			
Origin of Newspapers & Magazines read			
Origin of toiletries purchase			
Origin of favourite takeaway foods			
Ethnicity of friendship ties			
Ethnicity of people you attend social functions with			
Ethnicity of holidays you observe			

Question 2: Please choose all the relevant options application to you for each of the following statements

	Complet ely Agree	Agree	Neither Agree nor Disagree	Disagree	Comple tely Disagree
I have spent time trying to find out more about my ethnic group, such as its history, traditions and customs					
I have a strong sense of belonging to my own ethnic group					
I understand pretty well, what my ethnic group membership means to me					
I have often done things that will help me understand my ethnic background better					
I have often talked to other people in order to learn more about my ethnic group					
I feel a strong attachment towards my own ethnic group					

Question 3: Please use the box below to answer the following question

How do you classify your ethnicity, race or culture? E.g. what name do you give it

--

Question 4: Select one of the following options

I consider myself to be South African	
I consider myself to be English	
I consider myself to be Afrikaans	
I consider myself to be African	
I consider myself to be Asian	
I consider myself to be Indian	
I consider myself to be Coloured	
I consider myself to be Ndebele	
I consider myself to be Xhosa	
I consider myself to be Zulu	
I consider myself to be Sepedi	
I consider myself to be Sesotho	
I consider myself to be Setswana	
I consider myself to be SiSwati	
I consider myself to be Thsivende	
I consider myself to be Zitsonga	

Please read the following article. Click Next when you are finished

**<IMAGE SHOWN – SEE FIGURE 3-9>**

Question 6: There was an advertisement next to the magazine article you read.

6a – Do you remember the article?

Yes		No	
-----	--	----	--

6b – What was the product being advertised?

--

6c – What was the brand being advertised?

--

Question 7: Please rate the strength of your feeling with the following words when thinking about the advertisement

I felt the advertisement was.....

Appealing								Unappealing
Believable								Unbelievable
Impressive								Unimpressive
Attractive								Unattractive
Liked Overall								Disliked Overall

Question 8: Please rate the strength of your feeling with the following words when thinking about the advertisement

I thought the advertisement was.....

Favourable								Unfavourable
Good								Bad
Pleasant								Unpleasant
High Quality								Low Quality

Question 9: Please rate the strength of your feeling towards the following statements

After seeing the advertisement I would try the product

Strongly Agree								Strongly Disagree
----------------	--	--	--	--	--	--	--	-------------------

After seeing the advertisement I would look for the product

Strongly Agree								Strongly Disagree
----------------	--	--	--	--	--	--	--	-------------------

After seeing the advertisement I it is likely I will buy the product

Strongly Agree								Strongly Disagree
----------------	--	--	--	--	--	--	--	-------------------

After seeing the advertisement I will probably try the product

Strongly Agree								Strongly Disagree
----------------	--	--	--	--	--	--	--	-------------------

After seeing the advertisement I would consider buying the product

Strongly Agree								Strongly Disagree
----------------	--	--	--	--	--	--	--	-------------------

Question 10: Please rate the strength of your agreement to the following questions

Did you feel subjected to offensive racial comments aimed directly at people like you, by this advertisement?

Not at all								Completely
------------	--	--	--	--	--	--	--	------------

Did you feel exposed to offensive comments about your racial group (e.g., stereotypical statements and offensive jokes), by this advertisement?

Not at all								Completely
------------	--	--	--	--	--	--	--	------------

Do you feel you will be denied access to the advertised product because of your race?

Not at all								Completely
------------	--	--	--	--	--	--	--	------------

Do you feel that other will be denied access to the advertised product because of their race?

Not at all								Completely
------------	--	--	--	--	--	--	--	------------

Please read the following article. Click Next when you are finished

**<IMAGE SHOWN DEPENDENT ON THE SELF\_SELECTED RACIAL CLASSIFICATION – SEE FIGURE 3-5, 3-6, 3-7, 3-8)**

Question 11: There was an advertisement next to the magazine article you read.

11a – Do you remember the article?

Yes		No	
-----	--	----	--



11b – What was the product being advertised?

--

11c – What was the brand being advertised?

--

Question 12: Please rate the strength of your feeling with the following words when thinking about the advertisement

I felt the advertisement was.....

Appealing								Unappealing
Believable								Unbelievable
Impressive								Unimpressive
Attractive								Unattractive
Liked Overall								Disliked Overall

Question 13: Please rate the strength of your feeling with the following words when thinking about the advertisement

I thought the advertisement was.....

Favourable								Unfavourable
Good								Bad
Pleasant								Unpleasant
High Quality								Low Quality

Question 14: Please rate the strength of your feeling towards the following statements

After seeing the advertisement I would try the product

Strongly Agree								Strongly Disagree
----------------	--	--	--	--	--	--	--	-------------------

After seeing the advertisement I would look for the product

Strongly Agree								Strongly Disagree
----------------	--	--	--	--	--	--	--	-------------------

After seeing the advertisement I it is likely I will buy the product

Strongly Agree								Strongly Disagree
----------------	--	--	--	--	--	--	--	-------------------

After seeing the advertisement I will probably try the product

Strongly Agree								Strongly Disagree
----------------	--	--	--	--	--	--	--	-------------------

After seeing the advertisement I would consider buying the product

Strongly Agree								Strongly Disagree
----------------	--	--	--	--	--	--	--	-------------------

Question 15: Please rate the strength of your agreement to the following questions

Did you feel subjected to offensive racial comments aimed directly at people like you, by this advertisement?

Not at all								Completely
------------	--	--	--	--	--	--	--	------------

Did you feel exposed to offensive comments about your racial group (e.g., stereotypical statements and offensive jokes), by this advertisement?

Not at all								Completely
------------	--	--	--	--	--	--	--	------------

Do you feel you will be denied access to the advertised product because of your race?

Not at all								Completely
------------	--	--	--	--	--	--	--	------------

Do you feel that other will be denied access to the advertised product because of their race?

Not at all								Completely
------------	--	--	--	--	--	--	--	------------

Please read the following article. Click Next when you are finished

**<IMAGE SHOWN – SEE FIGURE 3-10)**

Question 16: There was an advertisement next to the magazine article you read.

16a – Do you remember the article?

Yes		No	
-----	--	----	--

16b – What was the product being advertised?

--

16c – What was the brand being advertised?

--

Question 17: Please rate the strength of your feeling with the following words when thinking about the advertisement

I felt the advertisement was.....

Appealing								Unappealing
Believable								Unbelievable
Impressive								Unimpressive
Attractive								Unattractive
Liked Overall								Disliked Overall

Question 18: Please rate the strength of your feeling with the following words when thinking about the advertisement

I thought the advertisement was.....

Favourable								Unfavourable
Good								Bad
Pleasant								Unpleasant
High Quality								Low Quality

Question 19: Please rate the strength of your feeling towards the following statements

After seeing the advertisement I would try the product

Strongly Agree								Strongly Disagree
----------------	--	--	--	--	--	--	--	-------------------

After seeing the advertisement I would look for the product

Strongly Agree								Strongly Disagree
----------------	--	--	--	--	--	--	--	-------------------

After seeing the advertisement I it is likely I will buy the product

Strongly Agree								Strongly Disagree
----------------	--	--	--	--	--	--	--	-------------------

After seeing the advertisement I will probably try the product

Strongly Agree								Strongly Disagree
----------------	--	--	--	--	--	--	--	-------------------

After seeing the advertisement I would consider buying the product

Strongly Agree								Strongly Disagree
----------------	--	--	--	--	--	--	--	-------------------

Question 20: Please rate the strength of your agreement to the following questions

Did you feel subjected to offensive racial comments aimed directly at people like you, by this advertisement?

Not at all								Completely
------------	--	--	--	--	--	--	--	------------

Did you feel exposed to offensive comments about your racial group (e.g., stereotypical statements and offensive jokes), by this advertisement?

Not at all								Completely
------------	--	--	--	--	--	--	--	------------

Do you feel you will be denied access to the advertised product because of your race?

Not at all								Completely
------------	--	--	--	--	--	--	--	------------

Do you feel that other will be denied access to the advertised product because of their race?

Not at all								Completely
------------	--	--	--	--	--	--	--	------------

Question 21: Finally please answer the following demographic questions.

21a – What is your gender?

Male				Female			
------	--	--	--	--------	--	--	--

21b – Which of the following race groups would you classify yourself as?

Black		Coloured		Indian		White	
-------	--	----------	--	--------	--	-------	--

21c – How old are you?

--

215 – What is your occupation?

--

21e – What is your highest level of education?

21f – What is your household income?

Thank you so much for participating in this study.

Please input your email address below if you would be interested in receiving further information on the study.

## 9.9 DATA ANALYSIS CODE BOOK

Full Variable Name	SPSS Variable Name	Instructions	Element of which scale?
Panelist ID	Panelist_ID		
Record ID	Record_ID		
Gender	gender	1=male, 2=female	
Ethnicity	race	1=African, 2=Coloured, 3=Indian, 4=White, 5=Other, 0 = Unanswered (Replaced with 99 in SPSS) Dummy variable created	
Age	age	1=<18, 2=18-25, 3=26-35, 4=36-45, 5=46-55, 6=56-65, 7=.65, 0 = Unanswered (Replaced with 99 in SPSS) Dummy variable created	
Occupation	occupation	1=Managers, 2=Professionals, 3=Technicians and Associate Professionals 4=Clerical Support Workers, 5=Service and Sales Workers, 6=Skilled Agricultural, Forestry, Fishery, Craft and Related Trades Workers 7=Plant and Machine Operators and Assemblers, 8=Elementary Occupations, 0 = Unanswered (Replaced with 99 in SPSS)	
Education level	education_level	Scores Reversed 1=No education, 2=Some primary schooling, 3=Complete primary schooling (passed grade 7/standard 5), 4=Some secondary schooling, 5=Complete secondary schooling (passed grade 12/standard 10), 6=Undergraduate (currently busy with after school graduate studies), 7=Graduate (Degree or Diploma), 8=Honours Graduate, 9=Masters graduate, 10=Doctors graduate, 0=Unclassified	
Monthly Household Income	monthly_household_income	1=R1 - R1000, 2=R1001 - R2500, 3=R2501 - R4000, 4=R4001 - R6000, 5=R6001 - R8000, 6=R8001 - R11000, 7=R11001 - R16000, 8=R16001 - R25000, 9=R25001 - R40000, 10=R40001 - R60000, 11=R60001 - R100000, 12=R100001 and more, 0=Prefer not to answer	
Socio-economic Status	socio_ecstatus	Compute new variable (SUM score of occupation, education_level, monthly_household_income) = socio_ecstatus	Socio-economic Status
Multiculturalism Friends	m_friends_global m_friends_foreign m_friends_local m_friends_na	1=local, 2=foreign, 3=global, 0=n/a Compute new variable (SUM score of global, foreign, local combined) = mcn_friends	Multiculturalism - if component of Factor Analysis
Multiculturalism Radio	m_radio_global m_radio_foreign m_radio_local m_radio_na	1=local, 2=foreign, 3=global, 0=n/a Compute new variable (SUM score of global, foreign, local combined) = mcn_radio	Multiculturalism - if component of Factor Analysis
Multiculturalism TV	m_tv_global m_tv_foreign m_tv_local m_tv_na	1=local, 2=foreign, 3=global, 0=n/a Compute new variable (SUM score of global, foreign, local combined) = mcn_tv	Multiculturalism - if component of Factor Analysis
Multiculturalism Newspaper	m_newspaper_global m_newspaper_foreign m_newspaper_local m_newspaper_na	1=local, 2=foreign, 3=global, 0=n/a Compute new variable (SUM score of global, foreign, local combined) = mcn_newspaper	Multiculturalism - if component of Factor Analysis
Multiculturalism Toiletries	m_toiletries_global m_toiletries_foreign m_toiletries_local m_toiletries_na	1=local, 2=foreign, 3=global, 0=n/a Compute new variable (SUM score of global, foreign, local combined) = mcn_toiletries	Multiculturalism - if component of Factor Analysis
Multiculturalism Takeaways	m_takeaways_global m_takeaways_foreign m_takeaways_local m_takeaways_na	1=local, 2=foreign, 3=global, 0=n/a Compute new variable (SUM score of global, foreign, local combined) = mcn_takeaways	Multiculturalism - if component of Factor Analysis
Multiculturalism Friendship Ties	m_friendshipties_global m_friendshipties_foreign m_friendshipties_local m_friendshipties_na	1=local, 2=foreign, 3=global, 0=n/a Compute new variable (SUM score of global, foreign, local combined) = mcn_friendshipties	Multiculturalism - if component of Factor Analysis
Multiculturalism Social Events	m_socialevents_global m_socialevents_foreign m_socialevents_local m_socialevents_na	1=local, 2=foreign, 3=global, 0=n/a Compute new variable (SUM score of global, foreign, local combined) = mcn_socialevents	Multiculturalism - if component of Factor Analysis
Multiculturalism Holidays Observed	m_holidaysobserved_global m_holidaysobserved_foreign m_holidaysobserved_local m_holidaysobserved_na	1=local, 2=foreign, 3=global, 0=n/a Compute new variable (SUM score of global, foreign, local combined) = m_holidaysobserved	Multiculturalism - if component of Factor Analysis
Multiculturalism	multiculturalism_level	Compute Variable SUM of mcn_friends, mcn_radio, mcn_tv, mcn_newspaper, mcn_toiletries, mcn_takeaways, mcn_friendshipties, mcn_socialevents, mcn_holidaysobserved.	
Multiculturalism	multiculturalism_level_mean	Compute Variable MEAN = multiculturalism_level/27	
MultiGroup Ethnic Identification Measure - Time Spent	meim_exp1	1=Completely Disagree, 2=Disagree, 3=Neither Disagree or Agree, 4=Agree, 5=Completely Agree	Exploration
MultiGroup Ethnic Identification Measure - Sense of Belonging	meim_com1	1=Completely Disagree, 2=Disagree, 3=Neither Disagree or Agree, 4=Agree, 5=Completely Agree	Commitment
MultiGroup Ethnic Identification Measure - Means to Me	meim_com2	1=Completely Disagree, 2=Disagree, 3=Neither Disagree or Agree, 4=Agree, 5=Completely Agree	Commitment
MultiGroup Ethnic Identification Measure - Understand Better	meim_exp2	1=Completely Disagree, 2=Disagree, 3=Neither Disagree or Agree, 4=Agree, 5=Completely Agree	Exploration
MultiGroup Ethnic Identification Measure - talked to others	meim_exp3	1=Completely Disagree, 2=Disagree, 3=Neither Disagree or Agree, 4=Agree, 5=Completely Agree	Exploration

