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**Contents Page**

[Executive Summary 2](#_Toc10460532)

[Introduction 3](#_Toc10460533)

[Review of Relating Literature 4](#_Toc10460534)

[Findings and Discussion 10](#_Toc10460535)

[Conclusion 17](#_Toc10460536)

[References 18](#_Toc10460537)

[Appendix 1: Assignment Brief 24](#_Toc10460538)

[Appendix 2: Profile of Interviewees 26](#_Toc10460539)

[Appendix 3: Interview Guide 27](#_Toc10460540)

[Appendix 4: Thematic Table 31](#_Toc10460541)

# Executive Summary

This study seeks to investigate the attitudes of millennials towards inclusive advertising. Millennials represent a large proportion of the UK market, indicating the importance of understanding this cohorts attitude towards body-image representations in advertising. This study conducted five semi-structured qualitative interviews, participants were categorised within the millennial cohort. The study reveals that body-image stereotyping in advertising influences society’s attitudes on social norms towards body-image, making individuals want to conform to the stereotypes in media. Findings highlight that millennials want advertising to portray different body types in order to change society’s attitudes. These findings support previous literature which states that millennials are more open to inclusivity. However, whilst millennials believe that body-image representations in media is still a problem; millennials reveal that adverts should fairly represent everyone who falls within a brands product type. This study concludes by indicating areas for further research in order to gain a more in-depth understanding into this topic of inclusive advertising.

# Introduction

This purpose of this study is to investigate the attitudes of millennials towards the representation of body-image in advertising. Millennials can be defined as those ‘born between 1981 to the year 2000’ and it is estimated that by 2025 millennials will form 75% of the global workforce (Maiers, 2017). Millennials’ attitudes and values have been shaped by growing up in a multicultural environment, making them more open to change and diversity (Young and Hinesly, 2012).

According to Gaither (2017, p 107), diversity and inclusivity must work together, diversity can be defined as reflecting the “*traits that individuals are born with such as race and nationality*”; Inclusivity can be defined broadly as reflecting the “*quality of a group or person’s experiences referring to an individual’s state of being valued, respected and supported”*.

The first section of the report will provide a critical enquiry into the relevant literature surrounding inclusive advertising towards millennials, specifically focusing on body-image as there is a wide variety of literature surrounding this issue.

This research study will provide insight into the attitudes of millennials by conducting primary research through the use of a qualitative study (face to face interviews), sampling five millennials (see *Appendix 2* for profile of interviewees and *Appendix 3* for interview guide). The findings will be compared against the research discussed in the literature review.

# Review of Relating Literature

**1.1 The Millennial Cohort**

Various literature has different definitions for millennials. For the purpose of this report the millennial cohort can be defined as those born between ‘1981 – 2000’ (Maiers, 2017). The term ‘cohort’ is used to imply that millennials share similar experiences, interests, attitudes and values (Debevec et al., 2013). In correlation, fundamental research carried out by Ipsos Mori (2017), identified that there are three main characteristics that form the millennial cohorts’ attributes (e.g., views and values): Cohort effect, period effect and lifecycle effect, illustrated in ‘*Figure 1’* below. However, various literature highlights that it is no longer effective to view millennials as a homogeneous cohort and marketers can no longer target an audience with a ‘one-size-fits-all’ strategy (Fromm and Garton, 2013). Additionally, millennials’ expectations towards diversity and inclusivity are more open as they have grown up in a multicultural environment making them more likely to respond positively to advertisements that represent the society in which they live (Broido, 2004; Iyer et al., 2016). Research has found that age can impact millennials’ attitudes and preferences and they should be identified as two different entities: ‘Younger Millennials born 1990-1999’ and ‘Older Millennials born 1980-1989’ (Mintel, 2017). Therefore, when conducting the data collection, the study will focus specifically on ‘Younger Millennials’.



