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To the Graduate Council:

I am submitting herewith a thesis written by Janet L. Dooley entitled "Effects of the Feminist Movement on Magazine Advertisements." I recommend that it be accepted in partial fulfillment of the requirements for the degree of Master of Science, with a major in Communications.

Sherilyn K. Zeigler

Sherilyn K. Zeigler,
Major Professor

We have read this thesis
and recommend its acceptance:

Robert B. Woodruff

June N. Adamson

Accepted for the Council:

Hilton A. Smith

Vice Chancellor
Graduate Studies and Research

EFFECTS OF THE FEMINIST MOVEMENT ON MAGAZINE ADVERTISEMENTS

A Thesis

Presented for the

Master of Science

Degree

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Janet L. Dooley

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ABSTRACT

The purpose of this investigation was to determine the effects, if any, of the feminist movement on the content of magazine advertising directed toward the feminine market. The three major areas of investigation were (1) assessing the need for feminist appeal in advertising, (2) determining whether women could perceive a difference in the feminist appeals between a set of advertisements from pre- and post-feminist advertising periods, and (3) assessing the effectiveness of feminist appeals.

Group interviews with a random sample of women residing in married student housing units at The University of Tennessee, Knoxville, were used to conduct a survey. Respondents completed questionnaires pertaining to the portrayal of women in selected magazine advertisements as they viewed slides of the ads. The completed questionnaires were tabulated and a series of statistical tests were executed.

Study results indicated that there have been some feminist influences on the advertising industry following widespread acceptance of feminist ideology. First, all respondents indicated there is a need for feminist advertising appeals. Feminists expressed a stronger desire for these appeals than did the non-feminists, and both groups felt the appeals were needed more in the advertising of products for women's personal use than products for family use.

Second, all respondents perceived a greater degree of feminist appeals in a set of ads from the post-feminist advertising period than

from the pre-feminist advertising period. Although respondents indicated there were more feminist appeals in recent ads, they did not believe there was a great deal of feminist appeal in current advertising in general, and indicated that they felt there should be more of these feminist approaches.

Finally, feminist appeals were rated more effective overall than non-feminist appeals. Feminist appeals were most effective in the areas of liking the way the woman was portrayed in the ad and relating to the woman in the ad, somewhat less effective in the area of purchase intentions, and were not found effective in the areas of attitude change or recall of ad content.

In conclusion, modifications of advertising directed toward the feminine market were suggested but only for particular situations.

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CHAPTER I

INTRODUCTION

The decade of the 1960's witnessed a great deal of social fluctuation and reform. Along with intensified civil rights activities, a reversal of public attitude toward the Vietnam War and increased student activism, the Women's Liberation Movement generated changes in a number of the nation's institutions. The movement also initiated society's heightened interest in women's rights and women's status, and recognition of the increasing importance of women in the marketplace. The current study is concerned with effects of the feminist influence on advertising content.

Early signs of feminist discontent were evidenced in the establishment of the Commission on the Status of Women in 1961, passage of the Equal Pay Act of 1963, and again in 1963, the publication of Betty Friedan's book, The Feminine Mystique. Although these activities reflected an undercurrent of women's dissatisfaction, the prevailing attitude of society supported women's traditional roles. Later in the decade, Women's Liberation and Women's Rights groups developed considerable social strength and became the core of a large-scale feminist movement.

It was between 1970 and 1973, however, when Women's Liberation took on the "active feminism" orientation that the new feminist ideology became a matter of serious social concern (Carden, 1974). During these years several public institutions began reflecting a favorable

attitude toward feminist activities. To cite only a few examples, by 1971, the press routinely discussed the reorientation of male and female roles, and was beginning to comment favorably on feminist groups working for legal, economic and political equality. In the same year Women's Wear Daily adopted the use of Ms. instead of Miss or Mrs., and the practice was soon followed by other publications. Both Democratic and Republican parties strove to increase their proportions of women delegates in 1972. Some business firms have recognized feminist ideology in guaranteeing women the right to return to their jobs after childbirth. In December of 1972, one travel goods store went so far as to advertise in the New Yorker, "Peace on Earth, Goodwill Toward Men and Women" (Carden, 1974).

It is evident from these examples that new feminist ideas are being reflected in behavioral changes in some of the nation's major institutions, including government and business. One area, however, in which the impact of feminism has not been thoroughly assessed is that of advertising and its effects on purchasing. The absence of such research is particularly significant in light of the fact that women in this nation hold a large percentage of the buying power.

Women's influence on spending is apparent in view of their traditional roles as homemakers (Carden, 1974; Engel, Kollat & Blackwell, 1973; Friedan, 1963). The majority of household purchases (e.g., home care products, cleaning agents, and food products) are made by women. Female influence, however, can also be exerted in joint purchase decisions for larger, more durable goods such as household appliances, household furnishings, and automobiles.

The expanded force of working women has also contributed to an increase in female spending power. In most instances a married woman takes a job in order to supplement her husband's income and to raise their standard of living. With an income of her own a woman is likely to increase her expenditures, not only for the household, but also for personal use. Today's working women spend more on food, clothing, cosmetics, convenience items and activities they enjoy (Murphy, 1973). In 1973, 43 percent of all adult women were working outside the home--3/5 of them were married, 20 percent were mothers of children under six, and half of them had children six to seventeen years of age. Fifty percent of women 18-64 held jobs (Murphy, 1973). Darrell Lucas (1966), a marketing professor at New York University, has predicted that the continuing increase in the percentage of employed women will make them even more active in consumer markets. These trends in female purchasing power point out the necessity of effectively reaching women consumers. It is time to determine whether or not current advertising is effective for a changing female market or if women are demanding different advertising appeals.