Full Variable Name	SPSS Variable Name	Instructions	Element of which scale?
MultiGroup Ethnic Identification Measure - Strong Attachment	meim_com3	1=Completely Disagree, 2=Disagree, 3=Neither Disagree or Agree, 4=Agree, 5=Completely Agree	Commitment
MultiGroup Ethnic Identification Measure - Subscale - Exploration	meim_exp	Compute New Variable = MEAN of meim_exp1, meim_exp2, meim_exp3	MultiGroup Ethnic Identification Measure - Revised (MEIM-R)
MultiGroup Ethnic Identification Measure - Subscale - Commitment	meim_com	Compute New Variable = MEAN of meim_com1, meim_com2, meim_com3	MultiGroup Ethnic Identification Measure - Revised (MEIM-R)
MultiGroup Ethnic Identification Measure	meim_level	Compute Variable MEAN of meim_exp & meim_com	
MultiGroup Ethnic Identification Measure	meim_level_mean	Compute Variable MEAN - meim_level/6	
MEIM Open Question Answer	self_categorisation_ethnicity	Open text	
MEIM Open Question Categorisation	self_categorisation_ethnicity	1=Race & Country, 2=Race, 3=Country, 4=Language, 5=Religion, 6=Continent, 7=Adjective, 8=Ancestry, 9=Country & Language, 10=Race & Language, 11=Continent/Country & Religion, 12=Race & Religion, 13=Social status & Race, 14=Race & Politics, 15=Language & Religion, 0=unanswered	
Self Referenced Ethnicity	ethnicity_selfreferenced	1=English, 2=Afrikaans, 3=SiSwati, 4=Tshivenda, 5=Zitsonga, 6=Ndebele, 7=Xhosa, 8=Zulu, 9=Sepedi, 10=Sesotho, 11=Setswana, 0=Unanswered	
MultiRacial Ad Ad Recall	AdvertMR_remembered	1=No, 2=Yes	
MultiRacial Ad Product Recall Open Question	AdvertMR_productadvertised_text		
MultiRacial Ad Product Recall Categorisation	AdvertMR_productadvertised_category	1=Correct product, 2=Correct product category, 3=Incorrect, 4=Don't Know, 5=Correct Adjective, 0=Unanswered	
MultiRacial Ad Brand Recall Open Question	AdvertMR_brandadvertised_text		
MultiRacial Ad Brand Recall Categorisation	AdvertMR_brandadvertised_category	1=Correct brand, 2=Product not brand, 3=Incorrect, 4=Don't Know, 5=Correct Adjective, 0=Unanswered	
MultiRacial Ad Attitude Towards Ad - Appealing	AdvertMR_AdA_appealing	1=Unappealing, 2=Less Unappealing, 3=Slightly less neutral, 4=Neutral, 5= Slightly more appealing, 6= Less Appealing, 7=Appealing	AdvertMR_AdA
MultiRacial Ad Attitude Towards Ad - Believable	AdvertMR_AdA_believable	1=Unbelievable, 2=Less Unbelievable, 3=Slightly less neutral, 4=Neutral, 5= Slightly more appealing, 6= Less Believable, 7=Believable	AdvertMR_AdA
MultiRacial Ad Attitude Towards Ad - Impressive	AdvertMR_AdA_impressive	1=Unimpressive, 2=Less Unimpressive, 3=Slightly less neutral, 4=Neutral, 5= Slightly more Impressive, 6= Less Impressive, 7=Impressive	AdvertMR_AdA
MultiRacial Ad Attitude Towards Ad - Attractive	AdvertMR_AdA_attractive	1=Unattractive, 2=Less Unattractive, 3=Slightly less neutral, 4=Neutral, 5= Slightly more attractive, 6= Less Attractive, 7=Attractive	AdvertMR_AdA
MultiRacial Ad Attitude Towards Ad - Overall Liking	AdvertMR_AdA_overallliking	1=Disliked Overall, 2=Less Disliked Overall, 3=Slightly less neutral, 4=Neutral, 5= Slightly more Liked Overall, 6= Less Liked Overall, 7=Liked Overall	AdvertMR_AdA
Attitude towards the Ad	AdvertMR_AdA	Compute New Variable = Sum of AdA appealing to Overall Liking	Advertising Effectiveness
MultiRacial Ad Attitude Towards Brand - Favourable	AdvertMR_AdB_favourable	1=Unfavourable, 2=Less Unfavourable, 3=Slightly less neutral, 4=Neutral, 5= Slightly more favourable, 6= Less favourable, 7=Favourable	AdvertMR_AdB
MultiRacial Ad Attitude Towards Brand - Good	AdvertMR_AdB_good	1=Bad, 2=Less Bad, 3=Slightly less neutral, 4=Neutral, 5= Slightly more good, 6= Less good, 7=Good	AdvertMR_AdB
MultiRacial Ad Attitude Towards Brand - Pleasant	AdvertMR_AdB_pleasant	1=Unpleasant, 2=Less Unpleasant, 3=Slightly less neutral, 4=Neutral, 5= Slightly more pleasant, 6= Less pleasant, 7=pleasant	AdvertMR_AdB
MultiRacial Ad Attitude Towards Brand - High Quality	AdvertMR_AdB_highquality	1=Low Quality, 2=Less Low Quality, 3=Slightly less neutral, 4=Neutral, 5= Slightly more high quality, 6= Less high quality, 7=High quality	AdvertMR_AdB
Attitude towards the Brand	AdvertMR_AdB	Compute New Variable = Sum of AdB favourable to high quality	Advertising Effectiveness
MultiRacial Ad Purchase Intention - Try Product	AdvertMR_PI_try	1=Strongly Disagree, 2=Disagree, 3=Slightly Disagree, 4=Neither Disagree or Agree, 5=Slightly Agree, 6=Agree, 7=Strongly Agree	AdvertMR_PI
MultiRacial Ad Purchase Intention - Seek out product	AdvertMR_PI_seekout	1=Strongly Disagree, 2=Disagree, 3=Slightly Disagree, 4=Neither Disagree or Agree, 5=Slightly Agree, 6=Agree, 7=Strongly Agree	AdvertMR_PI
MultiRacial Ad Purchase Intention - Likely buy	AdvertMR_PI_likelybuy	1=Strongly Disagree, 2=Disagree, 3=Slightly Disagree, 4=Neither Disagree or Agree, 5=Slightly Agree, 6=Agree, 7=Strongly Agree	AdvertMR_PI
MultiRacial Ad Purchase Intention - Probably try	AdvertMR_PI_probablytry	1=Strongly Disagree, 2=Disagree, 3=Slightly Disagree, 4=Neither Disagree or Agree, 5=Slightly Agree, 6=Agree, 7=Strongly Agree	AdvertMR_PI
MultiRacial Ad Purchase Intention - Consider buying	AdvertMR_PI_considerbuy	1=Strongly Disagree, 2=Disagree, 3=Slightly Disagree, 4=Neither Disagree or Agree, 5=Slightly Agree, 6=Agree, 7=Strongly Agree	AdvertMR_PI
MultiRacial Ad Purchase Intention	AdvertMR_PI	Compute New Variable = Sum of PI try to consider buy	Advertising Effectiveness
Advertising Effectiveness	AdvertMR_effectiveness	Compute Variable SUM AdA, AdB & PI for each Advert Type	
Advertising Effectiveness	AdvertMR_effectiveness_mean	Compute Variable MEAN = AdvertMR_effectiveness/14	
MultiRacial Ad Consumer WellBeing - Offensive	AdvertMR_cwb_offensive	1=Not At All, 2=Barely, 3=Slightly, 4=Somewhat, 5=Moderately, 6=Very, 7=Completely	cwb_off
MultiRacial Ad Consumer WellBeing - Exposed	AdvertMR_cwb_exposed	1=Not At All, 2=Barely, 3=Slightly, 4=Somewhat, 5=Moderately, 6=Very, 7=Completely	cwb_off
Consumer Wellbeing - subscale - Offense	AdvertMR_cwb_off	Compute New Variable = Sum of cwb_offensive & cwb_exposed	Consumer Wellbeing
MultiRacial Ad Consumer WellBeing - personally Denied	AdvertMR_cwb_deniedaccess	1=Not At All, 2=Barely, 3=Slightly, 4=Somewhat, 5=Moderately, 6=Very, 7=Completely	cwb_dis
MultiRacial Ad Consumer WellBeing - Others Denied	AdvertMR_cwb_othersdenied	1=Not At All, 2=Barely, 3=Slightly, 4=Somewhat, 5=Moderately, 6=Very, 7=Completely	cwb_dis
Consumer Wellbeing - subscale - Discrimination	AdvertMR_cwb_dis	Compute New Variable = Sum of cwb_deniedaccess & cwb_othersdenied	Consumer Wellbeing
Consumer Wellbeing	AdvertMR_con_wbeing	Compute Variable SUM cwb_off & cwb_dis for each Advert Type	
Consumer Wellbeing	AdvertMR_con_wbeing_mean	Compute Variable MEAN = AdvertMR_con_wbeing/4	
<b>Above 23 variables repeated for Self Classified Race Advert = AdvertSCR &amp; Racially Ambiguous Advert = AdvertRA</b>			

## 9.10 SELF-CATEGORISED ETHNICITY RESULTS

Code	Self-Categorised Ethnicity	Free Text Examples (direct quotes)
1	Race & Country	<ul style="list-style-type: none"> <li>• Am black south African</li> <li>• North-west Caucasian</li> <li>• Happy to be a white SA citizen.</li> <li>• English-speaking South African, with historical roots and family connections within the Commonwealth. In international gatherings, I am usually automatically placed in groups that are English or White - whereas I actually have a lot of commonality and connection with other people present who from parts of Africa (Southern &amp; Eastern)</li> <li>• White South African</li> <li>• I am a Caucasian male born in the Netherlands from Dutch parents - so I still consider myself very much as Dutch, although I have lived in SA for more than 60 years!</li> <li>• Irish, European, Caucasian</li> <li>• white south african with french, dutch, german ancestry</li> <li>• Even though I am a white woman I am African. Africa is in my blood and this is my heritage. So I would call myself a White African</li> <li>• I am a white South African</li> </ul>
2	Race	<ul style="list-style-type: none"> <li>• indian</li> <li>• White</li> <li>• Coloured/Mixed Race</li> <li>• Blacks</li> <li>• Proudly Coloured</li> <li>• Coloured</li> <li>• Multi ethnic</li> <li>• Cape Malay</li> <li>• mixed race</li> <li>• I'm a multi culture race (from many countries like Barbados)</li> <li>• coloured of white (English), Indian, German, Xhosa.- Real rainbow nation</li> </ul>
3	Country	<ul style="list-style-type: none"> <li>• Proudly South African!!</li> <li>• South-African</li> <li>• Greek</li> <li>• African that is somewhat conservative.</li> <li>• French</li> <li>• Local German</li> <li>• A child of Africa</li> <li>• Proudly South African</li> <li>• TROTS SUID AFRIKAANSE BURGER</li> <li>• South African; ancestors from Germany</li> <li>• I am a south african</li> </ul>
4	Language	<ul style="list-style-type: none"> <li>• Zulu</li> <li>• Afrikaner</li> <li>• S.Sotho</li> <li>• Tswana</li> <li>• Manyika</li> <li>• Vatsonga</li> <li>• isiXhosa</li> <li>• I am a Tshivenda woman ,born and bred in Venda the beautiful green eden</li> <li>• Bechuana</li> <li>• english</li> <li>• GUJJURATI</li> </ul>



5	Religion	<ul style="list-style-type: none"> <li>• God's child</li> <li>• MOSLEM</li> <li>• Either very traditional or very christian</li> <li>• Jewish</li> <li>• Very unique and friendly. Mostly Christian oriented with attachments to the creator.</li> <li>• Hindu</li> <li>• Hinduism</li> <li>• Christian</li> <li>• I AM A MUSLIM. WE ARE FROM DIFFERENT RACES, CULTURES AND BACKGROUNDS.</li> <li>• Religious</li> <li>• Atheist</li> </ul>
6	Continent	<ul style="list-style-type: none"> <li>• European English</li> <li>• Western European</li> <li>• african</li> <li>• African of European descent - Caucasian</li> <li>• EUROPEAN OR WESTERN</li> <li>• Euro-african</li> <li>• African...Tswana?</li> <li>• I am an African, no matter what colour we are, we should learn to live together</li> <li>• From Eurpean descent</li> <li>• African</li> <li>• more European and South Arfican</li> </ul>
7	Adjective	<ul style="list-style-type: none"> <li>• Unique</li> <li>• AWESOME and I am very proud to be one and love it!!</li> <li>• Humanity</li> <li>• Previously advantaged</li> <li>• Human. I don't personally recognize that there is a "difference". We're all from the same human race.</li> <li>• strong and unique</li> <li>• Socializing</li> <li>• Intelligent, Organised, hardworking, cultured!!!</li> <li>• Mixed</li> <li>• Family</li> <li>• Easy to adapt to</li> </ul>
8	Ancestry	<ul style="list-style-type: none"> <li>• African tradition group</li> <li>• Historical/traditional/cultural</li> <li>• I am a direct Decendent of Jacques De La Fontein Governor of the Cape My Great grandfather was Danish and my Great grandfather on my fathers' side of the family was a Londoner of Norman Decent while both my Grand mothers were South African Dutch ( note not Afrikaans ,were born before that was invented) So I am an Afrikaner!!!!!!!!!!!!!!!!!!!!!!With a British Passport!!!!!!!!!!!!!!!!!!!!!!!!!!!!</li> <li>• I'm a Afrikaanse citizen</li> <li>• Afrikanerdom</li> <li>• Culture and history</li> </ul>
9	Country & Language	<ul style="list-style-type: none"> <li>• African born Motswana</li> <li>• I am an English speaking white South African</li> <li>• English speaking South African</li> <li>• South African English speaking white Christian Transkeian born</li> <li>• Global European English</li> <li>• SOUTH AFRICANS AT LARGE AND MY CLAN (RADEBE)</li> <li>• Afrikaans sprekende suid afrikaner</li> <li>• Afrikaans speaking White South African.</li> <li>• German Afrikaans</li> </ul>

		<ul style="list-style-type: none"> <li>• Afrikaans / Scottish ties</li> <li>• English South african, scotish origin</li> </ul>
10	Race & Language	<ul style="list-style-type: none"> <li>• Black shona woman</li> <li>• Black, Xhosa speaking</li> <li>• White afrikaans speaking South African</li> <li>• Black - Zulu</li> <li>• White, Afrikaans - but not the traditional Afrikaner</li> <li>• White and Afrikaans</li> <li>• White Afrikaans speaking African race/culture</li> <li>• I am white , Afrikaans man</li> <li>• I am a xhosa black woman i do all the rituals that the xhosas do ie imbeleko for umntwana osanda kuzalwa. ulwaluko, ukupha abaphantsi ,ukuthombisa ,ukuhota xa intombi isenda</li> <li>• black and xhosa girl</li> <li>• indian, hindu</li> </ul>
11	Continent/Country & Religion	<ul style="list-style-type: none"> <li>• South African Jew</li> <li>• English speaking, Jewish, South African</li> <li>• South African.....religious group - Hindu</li> <li>• African christianity</li> <li>• Mediterranean and catholic</li> <li>• South African, Jewish, white</li> <li>• I am a South African Jewess</li> <li>• Western Anglo Saxon</li> <li>• Jewish south african</li> <li>• I am a Christian, bilingual, South African woman.</li> <li>• Western Christian</li> </ul>
12	Race & Religion	<ul style="list-style-type: none"> <li>• causation, Christain</li> <li>• white &amp; Christian &amp; english</li> <li>• INDIAN HINDU</li> <li>• White South African Jew</li> <li>• I am a white male Caucasian, Christian and Afrikaans (and 3 other) speaking and South African borne.</li> <li>• Muslim, Cape Malay, coloured person</li> <li>• Muslim coloured</li> <li>• Agnostic White</li> <li>• Strongly Christian Caucasian</li> <li>• White, Jewish, Zionist affiliation</li> <li>• white jewish vaishnav</li> </ul>
13	Social status & Race	<ul style="list-style-type: none"> <li>• Middle class white</li> <li>• educated middle class white taxpayer.</li> <li>• White middel class</li> <li>• Middle class, white, South African</li> <li>• middle class white of Afrikaans origin</li> <li>• White middle class</li> <li>• Privileged White</li> </ul>
14	Race & Politics	<ul style="list-style-type: none"> <li>• white liberal</li> <li>• LIBERAL WHITE</li> <li>• Conservative white South African Afrikaner</li> </ul>
15	Language & Religion	Afrikaans speaking Christian.