1.1.2 Millennials Attitudes to Advertising

Market research states that millennials prefer advertising that represents minorities and supports the issues they stand for (Buzz Marketing Group, 2016). Research conveys the difficulty in reaching millennials through advertising, as millennials desire to control the latest media platform that they are exposed to, highlighting the importance for marketers to understand the evolving needs of millennials (Kassaye and Hutto, 2016). Furthermore, Millennials represent ‘13.8 million’ individuals in the UK market and has an influence on the future of retailing; highlighting the importance for retailers to understand this cohorts’ needs (Rieke et al., 2016; KPMG, 2017). Increasingly, advertisements reflect the cultural-reality in which millennials live in, integrating self-exploration into branded content to influence millennials to use a brand as a method to define themselves (Serazio, 2015). Literature surrounding millennials advertising preferences indicate that they are more receptive to online advertising often visiting the brands website and reading reviews (Debevec et al., 2013). One can argue that millennials may not trust adverts as they are always connected and depend upon their peers’ opinions and word-of-mouth to influence their purchasing behaviours (Salkowitz, 2008; Zimmerman, 2012; Valentine and Powers., 2013). With the globalisation of digital platforms, millennials are less engaged and are sceptical towards traditional advertising techniques; whereas newer digital platforms are more effective at targeting millennials (Loroz and Helgeson, 2013; Iyer et al., 2016).

**1.2 Inclusive Advertising**

Inclusivity can be defined as reflecting the “*quality of a group or person’s experiences referring to an individual’s state of being valued, respected and supported”*. (Gaither, 2017, p 107). Inclusive advertising influences identity formation, by acknowledging different social groups and publicising their identity in mass media (Williams et al., 2004). Therefore, body-image representations in advertising should value and respect different body-images in society. However, research depicts that the fashion industry is still scrutinised for the portrayal of body-image and its constant representation of youthfulness and links to self-worth and being skinny (Marshall et al., 2014). Literature states that millennial women view themselves more negatively than men, often comparing their physical appearance against what they see around them (Buzz Marketing Group, 2018; Rieke, et al., 2016). However, Marshall et al., (2014), states the gender gap is diminishing as there is increasing pressure on men to conform to perceived body-images (e.g., muscular). Nonetheless, research has predominantly found that millennial women do not think that advertising accurately represents true body-image, as they are still under pressure to meet society’s expectations regarding body-image stereotypes (Mintel, 2016).

1.2.1 Inclusive Advertising In Practise

The growing expectations of retailers becoming more inclusive has meant that it is becoming increasingly hard for marketers to successfully represent different social groups, and thus they often alienate the rest of the market by targeting a larger audience and stereotyping (Johnson and Grier, 2011).

One can argue that the fashion industry is mostly concerned with following and waiting on trends, reflecting societies new emerging identities. In the past marketers have exploited trends to appeal to wider target audiences, including the curvy body-type portrayed by Marylin Monroe which became idolised in 1950’s-1960’s, whereas in the late 1960’s Twiggy’s body-type became the new desirable look (Kelly, 2003; Straight, 2005). Similarly, brands have used ‘physical attractiveness stereotypes’ in advertising, because it often leads to positive evaluations towards the product (Buunk, and Dijkstra, 2011). Research by Mogaji (2015), states that woman have constantly been compared to fashion standards in advertising. Additionally, stereotypes portrayed in media such as television advertisements, provide information which can influence a consumers perception on society and shape their attitudes, as individuals want to conform to the representations portrayed in media to fit in (Eagly and Karau, 2002; Kay and Furnham, 2013; Mogaji, 2015). Thus, indicating there is a ‘disconnect’ between body-image portrayals in advertising compared to what individuals actually look like (Aagerup, 2011). Additionally, literature states that consumers’ satisfaction with body looks is affected by the expectations set by media, family and friends (Rieke et al., 2016). Research states that individuals react negatively to female-body stereotyping in advertising and are increasingly challenging marketers to adopt a mindful approach (Åkestam et al., 2017). Controversially, brands within the fashion industry often use ‘ideal users’ in advertising to portray the ideal body-image characteristics (e.g. attractiveness, thin) the brand would like to promote (Aaker, 1996). However, attitudes towards body-image representations in advertising can vary across individuals (e.g. their own self-identity); an individual’s physical similarity (or lack of) with the model may not lead to positive reactions (Cinelli and Yang, 2016).

Previous literature has implied that advertising has followed stereotypes and social norms. However, marketers are adopting newer inclusive forms of advertising such as ‘femvertising’, which breaks away from traditional female stereotyping in advertisements that used to objectify woman (Grau and Zotos, 2016). The 2004 company x ‘Real Beauty’ Campaign is an recent example of advertising breaking away from traditional western body-image stereotypes by featuring ‘average-looking’ models of different sizes (Buunk and Dijkstra, 2011). Research has found that inclusive advertising which represents different body-images, can lead to positive reactions from consumers, enhancing their attitudes towards the brands advertisements and products (Cinelli and Yang, 2016; Åkestam et al., 2017). Contrarily, one can argue that some advertisements feature explicit body-image messages, by including ‘larger-sized’ models to appease the growing negative effects on individuals’ self-esteem when exposed to stereotypes in advertising (Cinelli and Yang, 2016).