Studies have been conducted and a good deal of criticism voiced (Study of Women, 1973; How Papers Can, 1973; Fly Me, 1972; Steinem Knocks, 1973) about the relationship between feminist activities and other institutions; yet, very little research has been done on resultant changes in advertising content; in overall appeal, in the inclusion of certain feminist-related words within the body copy and headlines, or in the setting in which women are pictured.

Magazine advertising was selected for use in the study for several reasons. More manufacturers advertise in magazines than in any other mass medium (Dunn, 1969). The medium has the ability of reaching a selected target audience which is a valuable asset to a study of the female market. The long life of magazine advertising (i.e., the opportunity for the reader to view the advertisement at various points in time) was also considered since it may create a longer lasting impression on the consumer than other media. In addition high readership and general credibility point out the ability of magazine advertising to be influential in purchase decisions. The objectives of the current study are as follows:

1. To determine whether specific groups of female consumers perceive a need for feminism in advertising.

2. To determine whether specific groups of female consumers perceive a greater degree of feminist appeal in advertisements from 1961-1967 than in advertisements from 1968-1974.

3. To determine whether certain female consumers find ads with feminist appeals more influential in making purchase decisions for certain groups of products than advertisements lacking feminist appeals.

CHAPTER II

BASIC PROBLEM AND HYPOTHESES

The purpose of this study is to assess the need for feminism in advertising and to determine the effectiveness of advertising changes designed to meet such needs.

I. HYPOTHESES

H_1: There is no significant difference between feminists and non-feminists in perceiving a need for feminist advertising appeals in both products for family use and products for women's personal use.

H_2: There is no significant difference between a set of advertisements published from 1968 through 1974 and a set of advertisements published prior to 1968 in feminists perception of feminist advertising appeals.

H_3: There is no significant difference between a set of advertisements published from 1968 through 1974 and a set of advertisements published prior to 1968 in non-feminists perception of feminist advertising appeals.

H_4: There is no significant difference between feminists and non-feminist advertising appeals in feminists perception of effectiveness of the appeals in influencing purchase decisions.

H_5: There is no significant difference between feminist and non-feminist advertising appeals in non-feminists perception of effectiveness of the appeals in influencing purchase decisions.

II. TERMS USED IN HYPOTHESES

Perception of a need. Perception of a need for feminist appeals in advertising will be defined as the responses made on a five-point Likert-type scale.

Products for family use. Products for family use include food items, soap, detergent and laundry products, cigarettes, home furnishings and home improvement items. In the current study these products are Quaker Oats, Dial soap, Clorox bleach, Kool cigarettes, Bassett French Style Furniture, and Lucite Paint. Selection of these advertisements was based on women's high readership scores.

Products for personal use. Products for women's personal use include cosmetics and personal grooming aids. In the current study these products are Revlon "Love-Pat" Powder, Helena Rubinstein Natural Blush, Miss Clairol Hair Color, and Clairol Loving Care Hair Color. These advertisements were also selected because of high readership.

Advertising appeals were defined by a panel of experts consisting of five members of the board of the National Organization of Women (NOW), Knoxville Chapter.

Feminist advertising appeals. The panel found the presentation of feminist appeals an acceptable approach to the female market, and generally described it as advertising that reflected women's individuality. The characteristics of feminist appeals were as follows:

1. The portrayal of women in roles that reflected her ability to reason (e.g., having jobs and participating in a variety of activities outside the home).

2. The portrayal of women competently participating in traditionally male activities and occupations (e.g., home improvement and executive positions, reflecting that women are resourceful enough to do many things themselves and need not be dependent on men).

3. The portrayal of women engaged in physical activity, especially outside the home and with men (which gave the impression of equality and did not exploit male-female relationships).

4. Emphasis on maturity rather than youth and innocence.

Non-feminist advertising appeals. Non-feminist advertising appeals were not regarded by the panel as an acceptable approach to women and were most often described as offensive and demeaning. The characteristics of non-feminist advertising appeals were as follows:

1. The portrayal of women in traditional roles: wife, mother, cook, shopper, and home decorator with a major interest in home and home care.

2. The emphasis on women's preoccupations with appearance and youth, especially when these seemed necessary in order to attract men.

3. The emphasis on women's needs to please males through fulfillment of traditional roles, through feminine appearance, and through dependence on men.

4. The use of attractive women to gain attention when the product being advertised was unrelated (sexist appeal).

Perceived degree of feminist appeals. The degree of feminist appeal has been defined as the responses made on a five-point Likert-type scale.

Effectiveness of appeals. The effectiveness of advertising appeals has been defined as the responses made to a series of Likert-type statements (five-point scale) and the number of correct responses made to questions dealing with content of the selected advertisements. Also, the responses made to Likert-type statements which measured attitudes toward the product before and after seeing the ad were included in the definition of effectiveness.

Feminist advertising periods. The terms feminist and non-feminist advertising periods have been used to describe the beginning of feminist influence on the advertising industry, and should not be confused with the beginning of the feminist movement itself in the early 1960's. Since widespread appearance of feminist advertising was not until the very late 1960's, the year 1968 served as the dividing line in this study. The non-feminist advertising period included the years from 1961 to 1967. Prior to 1968 the movement was in very early stages of its development and growth, was not being widely accepted, and was not likely to have had an effect on advertising. Also, 1961 was selected as a starting point for the period since it was at that time that events such as President Kennedy's establishment of the Commission on the Status of Women brought feminist ideology into the public eye. The feminist advertising period was defined as the years 1968 through 1974.