## 9.11 QUANTITATIVE RESULTS

### 9.11.1 Multigroup Ethnic Identification Measure

Table 9-12: MEIM - Model Goodness of Fit

Exploratory Factor Analysis		
Explained Variance	64.0%	
MSA (KMO)	0.844	
Factor Loadings (FL) and Communalities (C)		
	FL	C
MEIM 1	.680	.463
MEIM 2	.804	.646
MEIM 3	.800	.641
MEIM 4	.858	.736
MEIM 5	.811	.657
MEIM 6	.835	.698
Reliability		
Cronbach's Alpha	.883	
Validity		
Convergent Validity	see Tables 9-11 & 9-12	
Confirmatory Factorial Analysis		
GFI	.941	
AGFI	.978	
RMSEA	.093	
CFI	.981	
TLI	.963	
PCFI	.523	

Table 9-13: MEIM - Construct Validity

Latent Variable	Indicator Coding	Loadings	Variance Extracted	ALPHA	Composite Reliability	Delta (CR - Alpha)	Construct Validity Result
Exploration	exp1	0.655	0.658	0.844	0.850	CR is larger than Alpha	Construct Validity achieved
	exp2	0.906					
	exp3	0.851					
Commitment	com1	0.851	0.699	0.870	0.874	CR is larger than Alpha	Construct Validity achieved
	com2	0.786					
	com3	0.869					

**Note:** Variance Extracted Rule of Thumb >0.5  
 Composite Reliability Rule of Thumb >0.7  
 Loading Criteria <0.7 = good – <0.5 – 0.7 = caution required

**Table 9-14: MEIM - Discriminant Validity**

	<b>Exploration</b>	<b>Commitment</b>
Exploration	0.658	
Commitment	0.459	0.699
	Discriminant Validity achieved	Discriminant Validity achieved

**9.11.2 Advertising Effectiveness by Advertisement Type**

**Table 9-15: Model Goodness of Fit - Advertising Effectiveness - Multiple Race**

<b>Exploratory Factor Analysis</b>		
Explained Variance	85.4%	
MSA (KMO)	0.97	
<b>Factor Loadings (FL) and Communalities (C)</b>		
	<b>FL</b>	<b>C</b>
AdA1	.877	.793
AdA2	.793	.696
AdA3	.893	.821
AdA4	.894	.841
AdA5	.910	.877
AdB1	.885	.846
AdB2	.906	.869
AdB3	.837	.776
AdB4	.881	.798
PI1	.896	.903
PI2	.884	.909
PI3	.889	.947
PI4	.887	.942
PI5	.890	.941
<b>Reliability</b>		
Cronbach's Alpha	0.978	
<b>Validity</b>		
Convergent Validity	see Tables 9-14 & 9-15	
<b>Confirmatory Factorial Analysis</b>		
GFI	.924	
AGFI	.893	
RMSEA	.080	
CFI	.977	
TLI	.972	
PCFI	.794	

**Table 9-16: Construct Validity - Advertising Effectiveness - Multiple Race**

Latent Variable	Indicator Coding	Loadings	Variance Extracted	ALPHA	Composite Reliability	Delta (CR - Alpha)	Construct Validity Result
Attitude towards the Ad	AdA1	0.884	0.794	0.950	0.951	CR is larger than Alpha	Construct Validity not achieved – see Table 9-15
	AdA2	0.795					
	AdA3	0.911					
	AdA4	0.922					
	AdA5	0.937					
Attitude towards the Brand	AdB1	0.913	0.819	0.947	0.948	CR is larger than Alpha	Construct Validity achieved
	AdB2	0.945					
	AdB3	0.867					
	AdB4	0.893					
Purchase Intention	PI1	0.932	0.911	0.980	0.981	CR is larger than Alpha	Construct Validity achieved
	PI2	0.935					
	PI3	0.967					
	PI4	0.968					

**Note:** Variance Extracted Rule of Thumb >0.5  
 Composite Reliability Rule of Thumb >0.7  
 Loading Criteria <0.7 = good – <0.5 – 0.7 = caution required

**Table 9-17: Discriminant Validity - Advertising Effectiveness - Multiple Race**

	Attitude towards the Ad	Attitude Towards the Brand	Purchase Intention
Attitude towards the Ad	0.794		
Attitude Towards the Brand	0.960	0.819	
Purchase Intention	0.817	0.802	0.911
	Discriminant Validity NOT achieved	Discriminant Validity achieved	Discriminant Validity achieved

**Table 9-18: Model Goodness of Fit – Ad. Eff. - Self-Categorised Race**

<b>Exploratory Factor Analysis</b>		
Explained Variance	89.6%	
MSA (KMO)	0.971	
<b>Factor Loadings (FL) and Communalities (C)</b>		
	<b>FL</b>	<b>C</b>
AdA1	.919	.869
AdA2	.883	.828
AdA3	.928	.883
AdA4	.928	.893
AdA5	.920	.892
AdB1	.902	.880
AdB2	.910	.893
AdB3	.862	.826
AdB4	.903	.839
PI1	.912	.937
PI2	.894	.931
PI3	.902	.969
PI4	.892	.961
PI5	.900	.956
<b>Reliability</b>		
Cronbach's Alpha	0.983	
<b>Validity</b>		
Convergent Validity	see Tables 9-17 & 9-18	
<b>Confirmatory Factorial Analysis</b>		
GFI	.913	
AGFI	.876	
RMSEA	.084	
CFI	.979	
TLI	.974	
PCFI	.796	

**Table 9-19: Construct Validity – Ad. Eff. - Self Categorised Race**

Latent Variable	Indicator Coding	Loadings	Variance Extracted	ALPHA	Composite Reliability	Delta (CR - Alpha)	Construct Validity Result
Attitude towards the Ad	AdA1	0.936	0.874	0.950	0.972	CR is larger than Alpha	Construct Validity not achieved – see Table 9-18
	AdA2	0.895					
	AdA3	0.948					
	AdA4	0.953					
	AdA5	0.94					
Attitude towards the Brand	AdB1	0.936	0.854	0.947	0.959	CR is larger than Alpha	Construct Validity achieved
	AdB2	0.949					
	AdB3	0.899					
	AdB4	0.911					
Purchase Intention	PI1	0.955	0.937	0.980	0.987	CR is larger than Alpha	Construct Validity achieved
	PI2	0.949					
	PI3	0.982					
	PI4	0.977					

**Note:** Variance Extracted Rule of Thumb >0.5  
 Composite Reliability Rule of Thumb >0.7  
 Loading Criteria <0.7 = goof – <0.5 – 0.7 = caution required

**Table 9-20: Discriminant Validity – Adv. Eff. - Self Categorised Race**

	Attitude towards the Ad	Attitude Towards the Brand	Purchase Intention
Attitude towards the Ad	0.874		
Attitude Towards the Brand	0.965	0.854	
Purchase Intention	0.824	0.793	0.937
	Discriminant Validity NOT achieved	Discriminant Validity achieved	Discriminant Validity achieved

**Table 9-21: Model Goodness of Fit - Advertising Effectiveness - Racially Ambiguous**

<b>Exploratory Factor Analysis</b>		
Explained Variance	92.1%	
MSA (KMO)	0.97	
<b>Factor Loadings (FL) and Communalities (C)</b>		
	<b>FL</b>	<b>C</b>
AdA1	.930	.907
AdA2	.908	.874
AdA3	.944	.927
AdA4	.936	.928
AdA5	.933	.919
AdB1	.919	.897
AdB2	.932	.916
AdB3	.898	.872
AdB4	.913	.865
PI1	.899	.949
PI2	.892	.945
PI3	.892	.970
PI4	.887	.964
PI5	.889	.962
<b>Reliability</b>		
Cronbach's Alpha	0.984	
<b>Validity</b>		
Convergent Validity	see Tables 9-20 & 9-21	
<b>Confirmatory Factorial Analysis</b>		
GFI	.920	
AGFI	.886	
RMSEA	.082	
CFI	.982	
TLI	.978	
PCFI	.799	



**Table 9-22: Construct Validity - Advertising Effectiveness - Racially Ambiguous**

Latent Variable	Indicator Coding	Loadings	Variance Extracted	ALPHA	Composite Reliability	Delta (CR - Alpha)	Construct Validity Result
Attitude towards the Ad	AdA1	0.955	0.911	0.950	0.981	CR is larger than Alpha	Construct Validity not achieved – see Table 9-21
	AdA2	0.928					
	AdA3	0.97					
	AdA4	0.967					
	AdA5	0.952					
Attitude towards the Brand	AdB1	0.947	0.888	0.947	0.969	CR is larger than Alpha	Construct Validity achieved
	AdB2	0.962					
	AdB3	0.932					
	AdB4	0.928					
Purchase Intention	PI1	0.965	0.947	0.980	0.989	CR is larger than Alpha	Construct Validity achieved
	PI2	0.962					
	PI3	0.982					
	PI4	0.979					

**Note:** Variance Extracted Rule of Thumb >0.5  
 Composite Reliability Rule of Thumb >0.7  
 Loading Criteria <0.7 = goof – <0.5 – 0.7 = caution required

**Table 9-23: Discriminant Validity - Advertising Effectiveness - Racially Ambiguous**

	Attitude towards the Ad	Attitude Towards the Brand	Purchase Intention
<b>Attitude towards the Ad</b>	0.911		
<b>Attitude Towards the Brand</b>	0.973	0.888	
<b>Purchase Intention</b>	0.796	0.790	0.947
	Discriminant Validity NOT achieved	Discriminant Validity achieved	Discriminant Validity achieved

### 9.11.3 Consumer Well-being by Advertisement Type

**Table 9-24: Model Goodness of Fit - Consumer Well-being - Multiple Race**

<b>Exploratory Factor Analysis</b>		
Explained Variance	89.9%	
MSA (KMO)	0.835	
<b>Factor Loadings (FL) and Communalities (C)</b>		
	<b>FL</b>	<b>C</b>
cwb1	.958	.918
cwb2	.955	.911
cwb3	.960	.921
cwb4	.922	.849
<b>Reliability</b>		
Cronbach's Alpha	0.962	
<b>Validity</b>		
Convergent Validity	see Tables 9-23 & 9-24	
<b>Confirmatory Factorial Analysis</b>		
GFI	.904	
AGFI	.522	
RMSEA	.318	
CFI	.961	
TLI	.882	
PCFI	.320	

**Table 9-25: Construct Validity - Consumer Well-being - Multiple Race**

<b>Latent Variable</b>	<b>Indicator Coding</b>	<b>Loadings</b>	<b>Variance Extracted</b>	<b>ALPHA</b>	<b>Composite Reliability</b>	<b>Delta (CR - Alpha)</b>	<b>Construct Validity Result</b>
Consumer Wellbeing	cwb1	0.894	0.805	0.923	0.943	CR is larger than Alpha	Construct Validity achieved
	cwb2	0.912					
	cwb3	0.905					
	cwb4	0.877					

**Note:** Variance Extracted Rule of Thumb >0.5  
 Composite Reliability Rule of Thumb >0.7  
 Loading Criteria <0.7 = good – <0.5 – 0.7 = caution required

**Table 9-26: Discriminant Validity - Consumer Well-being - Multiple Race**

	<b>Consumer Well-being</b>
<b>Consumer Well-being</b>	0.805
	Discriminant Validity achieved

**Table 9-27: Model Goodness of Fit - Consumer Well-being - Self Categorised Race**

<b>Exploratory Factor Analysis</b>		
Explained Variance	89.9%	
MSA (KMO)	0.835	
<b>Factor Loadings (FL) and Communalities (C)</b>		
	FL	C
cwb1	.958	.918
cwb2	.955	.911
cwb3	.960	.921
cwb4	.922	.849
<b>Reliability</b>		
Cronbach's Alpha	0.962	
<b>Validity</b>		
Convergent Validity	see Tables 9-26 & 9-27	
<b>Confirmatory Factorial Analysis</b>		
GFI	.904	
AGFI	.522	
RMSEA	.318	
CFI	.961	
TLI	.882	
PCFI	.320	

**Table 9-28: Construct Validity - Consumer Well-being - Self-Categorised Race**

Latent Variable	Indicator Coding	Loadings	Variance Extracted	ALPHA	Composite Reliability	Delta (CR - Alpha)	Construct Validity Result
Consumer Wellbeing	cwb1	0.923	0.759	0.923	0.926	CR is larger than Alpha	Construct Validity achieved
	cwb2	0.957					
	cwb3	0.831					
	cwb4	0.761					

**Note:** Variance Extracted Rule of Thumb >0.5  
 Composite Reliability Rule of Thumb >0.7  
 Loading Criteria <0.7 = goof – <0.5 – 0.7 = caution required

**Table 9-29: Discriminant Validity - Consumer Well-being - Self-Categorised Race**

	<b>Consumer Well-being</b>
<b>Consumer Well-being</b>	0.759
	Discriminant Validity achieved

**Table 9-30: Model Goodness of Fit - Consumer Well-being - Racially Ambiguous**

<b>Exploratory Factor Analysis</b>		
Explained Variance	89.9%	
MSA (KMO)	0.835	
<b>Factor Loadings (FL) and Communalities (C)</b>		
	<b>FL</b>	<b>C</b>
cwb1	.958	.918
cwb2	.955	.911
cwb3	.960	.921
cwb4	.922	.849
<b>Reliability</b>		
Cronbach's Alpha	0.962	
<b>Validity</b>		
Convergent Validity	see Tables 9-29 & 9-30	
<b>Confirmatory Factorial Analysis</b>		
GFI	.904	
AGFI	.522	
RMSEA	.318	
CFI	.961	
TLI	.882	
PCFI	.320	

**Table 9-31: Construct Validity - Consumer Well-being - Racially Ambiguous**

<b>Latent Variable</b>	<b>Indicator Coding</b>	<b>Loadings</b>	<b>Variance Extracted</b>	<b>ALPHA</b>	<b>Composite Reliability</b>	<b>Delta (CR - Alpha)</b>	<b>Construct Validity Result</b>
Consumer Wellbeing	cwb1	0.961	0.865	0.923	0.962	CR is larger than Alpha	Construct Validity achieved
	cwb2	0.955					
	cwb3	0.932					
	cwb4	0.87					