One can argue that body-image within the fashion industry is still negatively represented by celebrity images in the media, specifically on social media. This is because celebrities often do not accurately represent body-image, conveying to consumers that they have to look a certain way to fit into society (Ho et al., 2016; Rieke et al., 2016). Marketers have often used celebrity endorsements in advertising to appeal to millennials, as they adopt trends to look like their celebrity icon (Swami et al., 2011; McCormick, 2016).

Research implies that millennials backlash against advertising that is superficial and represents sex appeal (Loroz and Helgeson, 2013). However, individuals may react positively towards such advertisements based on the perceived satisfaction that they may receive in regards to their reflected body-image, which will enable them to identify with social groups to be able to fit into society (Rieke et al., 2016; McGowan et al., 2017).

# Findings and Discussion

**3.1 Inclusive Advertising**

According to findings, it’s evident that there are key themes that emerge from millennials’ attitudes towards body-image representations in advertising (see ‘*Appendix 4*’ for the thematic table). It was found that all participants preferred the inclusive body-image representations in advertising. They were shown four different examples of adverts and were questioned why they preferred these adverts. The participants commonly referred to the adverts as being, ‘*positive*’ ‘*relatable*’ or ‘*good representations*’ in terms of the variations in body-images, illustrated in ‘*Figure 4*’ below.



Figure 4: Attitudes Towards Inclusive Advertising Adopted from the Thematic Table in Appendix 4

*Figure 4* indicates that millennials prefer adverts that represent different body-images and they react more positively to the connotations of ‘real people’ in advertising because it is more relatable to the society in which they live. This aligns with research which states that individuals prefer advertising that features a variety of body-images, resulting in positive evaluations towards the brand’s advert (Cinelli and Yang, 2016; Åkestam et al., 2017).

Previous research states that attitudes towards body-image in advertising depends on one’s self-identity (Cinelli and Yang, 2016). The extent to which this is true is still unclear and one can argue that P2&P3 feel strongly about body-image and prefer inclusive adverts because they feel more positively represented (self-identity of their own size see *Appendix 2*). Contrastingly, P4 stated that it’s ‘*not something I tend to look at’* and one can assume that this is because she may already feel represented in advertising (*Appendix 4*). Unsurprisingly, both male participants were ‘*indifferent’* andthought *‘men don’t get easily offended by body-image in advertising’ (see Appendix 4).* This could conform to the belief that women view themselves more negatively than men (Rieke, et al., 2016).

Despite the mixed opinion towards body-image, the general consensus was that millennials believe that body-image representation in advertising was still a problem and they expect adverts to ‘*change with how the world changes*’ (*Appendix 4*), illustrated in the quote below.

 

This quote implies that millennials expect inclusivity in terms of body-image representations in advertising and demand that marketers adopt a mindful approach (Åkestam et al., 2017). This aligns with research that states that because millennials grew up in a diverse environment, they’re more open to inclusivity (Broido, 2004; Iyer et al., 2016). However, when asked if they expect all adverts to be inclusive, participants all thought that it depends on the product in the advert, see quote below.



Most participants expect advertisements from fashion brands to represent different body-images (see quote above). Participants felt ‘*alienated’* and believed that adverts ‘*makes it out to be more socially acceptable to dress like the model if you were skinnier’* (see *Appendix 4*). Indicating that millennials believe self-worth is about being skinny because of the representations in adverts (Marshall et al., 2014). This conforms to research by Agerup (2011), which states there is a ‘disconnect’ from real body-image representations in advertising. Alternatively, research states that millennials react positively to advertising that supports the issues they care about (Buzz Marketing, 2018). Findings correlate to this as advertising that represents different body-images can influence millennials’ purchase behaviour with one participant interested in ‘*promoting what I am passionate about…highlighting the way forward’* (see *Appendix 4*). Interestingly, when questioned whether inclusive advertising was on the rise or whether marketers were only following trends, most participants believed it was both, stating that brands ‘*capitalise on this and be seen with being inclusive*’ and one participant said ‘*it was a powerful move but only due to the trend to be inclusive*’ (see *Appendix 4*). This finding aligns with research by Cinelli and Yang (2016), who state that some advertisements are purposely ‘explicit’ to appease negative reactions towards body-image. However, some respondents reacted negatively to this, and referred back to ‘Company X’ campaign as being ‘*Forced’* and ‘*less honest’* (see *Appendix 4*).