CHAPTER III

BACKGROUND AND LITERATURE REVIEW

Since the Women's Liberation movement began in the 1960's, several supporting organizations have developed--among them National Organization for Women, NOW, 1966; Women's Equality Action League, WEAL, 1968; National Women's Political Caucus, NWPC, 1971. Although such groups strive for reform in a wide range of activities, one of their goals is improving the image of women in the mass media. In light of this goal the question arises, what images of women are being reflected in the mass media?

I. MEDIA STEREOTYPES

Unrealistic female stereotypes are most evident in television programs and movies. These media in particular depend on a few standard images such as mother, wife or secretary to portray women, and the occasional appearance of a female doctor or business executive does little to offset traditional figures. Many stereotyped images have their roots in literature.

The two major complaints concerning women in literature are as follows: (1) men and male roles in literature are usually more important, and (2) literature seldom deals directly with women's problems, but either looks upon them cynically or uses them to heighten the plot (Wolff, 1972). It is within the second problem area that stereotypes seem to develop.

There are basically five female molds used in developing a literary piece which includes the following: virtuous woman, sensuous woman, sentimental woman, liberated woman, and the All-American-Girl (Feminists On, 1973; Wolff, 1972).

The virtuous woman and sensuous woman are found in the same work. The plot centers around a man, and the virtuous woman (e.g., Charlotte Bronte's Jane Eyre) serves as a positive element, inspiring productivity and patriotism in the man. The sensuous woman, such as Lady Chatterly, in D. H. Lawrence's work, is identified with sex and other non-virtuous acts. Her role is to inspire sinful behavior in the man. It is this idealistic, virtuous woman that feminists find objectionable in children's literature (Feminists On, 1973). They contend that the only positive image in literature for girls is one of love and service to the male in some way. Romance is the only fulfilling future.

Dora, from Dicken's David Cooperfield, exemplifies Wolff's sentimental woman which is based on the idea that women are highly emotional. Sentimentalist literature portrays women as helpless individuals and sufferers: good women cry easily, bad ones are self-contained, and all are sympathetic, show no anger, and have no public ambitions.

The liberated woman is less stereotyped and shows less distortion of reality. She usually appears in more recent literature such as Nora, in Ibsen's, The Doll's House. Wolff finds merit in the liberated stereotype since it insists on a reflection of woman's intelligence. An intelligent woman is frequently indicative of failure

to find fulfillment, and the woman will ultimately be submissive to the male. The liberated woman pattern corresponds to the "cop out" concept developed by Feminist on Children's Media. The concept says, in essence, that although some children's literature offers girls an alternate female image in the tomboy stories, it eventually "cops out" when the "tomboy" turns into a "proper" young lady.

The final image is that of the All-American-Girl, frequently found in the literature of F. Scott Fitzgerald. The All-American-Girl is well educated in language and art, but she is detached from any real "role." Her education is non-productive and her talents have no practical functions. Her purpose in literature is to serve as a symbol of prosperity and culture.

These female stereotypes which developed first in literature, have been perpetuated in other forms of mass media. The large number of stereotyped roles which women assume in movies, television shows, print advertising and broadcast commercials are evidence of such perpetuation. The few women who have assumed more domineering roles (for example, Maude, the lead character in a series that began in the fall, 1973, television season, and Police Woman, another lead role played by Angie Dickinson which began in the fall of 1974); or one who has been honored with her own program, such as Carol Burnett, can hardly offset the Edith Bunkers (All in the Family) of the mass media. The media seem to rely on sexy secretaries, cute nurses, "dumb blonde" waitresses, "schoolmarm" teachers, and scatterbrained housewives to portray women, and these women are frequently under men's supervision. The media's continual reinforcement of these stereotyped images

leaves the woman with no alternative patterns, nor do the images accurately reflect reality.

II. ADVERTISING STEREOTYPES

Dr. Ernest Dichter directed some early advertising studies on appeals to women (reprinted in Friedan, 1963). One such survey, conducted for the publisher of a leading women's magazine on attitudes of women toward electrical appliances, and using a national sample of 4,500 housewives, delineated three major categories into which women could be classified: true housewife, career woman, and balanced homemaker.

Dichter described the "true housewife" as a woman who views housework as her justification for existence. She proved to represent the largest market for electrical appliances although she was somewhat skeptical and reluctant to accept new devices because she feared replacement by them. The "true housewife" role is diminishing today as more women continue their education and as new interests and jobs open to women.

The career woman, or would-be career woman described in the Dichter study, was the smallest group. These women did not necessarily hold jobs, but neither did they believe a woman's place was in the home. They were judged "too critical" to be ideal electrical appliance customers, and advertisers were warned to stifle any attempt to expand this market.

The ideal customer from the marketer's viewpoint was Dichter's "balanced" homemaker. This woman had some outside interests or may

have had a job before becoming a full-time homemaker. She readily accepted mechanical appliances, but did not expect them to do the impossible. Instead, she preferred to rely on her own resources, talents, and abilities to manage a well-run household. It is probably in this area that the roots of current advertising stereotypes lie. After Dichter's study was conducted in 1945, the resultant advertising strategy was to create a "home career" for women. This career was achieved by educating women through advertising that it was possible to have outside interests and become alert to wider intellectual influences; yet, at the same time, it was stressed that the art of good homemaking should be the goal of every woman. The intelligent woman with a wide range of interests realized she needed spotless, sparkling white sheets and shining dishes in order to be successful in her career. In other words, according to Friedan, advertising directed at this group of "balanced" homemakers set various goals in homemaking which a woman could reach, and thus, which gave her a sense of achievement. When women experienced such achievement in the home, advertisers benefited, because "you need to keep women in the kitchen if you're going to sell the pie mix" (Friedan, 1963, p. 207).