**Table 9-32: Discriminant Validity - Consumer Well-being - Racially Ambiguous**

	<b>Consumer Well-being</b>
<b>Consumer Well-being</b>	0.865
	Discriminant Validity achieved

## 9.12 CONCEPTUAL MODEL

Figure 9-1: Final Measurement Model - Multiple Race Advertisement

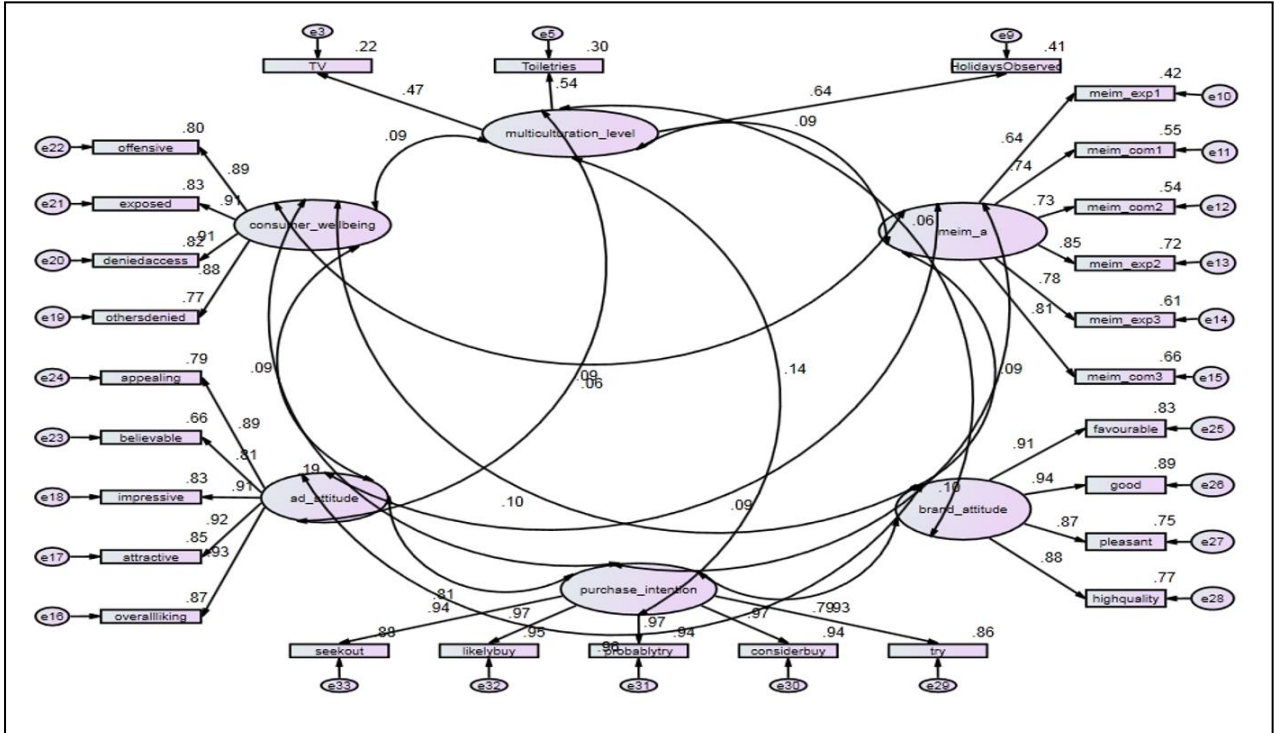


Figure 9-2: Final Measurement Model - Self Categorized Race Advertisement

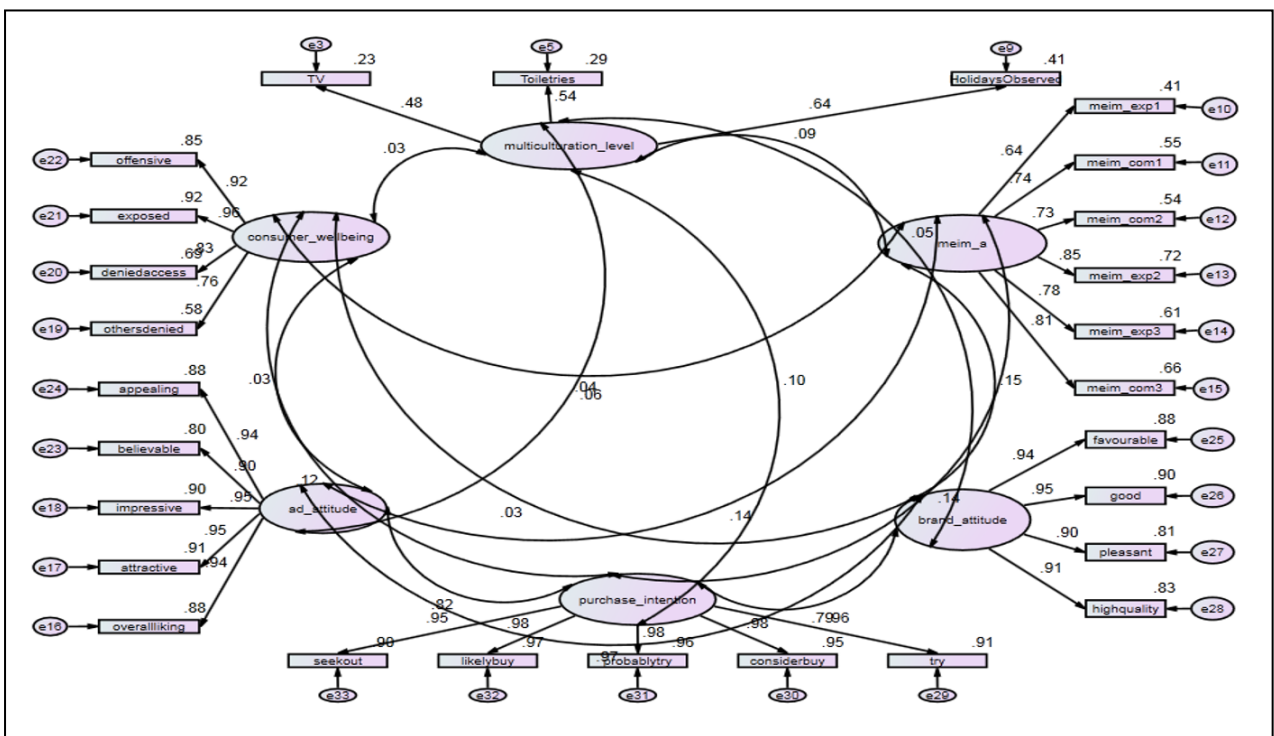
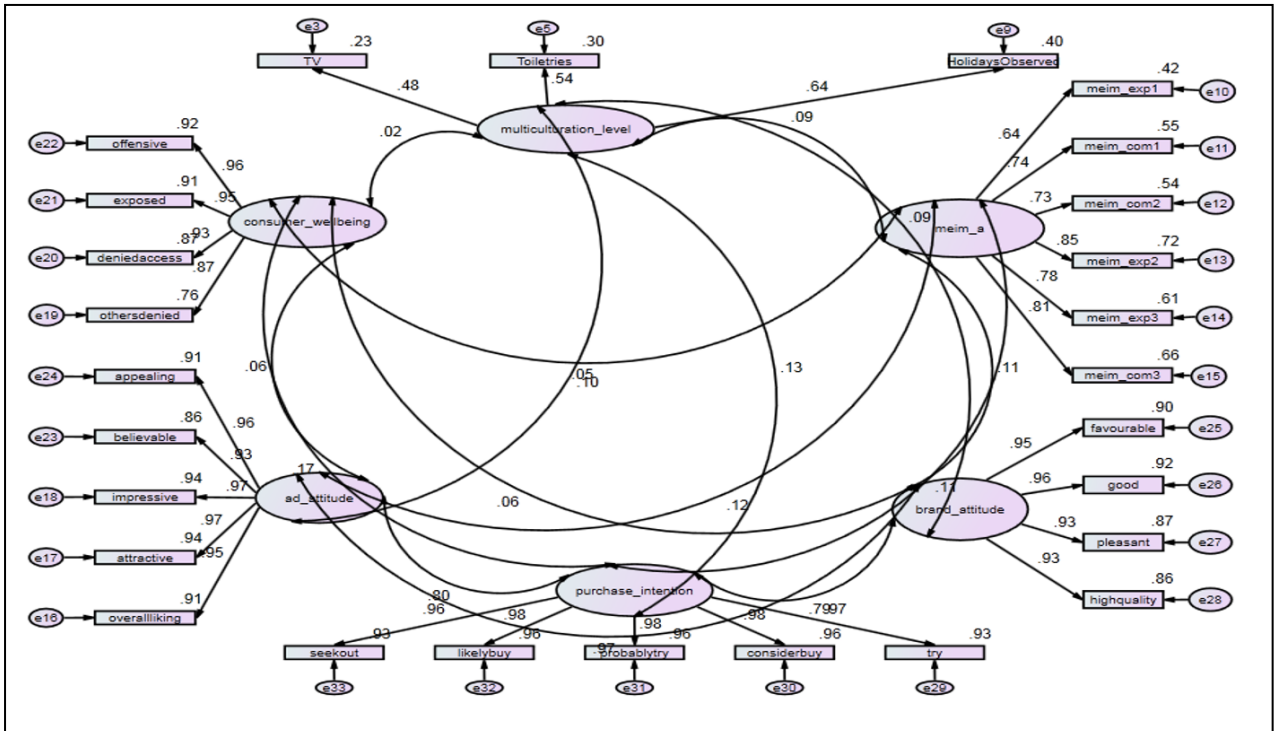


Figure 9-3: Final Measurement Model - Racially Ambiguous Advertisement



## 9.13 HYPOTHESES ANALYSIS OUTPUTS

### 9.13.1 Hypothesis 1

Figure 9-4: Hypothesis 1 - Multiculturalism Means Plot

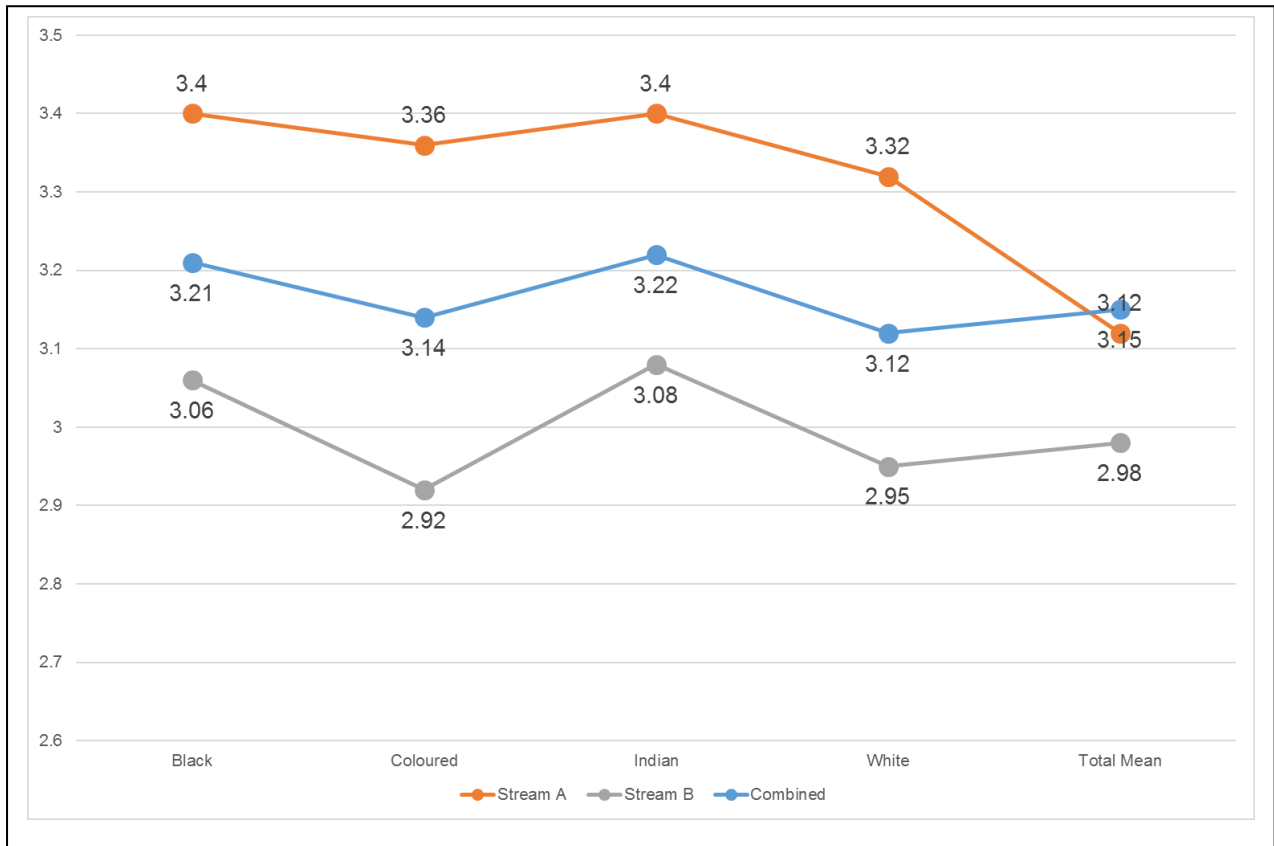


Figure 9-5: Hypothesis 1 - One-way Repeated Measures ANOVA

Measure: Advertising_Effectiveness		Mauchly's Test of Sphericity <sup>a</sup>					
Within Subjects Effect	Mauchly's W	Approx. Chi-Square	df	Sig.	Epsilon <sup>b</sup>		
					Greenhouse-Geisser	Huynh-Feldt	Lower-bound
Advert_Type	.878	137.654	2	.000	.891	.892	.500



**Figure 9-6: Hypothesis 1 - Within-Subjects Effects**

Tests of Within-Subjects Effects							
Measure: Advertising_Effectiveness							
Source		Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Advert_Type	Sphericity Assumed	2265.270	2	1132.635	15.752	.000	.015
	Greenhouse-Geisser	2265.270	1.782	1271.306	15.752	.000	.015
	Huynh-Feldt	2265.270	1.785	1269.306	15.752	.000	.015
	Lower-bound	2265.270	1.000	2265.270	15.752	.000	.015
Error(Advert_Type)	Sphericity Assumed	151722.064	2110	71.906			
	Greenhouse-Geisser	151722.064	1879.845	80.710			
	Huynh-Feldt	151722.064	1882.807	80.583			
	Lower-bound	151722.064	1055.000	143.812			