**3.2 Stereotypes and Social Identity**

Stereotyping was a key theme among participants, with many believing that stereotyping was ‘*about what we are taught is acceptable*’ (see *Appendix 4*). Illustrated in ‘*Figure 5’*, are the common phrases that emerged from millennials’ attitudes towards body-image stereotyping in advertising.



Findings correlate with research that states millennials react negatively to body-image stereotyping in advertising (Åkestam et al., 2017). This implies that millennials want to see better representations of body-image in advertising. Furthermore, research stated that stereotyping in media can change society’s perception of social norms, influencing individuals to conform with what is being shown in media (Eagly and Karau, 2002; Kay and Furnham, 2013; Mogaji, 2015). Findings state that millennials agree with this as they believe media does influence society’s view on social norms regarding body-image, with one participant stating *‘because it’s not being shown, we’re not being able to accept that “yes everyone is different’’* (*Appendix 4*). This indicates that millennials want advertising to portray different body-images to change society’s attitudes in order to prevent individuals feeling ‘*disconnected*’ or ‘*self-conscious*’ because they are not represented.

When questioned why they thought marketers use body-image stereotypes in advertising, some participants believed it was to ‘*sell a product*’ and ‘*promote the best*’ (see *Appendix 4*). Findings conform to the concept of marketers using ‘ideal users’ in advertising, featuring ‘physically attractive stereotypes’ to create positive evaluations towards the brand, informing one’s social identity as individuals want to look like the model in order to fit in (Aaker, 1996; Buunk and Dijkstra, 2011; Rieke et al., 2016; McGowan et al., 2017). Interestingly, findings indicate that some millennials believe this to be untrue and that body-image stereotyping in adverts makes them less likely to purchase a product because they feel ‘*alienated*’ and ‘*not their ideal customer*’ (see *Appendix 4*). These findings contradict literature by Johnson and Grier (2011), who states, stereotyping in advertising appeals to a wider target audience. Because some millennials think that stereotypes represent a small percentage of the market (see quote below), brands aren’t representing them because fashion brands who ‘*have bigger ranges… never seen them being advertised’* (see *Appendix 4*). This indicates that millennials believe that if advertising represented different body-images, it would appeal to more people, because they feel recognised/appreciated as a customer of that brand.



All participants are predominantly exposed online advertising, particularly via their mobile. This conforms to research which states that millennials are always connected and are more receptive to online advertising (Salkowitz, 2008; Debevec et al., 2013). Participants believed that social media portrays ‘*poor*’ and ‘*unrealistic*’ body-image representations and some participants referred to paid Facebook ads from fashion brands as being ‘*irrelevant*’ to them, illustrated in the quote below. This indicates that millennials want appropriate targeted adverts that represents their body-image.



Participants believed that because they’re always connected and constantly exposed to stereotypes in advertising, they are ‘*always comparing yourself with others*’ (see *Appendix 4)*. This is because some participants feel pressure to look a certain way because of representations in media. It can be argued that millennials believe that satisfaction with their body-image is influenced by the expectations illustrated in media (Rieke et al., 2016).

Research has stated that millennials backlash against superficial stereotypes within advertising (Loroz and Helgeson, 2013). However, some participants stated they would backlash against stereotypes if it was ‘*purposely insulting to a particular sort of person*’ (see *Appendix 4)*. Alternatively, one participant stated that ‘*I’ll probably see what other people are saying…then to the greatest extent ‘like it’ to…show my support*’ (see *Appendix 4*). This conforms to research that states millennials rely on their peers’ opinions to make decisions (Zimmerman, 2012; Valentine and Powers., 2013). This indicates a demand from millennials to see better body-image representations on social media.

Literature by Ho et al.,(2016) states that celebrities still negatively portray body-image in advertising. However, some participants stated that celebrities make them ‘*more inclined to buy that product’* because it seems socially acceptable(see *Appendix 4)*. This aligns with research which states that some individuals want to conform to the representations to fit into society (Rieke et al., 2016). Findings reflect the notion of celebrities representing the fashion industry’s current trends (Kelly, 2003). This was highlighted by some participants who referred to ‘celebrity influencers’ as being ‘this ideal body image’ currently in media.