This philosophy began to crystallize in the 1950's as the "balanced" homemaker category became predominant. The basic goal of advertising for women was still to give them a sense of achievement, and a rationalization for performing their tasks. In addition, though, homemaking had to become creative and given a professional status. Helpful appliances, convenience foods, and cooking shortcuts had to be either highly creative, or very modern and complicated with difficult

instructions so the housewife could emerge as an expert.

Friedan (1963) has attacked these appeals in women's advertising for aiming to keep women at home and failing to fill real human needs. Her accusations relate to the more pressing problem today of determining whether there is a need to change women's advertising--the problem with which the current study deals. In light of increasing acceptance of feminist ideology, and a growing percentage of women in the labor force, should advertisers continue encouraging pseudo-achievement for homemakers? If women are working or participating in other activities outside the home (and, therefore, finding the opportunity to find success outside the home), can advertising remain effective by advocating solely a "home career?" Now is an ideal time for advertisers to re-evaluate the balanced-homemaker stereotype.

A more recent assessment of female stereotypes in advertising comes from Alice Courtney and Sarah Lockeretz (1971), who examined 729 advertisements in a variety of general interest magazines using content analysis (see Appendix A). The research team examined the number and sex of all adults in the ads, occupations portrayed, non-working roles depicted for both men and women, nature of female roles, and evidences of male-female interaction.

Findings revealed that more men than women were pictured in the advertisements, and women were rarely shown in a working role outside the home. Thirty-three percent of the full-time employees in this nation are women, but only 12 percent of the workers in the advertisements studied were women. This figure decreased to 7 percent when "professional entertainers" were excluded. Nearly half of the

men pictured were shown in working roles, but less than one/tenth of the women were portrayed in a job situation. Most of the working women shown were entertainers, clerks, stewardesses, schoolteachers, or persons engaged in food preparation. No women were shown in professional or business-executive positions.

Non-working situations were defined as family scenes, recreation scenes, or advertisements in which persons pictured served only as "decoration" for the product (e.g., automobile advertisements). When men were pictured alone or with other men, they were usually shown in a working role. When a man appeared with a woman he was more likely to be shown in a non-working role. Women pictured alone or with other women were generally portrayed in non-working roles.

Courtney and Lockeretz also examined the specific situations in which women were portrayed. Basically, the female took care of herself and her home and rarely ventured far from home alone. When major household decisions were made, such as the purchase of furniture and appliances, a man assisted the woman. The female appeared able to smoke, drink, travel, drive a car, and make use of a bank, but she was usually accompanied by a man in these activities.

The final area studied was male-female interaction. Women were not shown interacting with women very often, and never appeared as co-workers. When men interacted with men, all were usually co-workers. In two/thirds of the ads with mixed groups, women interacted with men more frequently than with other women. Male and female entertainers were shown together. (See Appendix A for numerical summary of the study.)

In summary, the study revealed that advertisements do reflect some stereotypes: first, that the woman's place is in the home; second, that women do not make important decisions, but are usually limited to household decision-making; third, that women are dependent on men's protection; and fourth, that men regard women primarily as sexual objects, and lack interest in them as human beings.

As stated earlier, one of the goals of the feminist movement is to change these stereotyped images of women in the media. Although a substantial number of women today are wives and mothers, there are 32 million working women, indicating that women are assuming additional roles. In the late 1960's NOW took action to stimulate desired changes, when members began writing letters of protest to companies and agencies whose advertising they found demeaning to women. For example, Bell Telephone became a prime target with its advertisement, "Three out of four housewives make that silly little mistake of dialing the operator for long distance." Today's question is, have advertisers responded to these demands? Literature supports the position that unrealistic stereotyping of women exists in mass media, but measures of changes in the portrayal of women in advertising are few. The absence of literature discussing the relationship between feminism and advertising points out the need to examine changes in advertising content.

III. ADVERTISER'S ROLE

Advertisers can play an important role in attitude formation in the feminine market; therefore, examining some of their opinions concerning the effects of feminism in ad content is crucial to the

understanding of feminist buying behavior. Advertisers often claim that advertising should be concerned with women because they are influential buyers in the market. But the advertiser must recognize that these buyers are first of all human beings, secondly women, and then consumers. Today's female consumer is likely to be a working woman with more money for food, clothing, and personal luxuries than she had prior to entering the labor force. Overall women are better organized, have more energy and more freedom than in earlier time periods, and appreciate an appeal to their intelligence (Bassin, 1970). Franchellie Cadwell, president of Cadwell-Davis Co., supported this idea when she commented: ". . . the lady of the house is dead. She has been replaced by a new woman who rejects advertising that is demeaning to her sex. She wants more challenge out of life than how to get a man's shirt white" (Grant, 1970, p. 1).

It seems strange that although advertisers seem to be aware of this change in the feminine market,

> . . . women portrayed in TV advertising still spend 90% of their time in the kitchen, not gourmet cooking, or even cooking, but unsuccessfully trying to clean floors or wash dishes and waiting to be rescued by a male symbol of authority who will show her, poor dunce, how to do it (Libs Have Had, 1973, p. 44).

It seems apparent that stereotyped images of women are present, yet very little research had been conducted concerning women's reactions to those stereotypes; whether they find them (1) objectionable, (2) reflections of reality, or (3) totally unacceptable. Although there has been some obvious resistance to the feminist movement, trends indicate an increasing acceptance of feminist ideology (Carden, 1974).

In the face of changing female attitudes, advertisers need to know whether current appeals will remain effective or whether the failure to alter advertising strategies will result in the loss of a substantial sector of the market.