**Figure 9-7: Hypothesis 1 - Profile Plots**

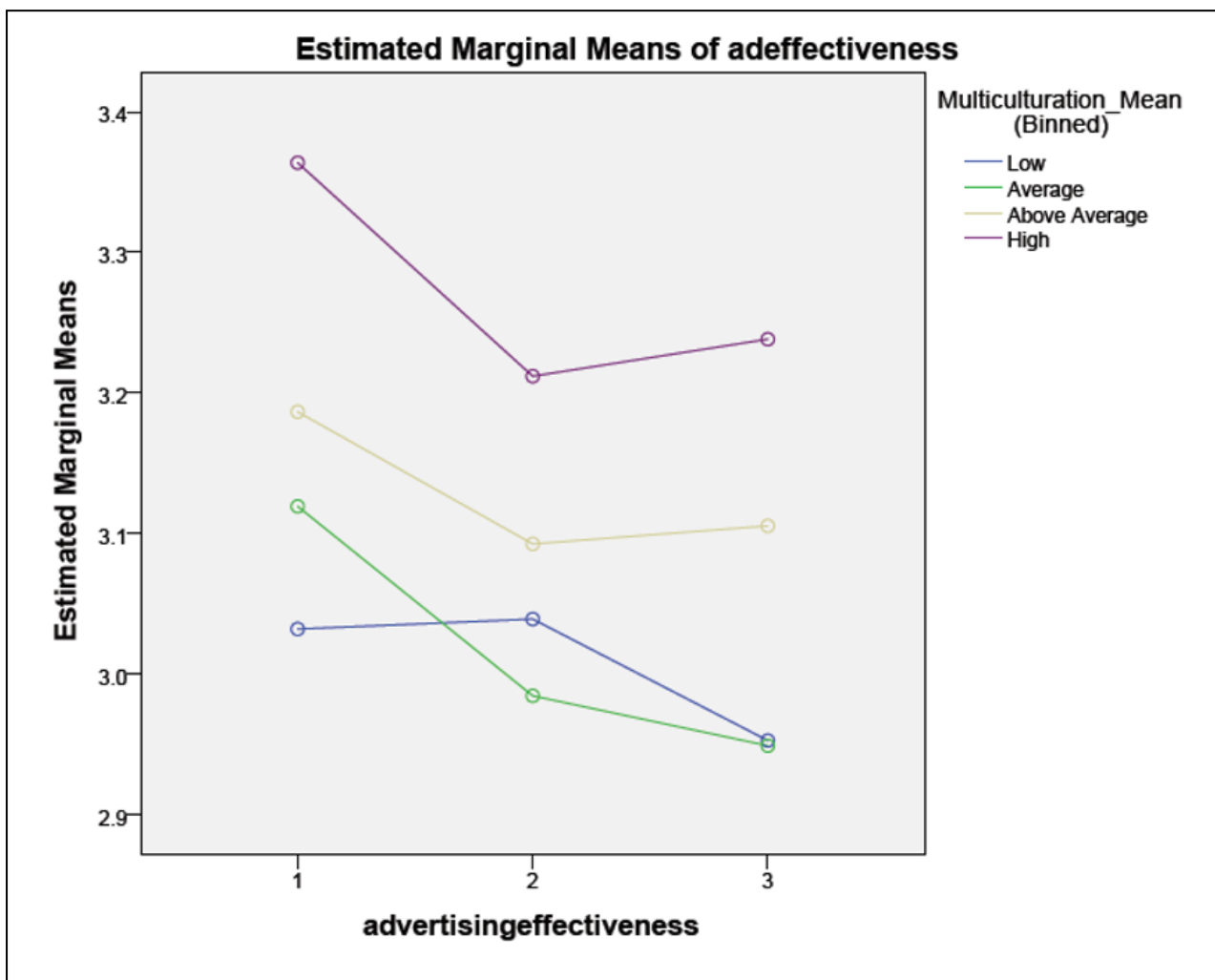


Figure 9-8: Hypothesis 1 - Means Comparison

Descriptive Statistics				
	Multiculturalation_Mean (Binned)	Mean	Std. Deviation	N
AdvertMR_AdEffectiveness_Mean	Low	3.03	1.485	91
	Average	3.12	1.426	588
	Above Average	3.19	1.280	222
	High	3.36	1.597	152
	Total	3.16	1.429	1053
AdvertScR_AdEffectiveness_Mean	Low	3.04	1.580	91
	Average	2.98	1.492	588
	Above Average	3.09	1.332	222
	High	3.21	1.655	152
	Total	3.04	1.493	1053
AdvertRA_AdEffectiveness_Mean	Low	2.95	1.636	91
	Average	2.95	1.536	588
	Above Average	3.11	1.388	222
	High	3.24	1.711	152
	Total	3.02	1.543	1053

Figure 9-9: Hypothesis 1 - Test of Sphericity

Mauchly's Test of Sphericity <sup>a</sup>							
Measure: adeffectiveness							
Within Subjects Effect	Mauchly's W	Approx. Chi-Square	df	Sig.	Epsilon <sup>b</sup>		
					Greenhouse-Geisser	Huynh-Feldt	Lower-bound
advertisingeffectiveness	.877	137.088	2	.000	.891	.895	.500

**Figure 9-10: Hypothesis 1 - Within-Subjects Effects**

Tests of Within-Subjects Effects							
Measure: adefectiveness							
Source		Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
advertisingeffectiveness	Sphericity Assumed	4.966	2	2.483	6.745	.001	.006
	Greenhouse-Geisser	4.966	1.782	2.788	6.745	.002	.006
	Huynh-Feldt	4.966	1.789	2.775	6.745	.002	.006
	Lower-bound	4.966	1.000	4.966	6.745	.010	.006
advertisingeffectiveness * mcngroup	Sphericity Assumed	1.553	6	.259	.703	.647	.002
	Greenhouse-Geisser	1.553	5.345	.291	.703	.631	.002
	Huynh-Feldt	1.553	5.368	.289	.703	.631	.002
	Lower-bound	1.553	3.000	.518	.703	.550	.002
Error (advertisingeffectiveness)	Sphericity Assumed	772.364	2098	.368			
	Greenhouse-Geisser	772.364	1868.851	.413			
	Huynh-Feldt	772.364	1877.165	.411			
	Lower-bound	772.364	1049.000	.736			

**Figure 9-11: Hypothesis 1 - Two-way Mixed ANOVA – Post Hoc Test**

Tests of Between-Subjects Effects						
Measure: adefectiveness						
Transformed Variable: Average						
Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Intercept	19483.174	1	19483.174	3297.633	.000	.759
mcngroup	26.449	3	8.816	1.492	.215	.004
Error	6197.732	1049	5.908			

### 9.13.2 Hypothesis 2

Figure 9-12: Hypothesis 2 - Means Plot

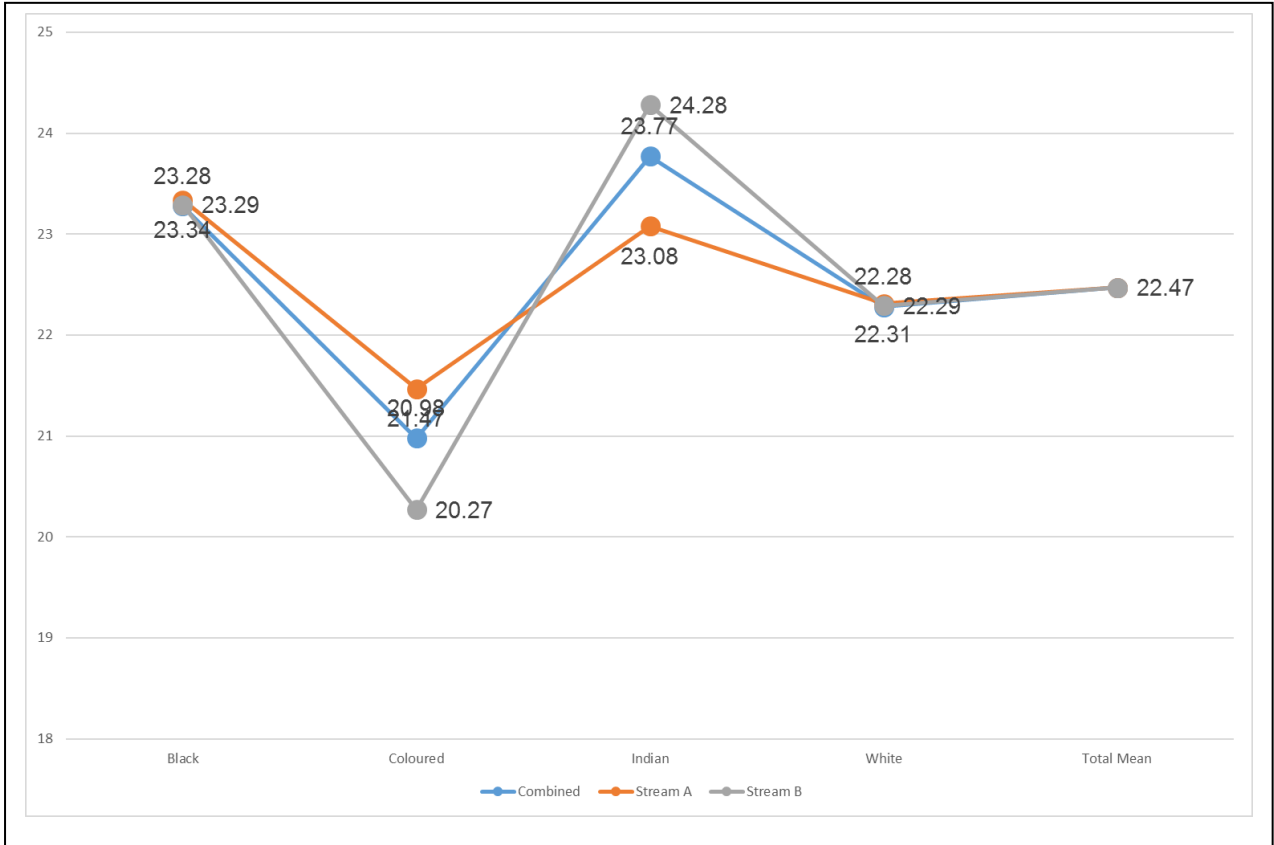


Figure 9-13: Hypothesis 2 - One-way ANOVA

**Robust Tests of Equality of Means**

AdvertMR\_AdvertisingEffectiveness\_mean

	Statistic <sup>a</sup>	df1	df2	Sig.
Welch	14.935	3	192.622	.000

a. Asymptotically F distributed.

Figure 9-14: Hypothesis 2 - Post Hoc Test

Multiple Comparisons							
Dependent Variable: AdvertMR_AdvertisingEffectiveness_mean							
	(I) ethnicity	(J) ethnicity	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Games-Howell	African	Coloured	.352	.198	.289	-.16	.87
		Indian	.376	.227	.351	-.21	.97
		White	.811*	.131	.000	.47	1.15
	Coloured	African	-.352	.198	.289	-.87	.16
		Indian	.023	.247	1.000	-.62	.67
		White	.459*	.164	.031	.03	.89
	Indian	African	-.376	.227	.351	-.97	.21
		Coloured	-.023	.247	1.000	-.67	.62
		White	.435	.197	.130	-.08	.95
	White	African	-.811*	.131	.000	-1.15	-.47
		Coloured	-.459*	.164	.031	-.89	-.03
		Indian	-.435	.197	.130	-.95	.08

\*. The mean difference is significant at the 0.05 level.

Figure 9-15: Hypothesis 2 - One-way ANOVA - Multiple Races Advertisement

Robust Tests of Equality of Means				
AdvertMR_AdEffectiveness_Mean				
	Statistic <sup>a</sup>	df1	df2	Sig.
Welch	17.514	3	202.482	.000

a. Asymptotically F distributed.

**Figure 9-16: Hypothesis 2 - Post Hoc Test - Multiple Races Advertisement**

Multiple Comparisons							
Dependent Variable: AdvertMR_AdEffectiveness_Mean							
	(I) ethnicity	(J) ethnicity	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Games-Howell	African	Coloured	.65732*	.18574	.003	.1755	1.1391
		Indian	.72295*	.19570	.002	.2142	1.2317
		White	.83760*	.11527	.000	.5400	1.1352
	Coloured	African	-.65732*	.18574	.003	-1.1391	-.1755
		Indian	.06563	.22521	.991	-.5191	.6503
		White	.18028	.16034	.675	-.2383	.5989
	Indian	African	-.72295*	.19570	.002	-1.2317	-.2142
		Coloured	-.06563	.22521	.991	-.6503	.5191
		White	.11465	.17178	.909	-.3351	.5644
	White	African	-.83760*	.11527	.000	-1.1352	-.5400
		Coloured	-.18028	.16034	.675	-.5989	.2383
		Indian	-.11465	.17178	.909	-.5644	.3351

\*. The mean difference is significant at the 0.05 level.

**Figure 9-17: Hypothesis 2 - One-way ANOVA - Self-Categorised Race Advertisement**

Robust Tests of Equality of Means				
AdvertScR_AdEffectiveness_Mean				
	Statistic <sup>a</sup>	df1	df2	Sig.
Welch	13.315	3	183.995	.000

a. Asymptotically F distributed.

Figure 9-18: Hypothesis 2 - Post Hoc Test - Self Categorised Race Advertisement

Multiple Comparisons							
Dependent Variable: AdvertScR_AdEffectiveness_Mean							
	(I) ethnicity	(J) ethnicity	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Games-Howell	African	Coloured	.32435	.20756	.403	-.2147	.8634
		Indian	.54280	.21757	.065	-.0235	1.1091
		White	.76399*	.12567	.000	.4394	1.0886
	Coloured	African	-.32435	.20756	.403	-.8634	.2147
		Indian	.21846	.25290	.823	-.4387	.8756
		White	.43965	.18003	.076	-.0312	.9105
	Indian	African	-.54280	.21757	.065	-1.1091	.0235
		Coloured	-.21846	.25290	.823	-.8756	.4387
		White	.22119	.19149	.657	-.2811	.7235
	White	African	-.76399*	.12567	.000	-1.0886	-.4394
		Coloured	-.43965	.18003	.076	-.9105	.0312
		Indian	-.22119	.19149	.657	-.7235	.2811

\*. The mean difference is significant at the 0.05 level.

Figure 9-19: Hypothesis 2 - One-way ANOVA - Racially Ambiguous Advertisement

Robust Tests of Equality of Means				
AdvertRA_AdEffectiveness_Mean				
	Statistic <sup>a</sup>	df1	df2	Sig.
Welch	14.393	3	178.420	.000

a. Asymptotically F distributed.