# Conclusion

The aim of this study was to analyse the attitudes of millennials towards body-image representations in advertising. Findings indicate that millennials expect adverts within the fashion industry to be inclusive, representing all body-images that fall within their product range (clothing size). Furthermore, millennials react negatively towards body-image stereotyping and believe that this has an influence on societies perception toward body-image. This highlights that millennials expect marketers to be mindful, because they believe stereotyping represents a small percentage of a brands target market and they shouldn’t make society conform to body-image stereotypes.

Whilst research did not consider the adverts content, findings indicate that millennials want body-image representations in advertising to be natural and unforced. Thus, academics and practitioners should look into the effects of advert content and its impact towards body-image. Furthermore, some millennials do not like paid ads on social media because they are untargeted towards their own body-image. Marketers could tailor adverts towards that individual to represent them. Finally, findings indicate that marketers should be mindful when using celebrities because they often lead to body-image stereotypes in media, influencing society’s behaviour.

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# Appendix 1: Assignment Brief

***Assignment task***

You are to conduct a **qualitative study** on the following contemporary topic:

**The attitudes of millennials to inclusive advertising**

Although Millennials have a more cynical attitude to advertising than previous generations (Iyer at el 2016), research shows that they are more likely to respond to ads which they see as emotionally engaging and better reflect the society in which they live. Inclusive advertising is one way in which marketers are responding to this.

“While creating the perfect inclusive ads can be a balancing act, some brands are getting it right. Company Y ‘Pool Boy’ campaign is a great example, but when a brand gets it wrong it isn’t long before we hear the backlash from consumers on social media, which then migrates quickly to broader media coverage. Research shows that inclusive ads are 25 percent more effective and more emotionally engaging than non-inclusive ads, and the least inclusive ads are less effective and generate the most negative emotional reactions.

Creating inclusive ads should be both a business imperative and a moral one. Marketers need to be bold and embrace the opportunity to appeal to a larger audience, to be inclusive of and to better represent the world today. Everyone is biased in some way. Our brains love a stereotype. Most people don’t actively choose to discriminate but they often do” (Kantar 2018).

Taking this issue forward, you are required to explore the attitudes of millennials to inclusive advertising.

# Appendix 2: Profile of Interviewees

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Participant Number** | **Name** | **Gender** | **Age** | **Location** | **Date of interview** | **Occupation** | **Clothing Size** |
| **P1** | SE | Male | 23 | Bristol | 10/11/2018 | Brand Planning Assistant Manager | Size 10 |
| **P2** | OG | Female | 22 | Oxford | 13/11/2018 | Student | Size 16 |
| **P3** | LS | Female | 21 | Bristol | 13/11/2018 | Student | Size 12 |
| **P4** | CO | Female | 21 | Oxford | 16/11/2018 | Student | Size 8 |
| **P5** | KA | Male | 23 | Bristol | 17/11/2018 | Stimulations Projects Intern | Size 16 |

*Table 1: Profile of Interviewees*

#  Appendix 3: Interview Guide

**The Attitudes of Millennials to the representation of body-image in Advertising**

This study is to gain an understanding of millennials views towards inclusive advertising, specifically looking into body-image. Please feel free to express you honest opinion.

* Do you need to be informed about the definition of inclusive advertising before we being the questions?
* Do you need to be informed about the definition of body-image?

Attitudes towards Body Image in Advertisements

1. From the images below which advertisement would you say better represents body image?

*Probe: Why do you think this?*

*Probe: What do you think is the message that the advert is trying to convey?*

*Probe: Which advert do you prefer and why?*

*Image 1: Sport Fashion Advert*





*Image 1: Sport Fashion Advert*

1. Which of these adverts do you prefer?

*Probe: Why do you prefer this advert?*

*Probe: What do you think of the Body-image representations in the advert?*

*Probe: Why do you think other brands have decided to replicate the same campaign?*

**

*Image 3: Advertising Campaign*

**

*Image 4: Spoof Advertising Campaign*

1. How important in Body Image to you?
2. How important is it to you for advertisements to represent different body types?