CHAPTER IV

METHODOLOGY

I. GENERAL RESEARCH DESIGN

Since this investigation consisted of a survey assessing women's attitudes toward feminism in advertising it was considered a one-shot descriptive analysis. Basically, the study involved presentation of ten advertisements, five from a pre-feminist advertising period and five from a post-feminist advertising period, to a female audience. Respondents recorded their reactions to each ad in terms of perceived feminist appeal and effectiveness of the appeals used. Respondents were also asked to indicate the extent to which they felt there was a need for feminism in advertising.

II. SAMPLE SELECTION

Respondents for the survey were randomly selected from a population made up of women residing in married-student housing units at The University of Tennessee, Knoxville. Married students were chosen over single students because the study involved ads for products used by families. The sample consisted of 180 women.

III. ADVERTISEMENT SELECTION

A list of product categories in which women were prime purchasers or influential in purchase decisions was compiled from a review of

literature. The categories included were as follows: (1) fashion, (2) cosmetics, toiletries, and personal grooming aids, (3) food products, (4) household goods, (5) soap, cleansers, and detergents, (6) drugs, (7) cigarettes, and (8) small and large appliances (Engel, Kollat & Blackwell, 1973; How Women Buy, 1959; Simmons, 1963). The first requirement for selection was that the product in the advertisement represent one of these product categories.

A second consideration in the selection of advertisements was high female readership, since readership was considered an indicator of interest in the ads. The Daniel Starch and Staff research organization provides readership data on a regular basis. In the Starch technique, interviewers find persons who have read the magazine used in the survey, and ask respondents to indicate which advertisements they read. A "noted" score on any ad indicates the percentage of respondents who recall seeing the ad. A "seen-associated" score indicates the percentage who associate the advertisement with the product, and "read most" scores indicate the percentage of respondents who read 50 percent or more of the reading matter. Only advertisements with a noted score greater than 50 percent were used in the current study (and, the product shown in the ad had to be included in one of the categories in which women were prime purchasers). When more than one ad in a particular product category met the 50 percent noted score criterion, the advertisement with the highest score was selected for the survey.

Sixteen advertisements were selected for presentation to a panel of experts: five members of the board of the National Organization of Women (NOW), Knoxville Chapter. Each was asked individually to

classify the ads as "feminist" or "non-feminist," and to explain why she reacted as she did. The panel's statements were combined to define the characteristics of feminist oriented and non-feminist oriented advertising. Each of the product categories listed previously was represented with the exception of fashion, which was eliminated initially because those ads could easily be identified with a specific time period. The ads were selected from a variety of magazines (women's, news, and general interest) and from a range of years including both pre- and post-feminist advertising periods. From the advertisements examined by the panel, ten were selected for presentation to actual respondents, five from the pre-feminist advertising period and five from the post-feminist advertising period. The elimination of six advertisements was once again based on noted scores from Starch readership surveys in which case the lowest scoring advertisements were disregarded.

The final advertisements did not represent all of the original product classifications. These eight categories therefore, were collapsed into two broad classifications to correspond to the two areas in which most of women's purchases are made: products for family use and products for women's personal use. The ten ads used in the study were each placed in one of these categories based on the product shown. A list of the selected advertisements can be found in Appendix B along with the period from which each ad came, its NOW classification, and its product classification.

IV. PRE-TEST

A pre-test conducted in the spring of 1974 revealed several problem areas:

1. Sixteen advertisements were used in the pre-test. Before the end of the interview, however, respondents began to tire and lose interest, suggesting that a smaller number of ads would be more satisfactory.

2. The in-home personal interview technique employed in the pre-test proved inefficient. Other elements in the home (e.g., children, television, telephone, other visitors) proved distracting.

3. The three-point Likert-type scale used in the pre-test and the single dimension used to reflect feminist appeals in advertising (women's equal, subordinate, or superior role in relation to a man) were not sensitive enough to reflect respondents' reactions to the ads.

4. The sample size of 25 was not sufficient to draw statistically valid conclusions.

5. The time spans used to define pre- and post-feminist advertising periods (1966-1969 and 1971-1974), respectively), were not broad enough to reflect the feminist influence on advertising.

All of these difficulties were resolved in the current study.

V. QUESTIONNAIRE

The questionnaire was designed to obtain information in three major areas: (1) women's perception of feminist appeals in advertising, (2) the need for feminist appeals, and (3) the effectiveness of

feminist-oriented advertising. Additional questions were included pertaining to the product shown in each ad, attitudes toward feminism, and background characteristics of respondents. A copy of the questionnaire can be found in Appendix C.

Perception of Feminist Appeals

In order to measure respondents' perceptions of feminism in advertisements, each of the characteristics of feminist and non-feminist advertising as defined by the NOW panel was worded as a Likert-type statement. Respondents were then asked to indicate on a five-point scale the degree to which they agreed or disagreed with each of the statements. Seven of these statements were used with all ten advertisements, and an eighth statement which required that both a man and a woman appear in the ad, was added when appropriate.

Need for Feminist Appeals

Two approaches were taken in assessing the need for feminist appeals in advertising. The first involved asking a question as each ad was shown to determine whether respondents saw a need for more advertising of that nature. Respondents were not told whether the ad had been classified as feminist or non-feminist. The second approach asked respondents to indicate whether they felt there was a "general need" for feminist oriented advertising. Likert-type scaling techniques were again used; agreement with any of the statements reflected a perceived need for feminist advertising appeals.

Effectiveness of Feminist Appeals

Several approaches were taken to determine the effectiveness of appeals used in the ads. Likert-type scaling determined whether respondents liked the way women were portrayed, whether they could relate to the women in the ads, and whether respondents would consider buying the product. In addition, respondents were asked to select from a series of statements one which described the "main point" of each ad. (Main points were determined by a panel of experts consisting of members of an advanced advertising creative course at The University of Tennessee.)