Figure 9-20: Hypothesis 2 - Post Hoc Test - Racially Ambiguous Advertisement

**Multiple Comparisons**

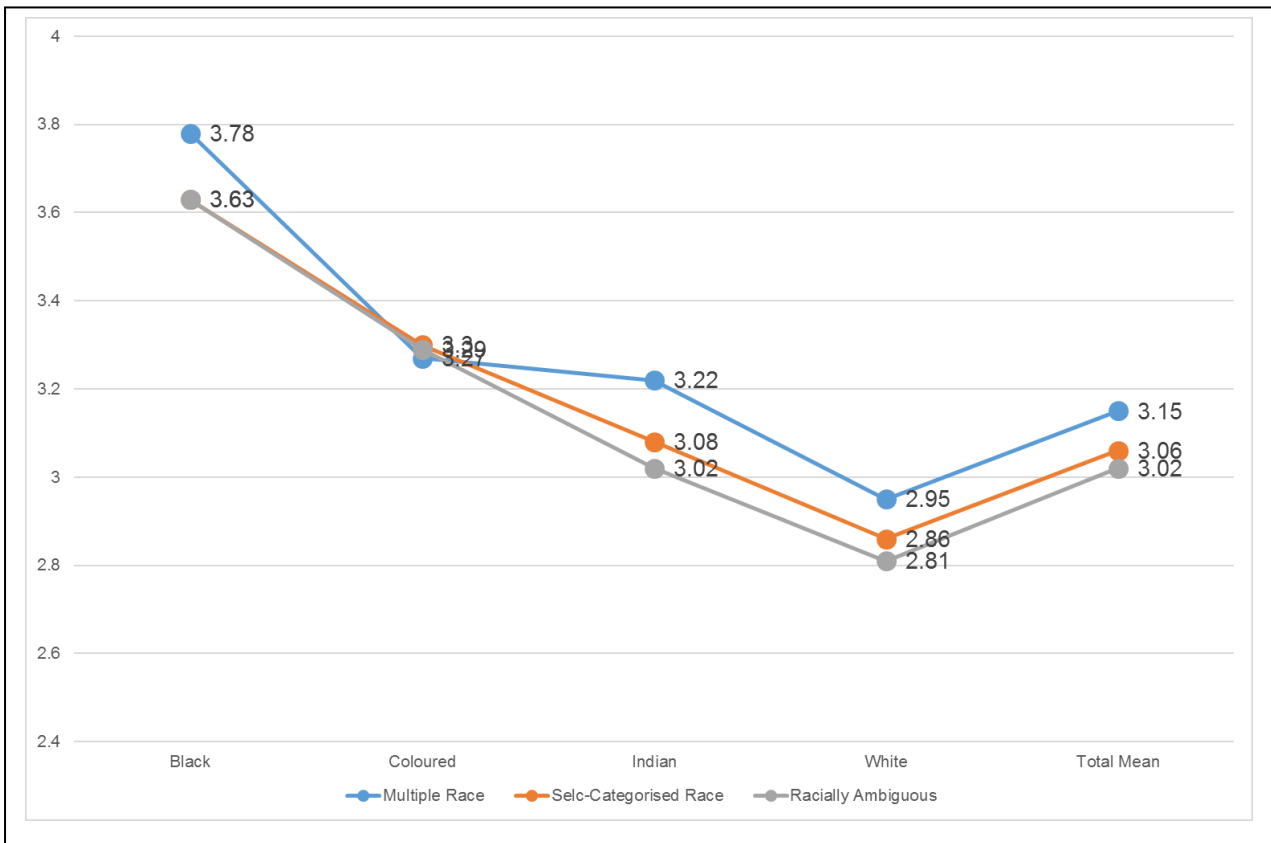
Dependent Variable: AdvertRA\_AdEffectiveness\_Mean

	(I) ethnicity	(J) ethnicity	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Games-Howell	African	Coloured	.33747*	.21733	.409	-.2273	.9023
		Indian	.60475*	.22545	.041	.0176	1.1919
		White	.82405*	.13022	.000	.4876	1.1605
	Coloured	African	-.33747	.21733	.409	-.9023	.2273
		Indian	.26728	.26442	.743	-.4201	.9546
		White	.48659	.18987	.057	-.0103	.9835
	Indian	African	-.60475*	.22545	.041	-1.1919	-.0176
		Coloured	-.26728	.26442	.743	-.9546	.4201
		White	.21931	.19911	.690	-.3033	.7419
	White	African	-.82405*	.13022	.000	-1.1605	-.4876
		Coloured	-.48659	.18987	.057	-.9835	.0103
		Indian	-.21931	.19911	.690	-.7419	.3033

\*. The mean difference is significant at the 0.05 level.

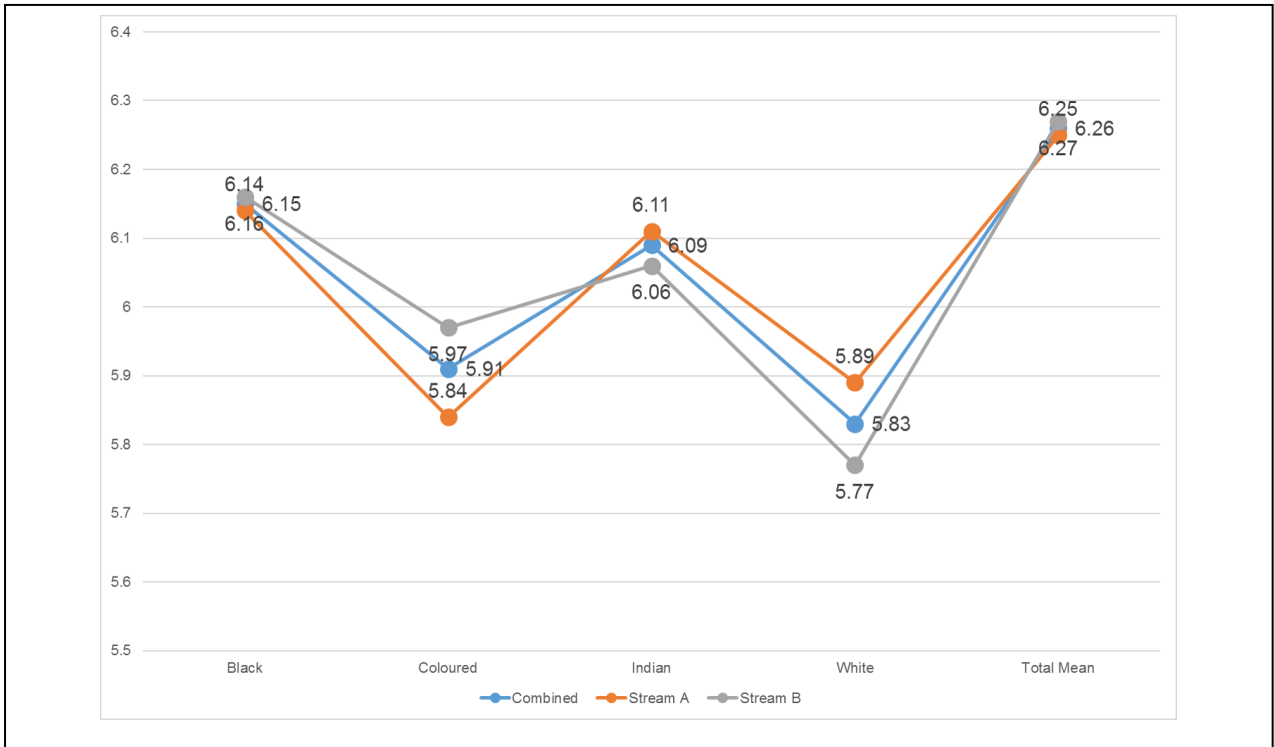
### 9.13.3 Hypothesis 3

Figure 9-21: Hypothesis 3 - Means Plot Profile





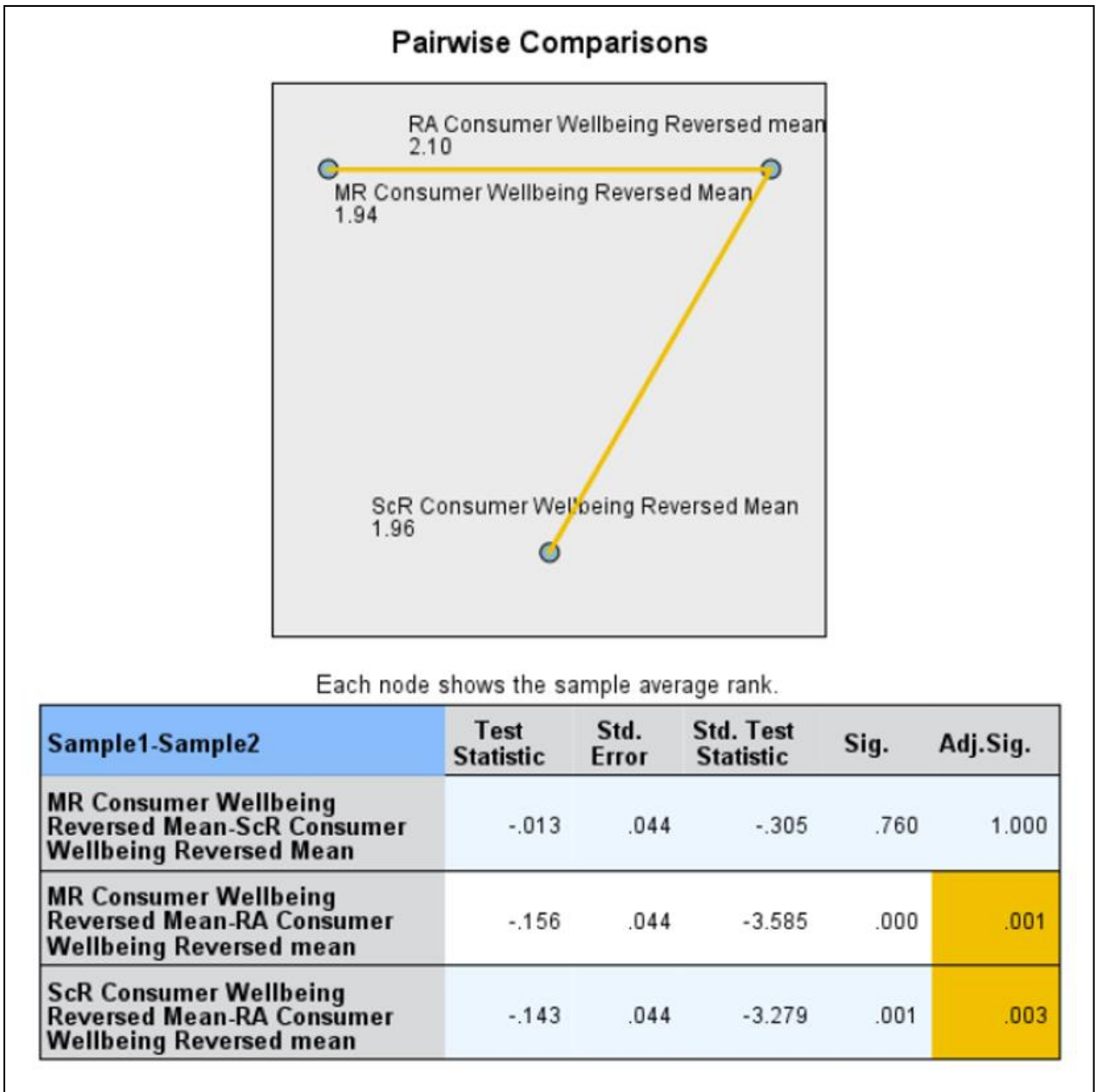
**Figure 9-22: Hypothesis 3 - Consumer Well-being Means Plot**



**Figure 9-23: Hypothesis 3 - One Repeated Measures ANOVA**

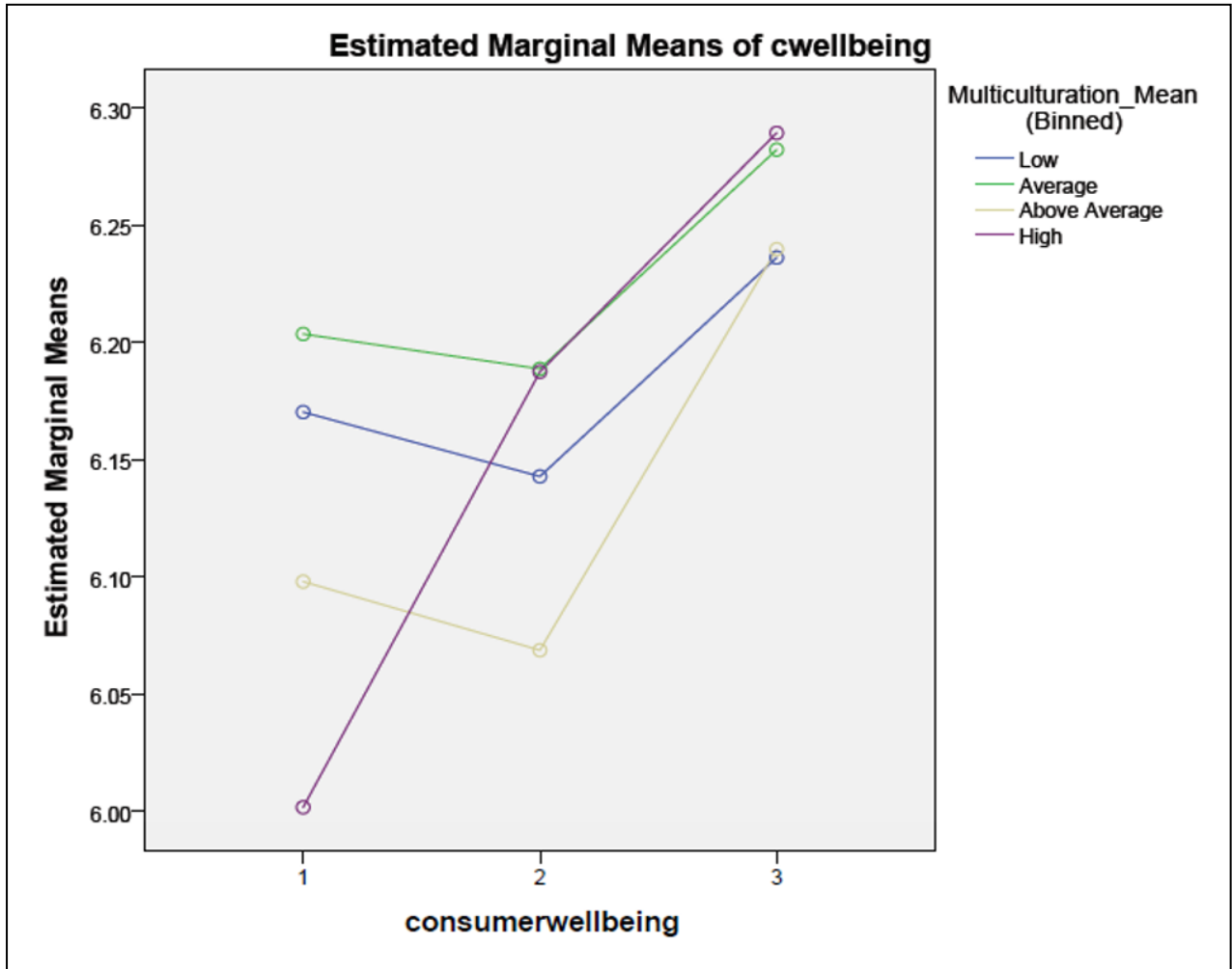
Mauchly's Test of Sphericity <sup>a</sup>							
Measure: Consumer_Wellbeing							
Within Subjects Effect	Mauchly's W	Approx. Chi-Square	df	Sig.	Epsilon <sup>b</sup>		
					Greenhouse-Geisser	Huynh-Feldt	Lower-bound
Advert_Type	.824	203.407	2	.000	.850	.852	.500