*Probe: Do you think that all advertisements should represent different body images?*

1. What does body-image stereotyping mean to you?
2. What do you think of advertisements that feature body image stereotyping?
3. Why do you think marketers use body-image stereotypes in advertising?
4. Do you think that positive body image representations in advertising is on the rise or are marketers only being inclusive to follow tends?

*Probe: Why do you think this? E.g. to follow trends set by society, to appeal to a wider audience?*

*Probe: How does this make you feel?*

1. Who do you think is responsible for ensuring that advertising fairly represents body-image?
* E.g. society or marketers?

*Probe: Do you think advertising should represents more different body-types in advertising?*

1. What types of advertising would you say you are you most exposed to?

E.g. Traditional media – TV, Print, online, social media etc.

Probe: How effective is this in representing body image? Do you notice body image in adverts?

Probe:

Social Influencers:

1. Are you influenced by others?

E.g. Peers, Friends, Society

*Probe: Why do you think this E.g. concerned with following trends?*

*Probe: Would you say this has an influence on your attitudes towards body image?*

1. Do you compare your body-image with others?
2. Do you think that body image in advertising influences societies/ your attitude towards body image?

*Probe: Why do you think this/ in what way does it change your attitudes? Please can you give an example?*

1. Do you think that new media and social media has influenced your attitude towards body image in advertising?

*Probe: Why do you think this?*

*Probe: How do you think body image is portrayed on social media?*

*Probe: Are you more or less conscious of your body image because of this? How important is it to be accepted by society or follow social norms?*

*Probe: Are you more or less likely to do something because it is shown on social media?*

1. Do you think that celebrity endorsement in advertisements has an impact on your attitudes towards body image?

*Probe: Why do you think marketers use this marketing tool?*

*Probe: How well do you think celebrities represent body image in ads? What types of messages do you think it send to audiences?*

Purchase Behaviour

1. Are you more or less likely to buy a product if the advertisement breaks away from body image stereotyping?

Probe: Why is this?

1. Are you more or less likely to buy a product if the advertisement features a celebrity?

*Probe: Why is this?*

*Probe: Does your attitude change if the celebrity portrays a negative body image?*