Since a person's existing attitudes toward a product can affect his or her feelings toward an ad for that product (Kleppner, 1966; Wright, Warner & Winter, 1971), questions were included to measure these attitudes before and after exposure to each ad. In addition, a review of literature revealed that although the feminist movement is gaining acceptance, factions exist which oppose feminist ideology; hence, "screening" questions were included in the questionnaire to classify respondents as feminist or non-feminist in attitude. (To insure that all respondents had a somewhat consistent impression of what was meant by "feminist movement," a brief definition was included on each form prior to any of the questions dealing with feminism.)

The final set of questions called for general background information which served as the basis for a demographic description of the sample.

Once the basic questionnaire was designed, several steps were taken to minimize respondent bias. First, scale positions were

alternated so respondents did not consistently read "strongly agree" as the first choice in response to a statement. Second, the order of questioning was rotated for each advertisement. Finally, the order in which the advertisements were presented varied with each group of respondents interviewed.

VI. SURVEY PROCEDURE

The survey technique used in the study was group interviews. This technique was selected as an effective means of displaying advertisements to a large number of persons. To facilitate viewing, the advertisements were reproduced on slides.

After the sample was drawn, each individual selected received a letter which briefly explained the study, informed potential respondents of the time and place of the meeting, and encouraged participation. As a convenience to the respondents, the interviews were held in the recreation room of their respective apartment complexes. A total of four group interviews were conducted over a four-day time span from November 16, 1974, to November 19, 1974.

Each session began with a short introduction. Respondents were then issued questionnaires. In addition, to insure easy reading of the advertisements, each individual was given a typed reproduction of the copy from each ad. When all respondents had received their interview materials, the questionnaire instructions, which constituted the first page of the form, were read aloud, and any questions concerning how the questionnaire was to be completed were answered. Respondents then answered the questions dealing with attitudes toward

the first product, after which the first advertisement was shown. Respondents examined the ad briefly, then read the copy from their own material as it was read aloud. The ad remained on the screen while the questions pertaining to that ad were answered (about 3-5 minutes). The ad was then removed and respondents were asked to complete the question concerning the main point of the ad. This same procedure was repeated for the remaining nine advertisements. Each group varied somewhat in the length of time required to complete the questionnaire ranging from 35 to 50 minutes.

After all the ads had been shown, respondents completed the feminism and demographic questions. Each form was then assigned an identification number to be used in analysis. Responses given were in no way linked to any particular individual.

VII. LIMITATIONS

The sample consisted largely of younger-than-average persons. In most cases, the woman not only worked, but was also the family's sole income source. These women may have been more likely than the general female population to accept new feminist ideology. It is not possible, therefore, to generalize the results of the study.

Another point which must be considered is the "feminist slant" inherent in the definitions of feminist and non-feminist advertisements; a feminist group was the only one asked to define these terms which were later used to measure respondents' perceptions of feminist appeals. This point raises the question of validity of the study since

definitions by other groups might have resulted in different types of measures.

It should also be noted that the classification of advertisements into products for family use and products for women's personal use was arbitrary.

Finally, the effectiveness questions used were not methods which had been widely used in other research projects. Again, the question of validity of the measurement technique should be considered.

VIII. STATISTICAL ANALYSIS

The group interviews used in the survey produced 91 usable questionnaires. All responses were tabulated and appropriate statistical tests were performed with the use of a computer.

Given the assumption of equal interval data produced by Likert-type scaling techniques, the use of the t-test was justified; parametric statistics could be used. Each space was assigned a value between one and five from which scores were computed.

In the first test executed, respondents were classified as feminist or non-feminist. The need-assessment responses for all family use products were averaged to compute an overall need score. The same procedure was used to compute a "need score" for women's personal-use products. A t-test was then executed to determine whether the feminist and non-feminist groups differed significantly in their perceptions of a need for feminist advertising.

The second test dealt with respondents' perceptions of feminist appeals. Responses from the set of seven (or eight in some

cases) variables designed to measure this dimension were averaged to give a score for each ad shown. These figures were averaged together to compute an overall score for a set of pre- and post-feminist period advertisements. A t-test was executed to determine whether there were any significant differences in feminist orientation between the pre-feminist advertising period and the post-feminist advertising period. This test was performed once for the feminist group and again for the non-feminist group.

The final set of t-tests pertained to the effectiveness measures. A procedure similar to those used in the previous tests was again employed. Responses to the effectiveness questions were averaged to give an overall effectiveness score for the ads classified as feminist and those classified as non-feminist. The t-test in this instance tested for significant differences in feminist and non-feminist ads. The test was again conducted for a feminist group and a non-feminist group.

For all other variables, frequencies, percentages and, when appropriate, mean scores, were computed. The .05 level of significance was used in all statistical testing.

CHAPTER V

FINDINGS

Statistical analysis of data resulted in rejection of all hypotheses but one. There was a significant difference in feminist and non-feminist perception of a need for feminist advertising appeals; the first hypothesis, therefore, was rejected.

Tests of the second and third hypotheses revealed that both feminists and non-feminists perceived a greater degree of feminist appeals in a set of advertisements published from 1968 through 1974 than in a set of ads published prior to 1968.

The fourth and fifth hypotheses dealt with effectiveness of feminist appeals. This dimension was tested first using the averaged responses to the Likert-type statements dealing with effectiveness, and again using the questions asking respondents to select the main point of each ad. In the first instance the hypothesis was rejected for both feminists and non-feminists, indicating that both groups found feminist appeals more effective than non-feminist appeals. In the second set of tests, however, only the feminist group found feminist ads more effective in relation to selecting the main point of ads; there was no significant difference between feminist and non-feminist appeals for the non-feminist respondents on the same dimension.