Figure 9-24: Hypothesis 3 - Friedman Comparison



### 9.13.4 Hypothesis 4

Figure 9-25: Hypothesis 4 - Profile Plots



**Figure 9-26: Hypothesis 4 - Means Comparison**

Descriptive Statistics				
	Multiculturalation_Mean (Binned)	Mean	Std. Deviation	N
MR Consumer Wellbeing Reversed Mean	Low	6.1703	1.17431	91
	Average	6.2037	1.21439	588
	Above Average	6.0980	1.27419	222
	High	6.0016	1.48878	152
	Total	6.1493	1.26707	1053
ScR Consumer Wellbeing Reversed Mean	Low	6.1429	1.17624	91
	Average	6.1888	1.26599	588
	Above Average	6.0687	1.35062	222
	High	6.1875	1.32170	152
	Total	6.1593	1.28412	1053
RA Consumer Wellbeing Reversed mean	Low	6.2363	1.27550	91
	Average	6.2823	1.24296	588
	Above Average	6.2399	1.18229	222
	High	6.2895	1.21868	152
	Total	6.2704	1.22821	1053

**Figure 9-27: Hypothesis 4 - Test of Sphericity**

Mauchly's Test of Sphericity <sup>a</sup>							
Measure: cwellbeing							
Within Subjects Effect	Mauchly's W	Approx. Chi-Square	df	Sig.	Epsilon <sup>b</sup>		
					Greenhouse-Geisser	Huynh-Feldt	Lower-bound
consumerwellbeing	.825	201.397	2	.000	.851	.855	.500

**Figure 9-28: Hypothesis 4 - Two-way Mixed ANOVA - Post Hoc Test**

Pairwise Comparisons						
Measure: cwellbeing						
(I) Multiculturalization_Mean (Binned)	(J) Multiculturalization_Mean (Binned)	Mean Difference (I-J)	Std. Error	Sig. <sup>a</sup>	95% Confidence Interval for Difference <sup>a</sup>	
					Lower Bound	Upper Bound
Low	Average	-.042	.127	1.000	-.379	.295
	Above Average	.048	.141	1.000	-.325	.420
	High	.024	.150	1.000	-.373	.420
Average	Low	.042	.127	1.000	-.295	.379
	Above Average	.089	.089	1.000	-.146	.325
	High	.065	.103	1.000	-.207	.338
Above Average	Low	-.048	.141	1.000	-.420	.325
	Average	-.089	.089	1.000	-.325	.146
	High	-.024	.119	1.000	-.339	.291
High	Low	-.024	.150	1.000	-.420	.373
	Average	-.065	.103	1.000	-.338	.207
	Above Average	.024	.119	1.000	-.291	.339

**Figure 9-29: Hypothesis 4 - Two-way Mixed ANOVA - Post Hoc Test**

Tests of Between-Subjects Effects						
Measure: cwellbeing						
Transformed Variable: Average						
Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Intercept	77008.399	1	77008.399	20048.637	.000	.950
mcngroup	4.535	3	1.512	.394	.758	.001
Error	4029.292	1049	3.841			

### 9.13.5 Hypothesis 5

Figure 9-30: Hypothesis 5 - Means Plot

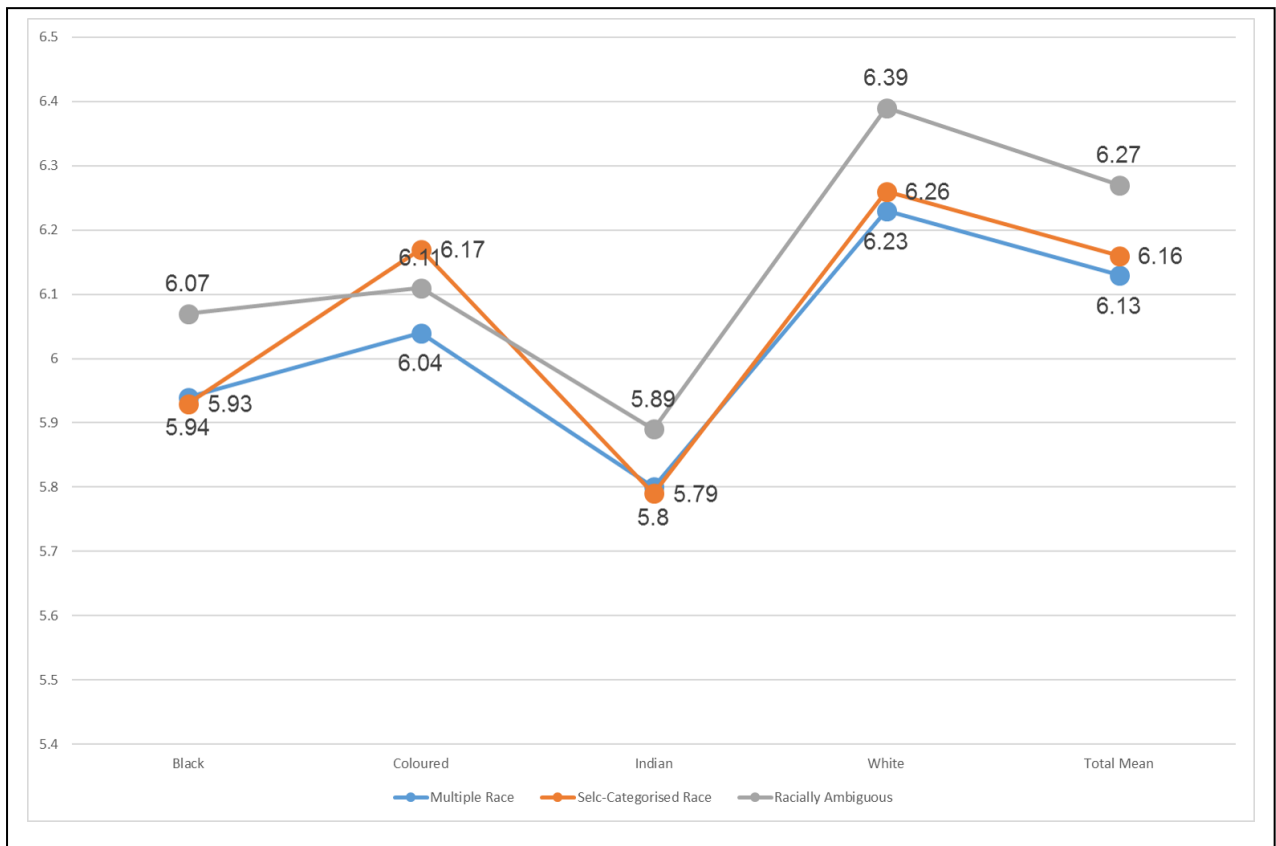


Figure 9-31: Hypothesis 5 - One-way ANOVA - Multiple Races Advertisement

Robust Tests of Equality of Means				
Consumer Wellbeing Reversed Mean				
	Statistic <sup>a</sup>	df1	df2	Sig.
Welch	4.861	3	193.425	.003

a. Asymptotically F distributed.

Figure 9-32: Hypothesis 5 - Post Hoc Test - Multiple Races Advertisement

Multiple Comparisons							
Dependent Variable: Consumer Wellbeing Reversed Mean							
	(I) ethnicity	(J) ethnicity	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Games-Howell	African	Coloured	-.27182	.17378	.401	-.7219	.1783
		Indian	-.05494	.20923	.994	-.5993	.4895
		White	-.40692*	.11802	.004	-.7122	-.1016
	Coloured	African	.27182	.17378	.401	-.1783	.7219
		Indian	.21688	.22368	.767	-.3645	.7982
		White	-.13510	.14206	.777	-.5056	.2354
	Indian	African	.05494	.20923	.994	-.4895	.5993
		Coloured	-.21688	.22368	.767	-.7982	.3645
		White	-.35198	.18374	.229	-.8337	.1297
	White	African	.40692*	.11802	.004	.1016	.7122
		Coloured	.13510	.14206	.777	-.2354	.5056
		Indian	.35198	.18374	.229	-.1297	.8337

\*. The mean difference is significant at the 0.05 level.

Figure 9-33: Hypothesis 5 - Kruskal Wallis H Test Comparison

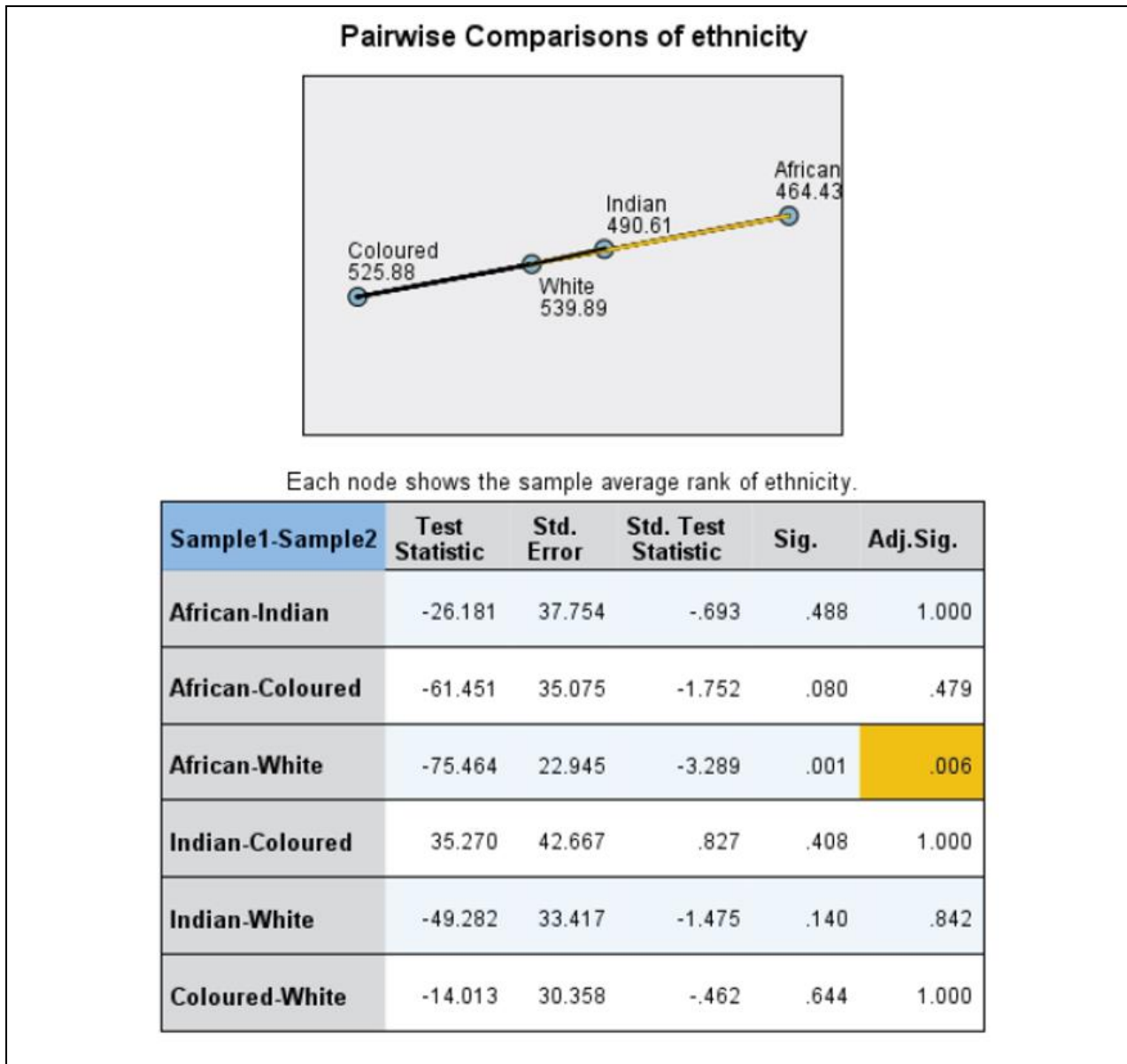


Figure 9-34: Hypothesis 5 - One-way ANOVA - Multiple Races Advertisement

**Robust Tests of Equality of Means**

MR Consumer Wellbeing Reversed Mean

	Statistic <sup>a</sup>	df1	df2	Sig.
Welch	3.915	3	194.214	.010

a. Asymptotically F distributed.



Figure 9-35: Hypothesis 5 - Post Hoc Test - Multiple Races Advertisement

Multiple Comparisons							
Dependent Variable: MR Consumer Wellbeing Reversed Mean							
	(I) ethnicity	(J) ethnicity	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Games-Howell	African	Coloured	.05299	.17854	.991	-.4111	.5171
		Indian	.32101	.19824	.372	-.1959	.8379
		White	-.19035	.09883	.219	-.4454	.0647
	Coloured	African	-.05299	.17854	.991	-.5171	.4111
		Indian	.26802	.23559	.667	-.3439	.8800
		White	-.24334	.16115	.435	-.6645	.1778
	Indian	African	-.32101	.19824	.372	-.8379	.1959
		Coloured	-.26802	.23559	.667	-.8800	.3439
		White	-.51136*	.18274	.032	-.9904	-.0323
	White	African	.19035	.09883	.219	-.0647	.4454
		Coloured	.24334	.16115	.435	-.1778	.6645
		Indian	.51136*	.18274	.032	.0323	.9904

Figure 9-36: Hypothesis 5 - Kruskal Wallis - Multiple Races Advertisement

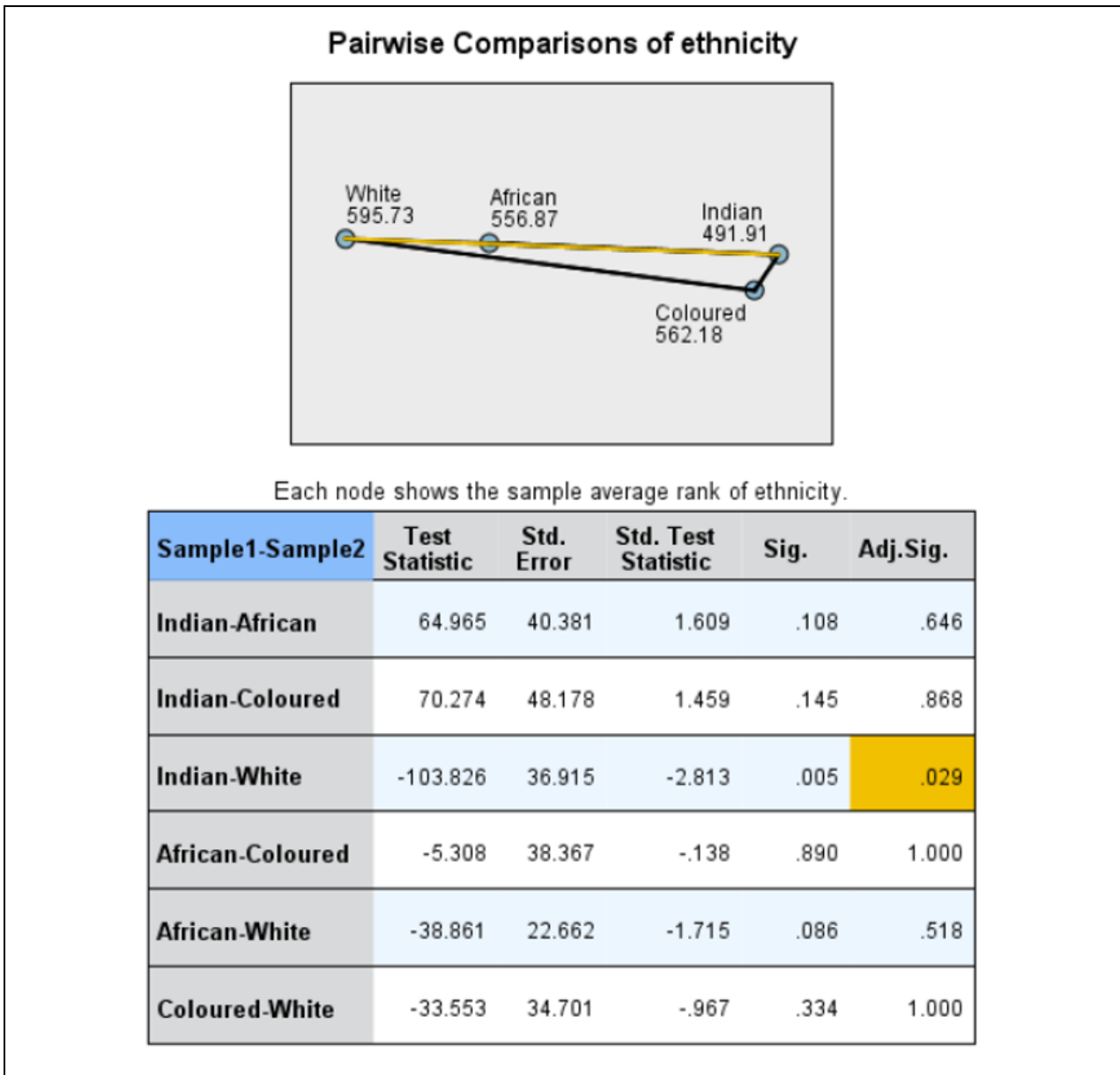


Figure 9-37: Hypothesis 5 - One-way ANOVA - Self Categorized Race Advertisement

**Robust Tests of Equality of Means**

ScR Consumer Wellbeing Reversed Mean

	Statistic <sup>a</sup>	df1	df2	Sig.
Welch	4.304	3	180.118	.006

a. Asymptotically F distributed.