# Appendix 4: Thematic Table

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| --- | --- | --- |
| **Themes**  | **Participants** | **Participant Notes** |
| **Attitudes Towards Stereotyping in Advertising**  |   |
| **Negative Reaction** | **P2** | I think that I do feel quite angry and upset by them  |
| **P1** | because they've stereotyped it feels like they don’t care enough, feels harsh and negative  |
| **P5** | I feel advertisements that feature body-image stereotyping are disconnected from the real world… who don’t fully appreciate real people, they live in this fashion bubble. |
| **P3** | It does make me feel quite upset and annoyed  |
| **P1** | I only care if an advert is inclusive if it has gone out of its way to be insulting then it would not make me want to buy it |
| **P2** | because it’s not being shown we’re not being able to accept that yes everyone is different |
| **Makes you want to conform to the representations sown in advertising** | **P1** | Advertising try’s to set the norms, but I don’t think there should be any set body image as long as you're made to feel happy with yourself. |
| **P5** | what is shown as desirable in advertisements makes people want to conform to the standards,  |
| **P3** | I think a big part of that is the media and because of what is shown people think this is what I should look like  |
| **Millennials are more open to inclusive advertising / they expect it now** | P1 | Companies need to change with how the world changes |
| **P4** | Marketers have to pick up on what society is doing |
| **P3** | I certainly won’t feel comfortable wearing some of the things advertised on some of the skinny people, even though they are still available in bigger sizes – it makes it out to be more socially acceptable to dress like the model if you were skinnier |
| **Importance of Body-image to Millennials (own self-identity)**  | **P1** | It tends to be that men don’t get easily offended by body-image in advertising…..whereas women are more caring. |
| **P4** |  It’s not something I tend to look at or have a strong opinion on |
| **P5** | body is not necessarily something that is important to me or consider I am quite indifferent to body-image in advertising  |
| **P2** | I’d like to say it’s not important, but I know it is… intrinsically is.  |
|  | **P3** | I think it’s definitely a big deal even though I think it shouldn’t be |
| **Why Do marketers use stereotyping in Adverts?** |  |   |
| **What they want their customers to aspire to be?** | **P1** | Possibly because it’s something that has been traditionally done |
| **P5** | It’s quite powerful and shows their product off per se... the entire point with the use of their models is supposed to be the definition of what you want to look like. This is how our product is like because we're attached to this perfect stereotype of what we're looking for.  |
| **Stereotype to sell**  | **P5** | Its big business advertising, they have a purpose to sell their product. |
| **Attitudes towards Inclusive Advertising**  |  |   |
|  | **P1** | Its reassuring to know that their values align with what society wants them to be  |
| **P5** | Doing it to make themselves seem more inclusive by not trying to ridicule a public is trying to be more inclusive and hopefully bringing in happier more positive thoughts and connotations to that brand |
| **P4** | Being more inclusive obviously appeals to a wider audience, and it has a positive impact because people who haven’t necessarily shopped at the brand may start to  |
| **What they liked**  | **P1** | It’s a bit more fun, its less serious (Image 4) |
| **Improvements** | **P5** | Trying to fulfil everybody and to be inclusive by trying to include every-body type in an image can sometimes feel forced and bring these negative connotations.  |
| **P4** | want it to be subtle and natural |
| **Message the Advert is Conveying**  | **P1** | shows that woman can be Strong and Confident in that brands apparel  |
| **P4** | prefer inclusive ads because its more relatable to different people  |
| **P5** | It shows everyone’s diverse variation in body – They’re trying to promote that their product line if for everyone and not just for a certain type of person. |
| **P2** |  I do relate to it more and I think that actually it’s the difference in body types it shows is what should be represented by a sports brand, sports brands should want everyone to wear their gear not just the skinny models  |
| **P3** | expressing that you can be any size and wear what you want. |
| **Expectations for Adverts to be inclusive depends on the products** | **P1** | I don’t find it necessary, because in a lot of cases it doesn’t matter if it represents all body types because a lot of products don’t need to be designed for a lot of body types |
| **P4** | Not all advertisements should represent different body images because It might not be appropriate for that brand, I do think that it depends on the product that they are selling  |
| **P3** | If it is clothing that you’re trying to advertise then I definitely think it should be all body images, shapes and sizes |
| **P4** | To an extent but I don’t think it would put me off a certain brand just because they use a certain body-type  |
| **P2** | It should cover everyone that falls within their target market. So if on your shelves or in your store you have a size 16 and a size 18 you should be showing that and you shouldn’t just target it to the smaller ideal body type.  |
| **Is it a trend? Yes (to get more attention and acceptance from society)** | **P1** | Both….it is on the rise and I also believe that marketers are only being inclusive to follow trends, it always helps for a company to be up-to-date with how their customers are thinking to help their brand image. |
| **P4** | More recently I feel like there is a conscious effort to include more body…that they're doing it for the sake of doing It...it doesn’t come across as subtle or more natural... I feel like brands have seen negative feedback towards other brands and they've thought we'd capitalise on this and be seen with being inclusive |
|  | **P2** | I think its from their part that they recognise that its wrong and probably also an aspect that if there was a lot of backlash about the first campaign and they do it in a more inclusive way they know their brand image Is going to be better |
| **Is it a trend? No (just how society is changing)** | **P1** | I feel like it was never really mentioned (body-image), but it seems to be recently that people are complaining about certain body-images |
| **P5** | The entire point is it is now becoming like you say a trend to do this because it’s a positive outlet, it’s only because this is now a wise marketing decision to do it... for example image 4 that image was purposely done because it was a powerful move but only due to the trend to be inclusive. |