T-tests and the .05 level of significance were used in all hypothesis testing.

I. SAMPLE CHARACTERISTICS

All respondents interviewed were female. Their ages ranged from 18-34 years. Approximately 48 percent of the respondents were between 18 and 24, and the remaining 52 percent were between 25 and 34.

A large majority of the women interviewed (79.2 percent) were employed outside the home; 46.2 percent of these were the only member of the family that was employed. The average length of employment was approximately four years, but the largest percentage of working women had been employed only two years (30.8 percent). The most frequently named occupations were secretary, housewife, student, and teacher. A complete list of occupations and their frequencies can be found in Appendix D. Most of the respondents had had some college education (see Appendix D).

The majority of women interviewed (94.5 percent) were married, and all others had been divorced (4.4 percent). Most of the respondents had been married from one to four years (67.1 percent). Approximately 34 percent of the respondents had children, most of whose ages ranged between one and five years (see Appendix D).

With regard to race, 97 percent of the respondents were Caucasian and 3 percent were Afro-American. Income of most of the respondents fell between $6,000 and $10,000 (see Appendix D).

These sample characteristics suggest that most of the respondents were in the early stages of the family life cycle, particularly in view of the: (1) large number of young women in the sample; (2) short lengths of employment; (3) marriages of only a few years;

(4) couples without children or with very young children; and (5) rather low income brackets. It should be noted that the shopping and purchasing behaviors of people in early family-life-cycle stages may be somewhat different from those of the general population.

Another point that must be considered in describing the sample is their views toward the feminist movement (see Figure 1, Appendix D). Fifty-two percent of the respondents considered themselves feminist, 33 percent considered themselves non-feminist but were sympathetic to the movement, and 15 percent said they were non-feminist and neutral toward the movement. Although 94.5 percent of the respondents were familiar with the feminist movement, only 11 percent had attended a meeting of a feminist organization. In response to the statement, "Feminism is a good thing," 37.8 percent agreed strongly, 60.0 percent agreed somewhat, and 2.2 percent expressed no opinion.

II. NEED FOR FEMINISM IN ADVERTISING

Generally, respondents saw a need for feminist appeals in the advertising of both products for family use and products for women's personal use. When comparisons of the results for feminists and non-feminists were made, however, several differences were noted.

It was predicted there would be no significant difference between feminists and non-feminists in perceiving a need for feminist advertising appeals in both products for family use and products for women's personal use. A t-test of the averaged need perception questions which compared feminist and non-feminist respondents was statistically significant; therefore, the null hypothesis was rejected (see Table 1).

TABLE 1. Comparison of mean scores for perception of need for feminist advertising.

Source	Respondents	Mean	Degrees of Freedom	T-Value	Alpha
AVERAGE NEED PERCEPTION SCORES	Feminists	3.1033	45	3.01	0.004
	All non-feminists	3.4855			
GENERAL NEED PERCEPTION SCORES					
Feminist ideas should be reflected in advertising of products for family use.	Feminists	1.6383	43.36	-3.55	0.001
	Non-feminists sympathetic	2.3000			
Feminist ideas should be reflected in advertising of products for women's personal use.	Feminists	1.5957	49.82	-2.62	0.001
	Non-feminists	2.1667			
Feminist ideas should be reflected in advertising of products for family use.	Feminists	1.6383	17.95	-2.04	NS
	Non-feminists	2.9714			
Feminists ideas should be reflected in advertising of products for women's personal use.	Feminists	1.5957	18.66	-0.17	NS
	Non-feminists	1.6429			

Further examination of results reinforced the concept that there is a difference between feminist and non-feminist perception of the need for feminism in advertising.

Another set of t-tests used responses to the individual questions asking whether feminist ideas should be reflected in the advertising of products for family use and products for women's personal use (see Table 1). The first test compared feminists to non-feminists who were sympathetic to the movement, and there was a significant difference in both product categories. The second test compared feminists with non-feminists who were neutral toward the movement. In this test the groups differed significantly in their perceptions of need for feminist ideas in advertising in both product categories.

Mean scores in Table 1 indicate several trends in perception of an overall need for feminist advertising appeals. Feminists tended to express stronger reactions on the subject than non-feminists. Scores for non-feminists, however, suggested they also perceived a need for feminist appeals to some extent, and were in no way opposed to the use of feminism in advertising. Furthermore, again based on mean scores, respondents indicated to some extent that feminist appeals were needed more in the advertising of products for women's personal use than for family-use products.

The data presented in Table 2 lends further support to previously mentioned results. The small numeric value of the mean scores in Table 2 indicates that, in general, respondents said there is a need for feminist advertising, and use of feminist appeals was again more important for personal-use products.

TABLE 2. Perceived need for feminist ideas in advertising in general.

Need Statement	PERCENTAGE OF RESPONDENTS WHO: Strongly Agree	Agree Somewhat	Can't Say	Disagree Somewhat	Strongly Disagree	Mean
Feminists ideas should be reflected in the advertising of products for family use.	26.4	62.6	3.3	7.7	0	1.928
Feminist ideas should be reflected in the advertising of products for women's personal use.	44.0	42.9	3.3	9.9	0	1.791

Different results emerged when need perception questions for individual ads were examined (see Table 3). Unlike the general need-perception results, there was weak expression of a need for more advertising like that which was shown. This finding suggests that the women interviewed had their own concept of what constitutes feminist appeals and indicated there is a need for feminist advertising as they define it; advertising to date, however, has apparently not been able to meet the women's criteria. The results of general questions pertaining to the current degree of feminist advertising support the view that advertising has fallen short of the women's concept of feminist advertising appeals (see Table 4).