Figure 9-38: Hypothesis 5 - Post Hoc Test - Self Categorised Race Advertisement

Multiple Comparisons							
Dependent Variable: ScR Consumer Wellbeing Reversed Mean							
	(I) ethnicity	(J) ethnicity	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Games-Howell	African	Coloured	-.23174	.18116	.578	-.7022	.2387
		Indian	.14268	.22258	.918	-.4381	.7235
		White	-.32364*	.10944	.018	-.6064	-.0409
	Coloured	African	.23174	.18116	.578	-.2387	.7022
		Indian	.37441	.24919	.439	-.2738	1.0227
		White	-.09191	.15662	.936	-.5016	.3178
	Indian	African	-.14268	.22258	.918	-.7235	.4381
		Coloured	-.37441	.24919	.439	-1.0227	.2738
		White	-.46632	.20311	.108	-.9997	.0671
	White	African	.32364*	.10944	.018	.0409	.6064
		Coloured	.09191	.15662	.936	-.3178	.5016
		Indian	.46632	.20311	.108	-.0671	.9997

\*. The mean difference is significant at the 0.05 level.

Figure 9-39: Hypothesis 5 - One-way ANOVA - Racially Ambiguous Advertisement

Robust Tests of Equality of Means				
RA Consumer Wellbeing Reversed mean				
	Statistic <sup>a</sup>	df1	df2	Sig.
Welch	5.237	3	171.421	.002

a. Asymptotically F distributed.

Figure 9-40: Hypothesis 5 - Post Hoc Test - Racially Ambiguous Advertisement

Multiple Comparisons							
Dependent Variable: RA Consumer Wellbeing Reversed mean							
	(I) ethnicity	(J) ethnicity	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Games-Howell	African	Coloured	-.03929	.18351	.997	-.5163	.4378
		Indian	.17655	.21931	.852	-.3960	.7491
		White	-.31916*	.10719	.017	-.5962	-.0421
	Coloured	African	.03929	.18351	.997	-.4378	.5163
		Indian	.21584	.24923	.822	-.4326	.8643
		White	-.27987	.15972	.303	-.6982	.1385
	Indian	African	-.17655	.21931	.852	-.7491	.3960
		Coloured	-.21584	.24923	.822	-.8643	.4326
		White	-.49571	.19983	.071	-1.0209	.0295
	White	African	.31916*	.10719	.017	.0421	.5962
		Coloured	.27987	.15972	.303	-.1385	.6982
		Indian	.49571	.19983	.071	-.0295	1.0209

\*. The mean difference is significant at the 0.05 level.

Figure 9-41: Hypothesis 5 - Profile Plots

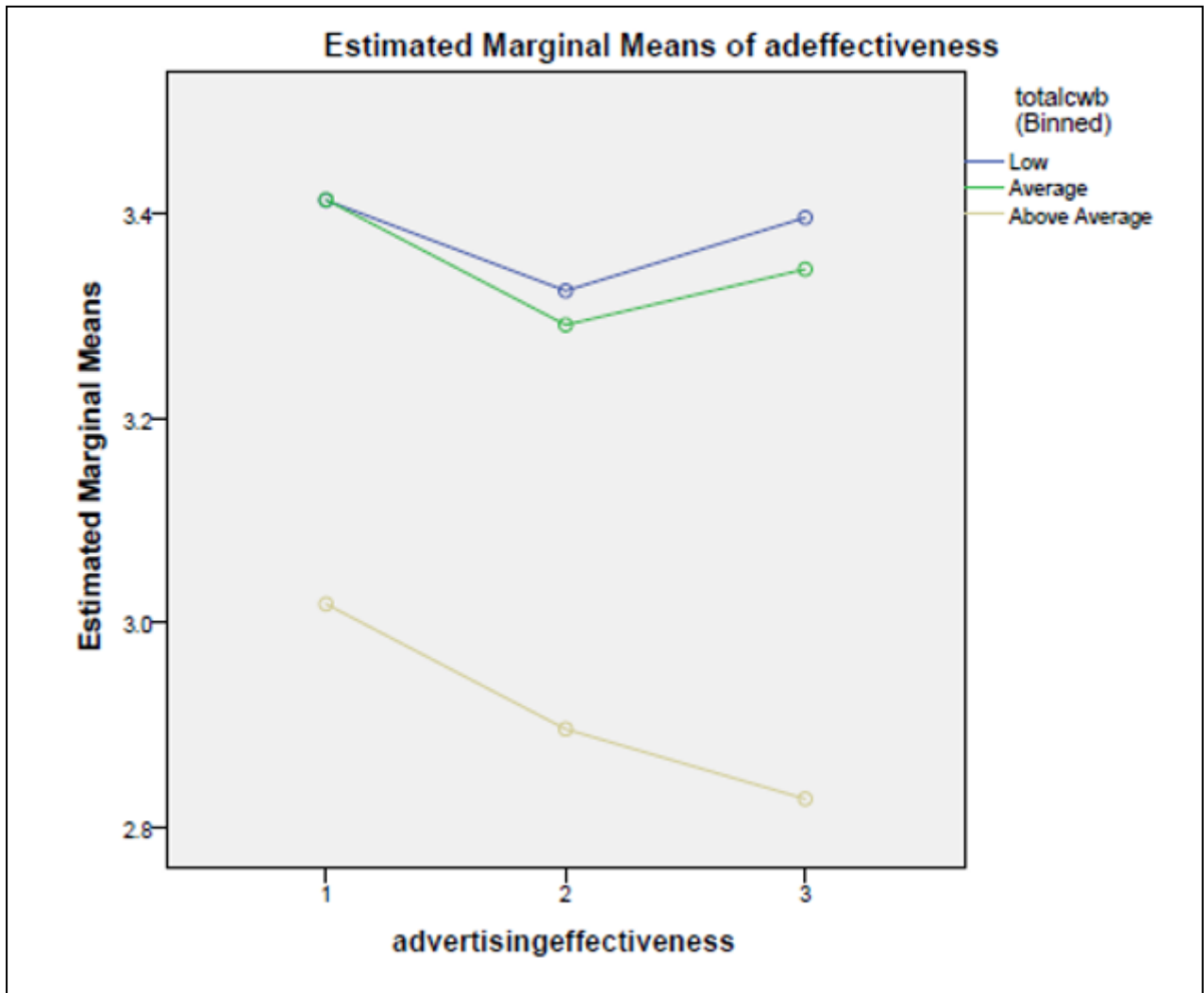


Figure 9-42: Hypothesis 5 - Means Comparison

	totalcwb (Binned)	Mean	Std. Deviation	N
AdvertMR_AdEffectiveness _Mean	Low	3.41	1.326	181
	Average	3.41	1.340	201
	Above Average	3.02	1.463	671
	Total	3.16	1.429	1053
AdvertScR_AdEffectiveness s_Mean	Low	3.32	1.368	181
	Average	3.29	1.424	201
	Above Average	2.90	1.526	671
	Total	3.04	1.493	1053
AdvertRA_AdEffectiveness _Mean	Low	3.40	1.366	181
	Average	3.35	1.511	201
	Above Average	2.83	1.565	671
	Total	3.02	1.543	1053

Figure 9-43: Hypothesis 5 - Test of Sphericity

Within Subjects Effect	Mauchly's W	Approx. Chi-Square	df	Sig.	Epsilon <sup>b</sup>		
					Greenhouse-Geisser	Huynh-Feldt	Lower-bound
advertisingeffectiveness	.876	138.321	2	.000	.890	.893	.500

Figure 9-44: Hypothesis 5 - Within-Subjects Effects

Tests of Within-Subjects Effects							
Measure: adeffectiveness							
Source		Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
advertisingeffectiveness	Sphericity Assumed	5.274	2	2.637	7.186	.001	.007
	Greenhouse-Geisser	5.274	1.780	2.963	7.186	.001	.007
	Huynh-Feldt	5.274	1.786	2.952	7.186	.001	.007
	Lower-bound	5.274	1.000	5.274	7.186	.007	.007
advertisingeffectiveness * totalcwbgrp	Sphericity Assumed	3.273	4	.818	2.230	.064	.004
	Greenhouse-Geisser	3.273	3.560	.919	2.230	.071	.004
	Huynh-Feldt	3.273	3.573	.916	2.230	.071	.004
	Lower-bound	3.273	2.000	1.636	2.230	.108	.004
Error (advertisingeffectiveness)	Sphericity Assumed	770.644	2100	.367			
	Greenhouse-Geisser	770.644	1869.099	.412			
	Huynh-Feldt	770.644	1875.619	.411			
	Lower-bound	770.644	1050.000	.734			

### 9.13.6 Conceptual Model

Table 9-33: Final Conceptual Model – Unstandardised Regression Weights

			Estimate	S.E.	C.R.	P
multiculturalation_level	←	meim_a	1.000			
AdvertisingEffectiveness	←	multiculturalation_level	1.000			
ad_attitude	←	AdvertisingEffectiveness	.125	.055	2.253	.024
purchase_intention	←	AdvertisingEffectiveness	.104	.046	2.251	.024
brand_attitude	←	AdvertisingEffectiveness	.116	.051	2.252	.024
consumer_wellbeing	←	AdvertisingEffectiveness	.013	.007	1.937	.053
mcn_tv	←	multiculturalation_level	1.000			
mcn_toiletries	←	multiculturalation_level	1.470	.075	19.675	***
mcn_holidiays	←	multiculturalation_level	1.050	.053	19.815	***
meim_exp1	←	meim_a	1.000			
meim_com1	←	meim_a	2.275	.164	13.870	***
meim_com2	←	meim_a	1.929	.140	13.772	***
meim_exp2	←	meim_a	2.216	.163	13.575	***
meim_exp3	←	meim_a	2.099	1.59	13.205	***
meim_com3	←	meim_a	2.433	.175	13.928	***
advertMR_AdA_overalliking	←	ad_attitude	1.000			
advertMR_AdA_attractive	←	ad_attitude	1.011	.018	56.587	***
advertMR_AdA_impressive	←	ad_attitude	.962	.018	54.747	***
advertMR_cwb_othersdenied	←	consumer_wellbeing	.927	.023	39.594	***
advertMR_cwb_deniedaccess	←	consumer_wellbeing	.940	.022	42.356	***
advertMR_cwb_exposed	←	consumer_wellbeing	1.018	.027	38.421	***
advertMR_cwb_offensive	←	consumer_wellbeing	1.000			
advertMR_AdA_believable	←	ad_attitude	.777	.022	35.451	***
advertMR_AdA_appealing	←	ad_attitude	.968	.020	48.463	***
advertMR_AdB_favourable	←	brand_attitude	1.000			
advertMR_AdB_good	←	brand_attitude	1.065	.019	57.389	***
advertMR_AdB_pleasant	←	brand_attitude	.871	.020	43.360	***
advertMR_AdB_highquality	←	brand_attitude	1.019	.020	49.927	***
advertMR_PI_try	←	purchase_intention	1.000			
advertMR_PI_considerbuy	←	purchase_intention	1.035	.015	69.074	***
advertMR_PI_probablytry	←	purchase_intention	1.037	.015	68.662	***
advertMR_PI_likelybuy	←	purchase_intention	.993	.015	66.654	***
advertMR_PI_seekout	←	purchase_intention	.983	.017	58.131	***



**Table 9-34: Final Conceptual Model – Standardised Regression Weights**

			<b>Estimate</b>
multiculturalation_level	←	meim_a	.363
AdvertisingEffectiveness	←	multiculturalation_level	.080
ad_attitude	←	AdvertisingEffectiveness	.990
purchase_intention	←	AdvertisingEffectiveness	.829
brand_attitude	←	AdvertisingEffectiveness	.970
consumer_wellbeing	←	AdvertisingEffectiveness	.123
mcn_tv	←	multiculturalation_level	.719
mcn_toiletries	←	multiculturalation_level	.748
mcn_holdiays	←	multiculturalation_level	.769
meim_exp1	←	meim_a	.337
meim_com1	←	meim_a	.816
meim_com2	←	meim_a	.797
meim_exp2	←	meim_a	.762
meim_exp3	←	meim_a	.705
meim_com3	←	meim_a	.828
advertMR_AdA_overalliking	←	ad_attitude	.940
advertMR_AdA_attractive	←	ad_attitude	.922
advertMR_AdA_impressive	←	ad_attitude	.914
advertMR_cwb_othersdenied	←	consumer_wellbeing	.888
advertMR_cwb_deniedaccess	←	consumer_wellbeing	.921
advertMR_cwb_exposed	←	consumer_wellbeing	.875
advertMR_cwb_offensive	←	consumer_wellbeing	.867
advertMR_AdA_believable	←	ad_attitude	.775
advertMR_AdA_appealing	←	ad_attitude	.880
advertMR_AdB_favourable	←	brand_attitude	.918
advertMR_AdB_good	←	brand_attitude	.948
advertMR_AdB_pleasant	←	brand_attitude	.862
advertMR_AdB_highquality	←	brand_attitude	.908
advertMR_PI_try	←	purchase_intention	.935
advertMR_PI_considerbuy	←	purchase_intention	.967
advertMR_PI_probablytry	←	purchase_intention	.966
advertMR_PI_likelybuy	←	purchase_intention	.960
advertMR_PI_seekout	←	purchase_intention	.930