| **How important is it to you for advertisements to represent different body types?** | **P5** | I think it’s important however I don’t see it as a need, I think that advertisements should pick a person who suits the role best. |
| **Social Influence**  |  |   |
| **influenced by society** | **P1 & P3** | No |
| **P4** | Yes to an extent - other people’s opinions do matter, if a friend told me to try out a clothing brand I would probably consider it  |
| **P5** | Potentially yes - I think that most people are concerned with what people think about you - my perception of how I come across to people is important … how people see me and think about me  |
| **P2** | Oh yeah massively….I’m told that’s what I should be, how I should look or how I should act |
| **P4** | Yes to an extent, if you're exposed to something enough then I think it does aid to form an opinion on it  |
| **P5** | Definitely, we're exposed to it on a daily basis this kind of advertising that’s being out there - our connotations to it from us from having it available to us...we're going to make our decisions based upon it, consciously people are thinking about it. |
| **P3** | I think its kind of like unavoidable sometimes, and I feel quite self-conscious of the way I look you’re always comparing yourself with others and thinking I wish I looked like that |
| **P1** | Marketers have to respond to what society wants, they have to align with what is actually happening - there should be no pressure on society to act a certain way, it may make it easier for marketers but that should never be the way, but it is. |
| **social media as an influence to advertising** | **P5** | People are heavily influenced on social media, which makes it important for other people to conform to society and think that this is something I should be doing….. If its highlighted on social media, why is it only fit people? Why are we only looking at this one stereotype of people in advertising therefore you start to question that and you follow suit based on their opinions |
| **P4** | Yes, |
| **P2** | lot easier for marketers attracting trends and if that’s the images that are being put out there that’s what they’re going to follow  |
| **Backlash against stereotyping**  | **P1** | I'll see what other people have said online about an advert, and if someone has said a very similar thing then I would to the greatest extent 'like' it to show my support |
| **P4** | If it was something that had an big impact then I would |
| **P1** | Only if the advert was so purposely insulting to a particular sort of person or purposely avoids a type of person  |
| **compare body image with others** | **P4** | I feel more conscious of my body because on Instagram you can follow just certain brands so all you would be seeing is their content  |
| **P2** | Yes, when you’ve got images of women stood confidently and looking happy, if when I’m not feeling confident and when I see those images I think would I be happier if I looked like them? |
| **P3** | Oh yeah definitely…..I think its kind of like unavoidable sometimes…you’re always comparing yourself with others and thinking I wish I looked like that.  |
| **P5** | I've never gone out my way to be muscular like men in adverts |
| **P1** | No |
| **Advertising there exposed to** |  |   |
| **Social Media** | **P1 & P2 & P3** | Social media and adverts that pop up on certain cites (Facebook) |
| **P5** | People are more aware about those advertisements over every other advertising because it communicates to us on a more natural level  |
| **P4** | See more body image in online ads  |
| **Adverts are not relevant to me as a customer**  | **P2** | I actually think like why are you bothering targeting me because you wouldn’t want someone my size wearing your clothes anyway. |
| **P1** | it’s frustrating as ads aren’t relevant but pop up as a means to make money |
| **P3** | I don’t think it’s very effective, because sometimes its poor representation and quite similar things being advertised |
| **Social media representing body-image:** | **P1** | Poor  |
| **P4** | Unrealistic particularly with Instagram, the photo you see Is take 100 and that’s the one influencers have decided to post |
| **P5** | I think that if there wasn't that kind of online advertising out there...people exposed to that, then I don’t think that we would be in the same position we are in now. |
| **Celebrities in Advertising**  |  |   |
| **Why do marketers use celebrities?** | **P1** | Chosen because of their pulling factor because people already like them, so they'll be more interest in buying the product because they like them  |
| **P4** | People they look up to - more inclined to buy that products |
| **P5** | An association that you see as being popular or aspire to be by association, will make people want to use that product |
| **P3** | Quite a few celebrities they’re always kind of well kept, quite good looking and brands could be advertising that because they’ve got a good look or image anyway. |
| **P4** | Generally I think celebrities tend to be a specific body-type but I do think it appears to be getting more varied and brands are choosing more varied celebrities/ influencers  |
| **P5** | Dependant on the celebrity, it can be quite satisfying if the celebrity looks real, however usually celebrities have a need to fit the conformities that are currently seen - so using them in advertising just sets in stone further this is how you should be, because these celebrities are setting the social norm almost. |
|  | **P2** | Massively |
| **Purchase Behaviour** |  |   |
| **Purchase Behaviour to inclusive adverts** | **P1** | If a company have gone out of their way to risk their reputation to do something that is ethically right and not just responding to what other companies are doing, that’s something I would approve of and maybe make me consider them |
| **P2** | I think more likely, purely because I feel like it reaches me more and I feel like the brand actually wants to acknowledge that I could be wearing it or using it… then I am more likely to want to buy it |
| **Purchase behaviour to Celebrities in advertising** | **P2** | It really depends on the celebrity, I’m a bit more wary of the use of paid adverts on Instagram or the use of women who so adversely had plastic surgery but don’t admit to it.  |
| **P4** | Depends on the product and the celebrity - It doesn’t have a strong impact on myself to deter me from buying that product  |
| **P5** | Not really, celebrities wouldn’t affect my decision to buy something  |
| **P3** | I think I would buy it  |

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