III. PERCEPTION OF FEMINIST APPEALS

Hypotheses two and three stated that for both feminist and non-feminist there would be no significant difference between a set of advertisements published from 1968 through 1974 and a set of ads published prior to 1968 in perception of feminist appeals. T-tests were executed comparing the two sets of advertisements using a group of feminist respondents and again using a group of non-feminist respondents. In both cases, test results were statistically significant and the null hypothesis was rejected (see Table 5).

Generally, respondents perceived a difference in feminist advertising appeals in ads from the pre- and post-feminist advertising periods. The mean scores shown in Table 5 reflect the direction of change in feminist orientation in the ads. With both groups, the advertisements in the post-feminist advertising period were

TABLE 3. Perceived need for specific feminist advertisements.

Advertisement	PERCENTAGE OF RESPONDENTS WHO: Strongly Agree	Agree Somewhat	Can't Say	Disagree Somewhat	Strongly Disagree	Mean
FAMILY USE PRODUCTS						
Clorox	2.2	2.2	5.5	39.6	50.5	4.341
Quaker Oats	5.5	16.5	24.2	31.9	22.0	3.884
Bassett Furniture	0	0	4.4	35.6	60.0	4.556
Lucite Paint	3.3	20.9	8.8	35.2	31.9	3.714
Kool	8.8	20.9	17.6	30.8	22.0	3.363
Dial	35.2	34.1	11.0	11.0	8.8	2.242
WOMEN'S PERSONAL USE PRODUCTS						
Natural Blush	7.7	22.0	22.0	25.3	23.1	3.341
Miss Clairol	7.7	54.9	11.0	23.1	3.3	2.593
Revlon "Love-Pat"	17.6	34.1	24.2	18.7	5.5	2.604
Loving Care	11.0	2.2	16.5	46.2	24.2	3.703

TABLE 4. Existence of feminist and non-feminist appeals in today's ads.

Statement	PERCENTAGE OF RESPONDENTS WHO: Strongly Agree	Agree Somewhat	Can't Say	Disagree Somewhat	Strongly Disagree	Mean
Feminist ideas are being reflected in advertising of products for family use.	4.4	24.2	19.8	44.0	7.7	3.264
Feminist ideas are being reflected in advertising of products for women's personal use.	13.3	27.8	20.0	31.1	7.8	2.922

TABLE 5. Comparison of mean scores for perception of need for feminist appeals.

Respondents	Advertising Period	Mean	Degrees of Freedom	T-Value	Alpha
Feminists	Pre-feminist	3.3430	40	9.35	0.001
	Post-feminist	2.8808			
All non-feminists	Pre-feminist	3.2812	40	7.52	0.001
	Post-feminist	2.8773			

perceived to have a greater degree of feminist appeal.

Although respondents perceived a greater degree of feminist appeal in the set of recent ads than in the older ones, it should not be assumed that they viewed current advertising as feminist-oriented. The feminist appeal scores in this case were based on responses to specific ads, yet, when the same dimension was measured on a more general basis, respondents did not perceive a high degree of feminism in current advertising (see Table 4, page 37).

IV. EFFECTIVENESS OF FEMINIST AND NON-FEMINIST ADS

It was predicted that there would be no significant difference between feminist and non-feminist advertising appeals in feminist and non-feminist perception of the effectiveness of appeals in influencing purchase decisions. Two sets of t-tests were executed. The first dealt with the effectiveness questions which used Likert-type scaling and compared feminist ads with non-feminist ads for feminist and non-feminist respondents. For both groups tested the results were statistically significant and the null hypothesis was rejected (see Table 6). The second set of tests concerned the questions in which respondents were asked to select the main point of each ad, and again compared feminist and non-feminist ads for feminist and non-feminist respondents. The null hypothesis was again rejected for the feminist group, but for the non-feminist, effectiveness of feminist ads compared to non-feminist ads was not statistically significant; the null hypotheses was, therefore, not rejected for non-feminists on the second effectiveness measure. An examination of the responses to each

TABLE 6. Comparison of mean scores for effectiveness of feminist and non-feminist advertisements.

Respondents	Classification	Mean	Degrees of Freedom	T-Value	Alpha
AVERAGED EFFECTIVENESS SCALES					
Feminists	Feminist ad	2.6111	40	-9.28	0.001
	Non-feminist	3.4296			
All non-feminists	Feminist ad	2.8217	42	-8.79	0.001
	Non-feminist ad	3.2545			
AVERAGED CONTENT QUESTIONS					
Feminists	Feminist ad	1.3444	44	-3.41	0.001
	Non-feminist ad	1.5259			
All non-feminists	Feminist ad	1.4432	43	-0.31	NS
	Non-feminist ad	1.4583			

effectiveness measure for individual ads revealed several trends.

(1) Women in the ads portrayed favorably. Mean scores for questions which measured whether respondents regarded the portrayal of women in the ads favorably indicated that, in general, they liked the way women were pictured more in feminist ads than in non-feminist ads (see Table 7). When the ads were grouped according to product category, however, the highest scores for favorable portrayal of women were found in women's personal-use products, regardless of feminist or non-feminist classification of the ad. This particular effectiveness measure may have been a function of the product in the ad as well as feminist orientation.

(2) Identifying with the women pictured in the ads. Scores on the dimension of identification with the women in the ads were generally low, reflecting that respondents did not strongly relate to the women pictured. Again, the feminist advertisements had somewhat higher effectiveness scores than did the non-feminist ads (see Table 8).

When the ads were grouped according to product category there were no apparent trends in relation to identification with women in the ads. When the "identifying with the woman" scores, however, were compared to the "favorably portrayed" scores, some trends were indicated (see Table 9). For family-use products, the identifying scores tended to increase over the favorably-portrayed scores; the reverse was true for personal-use products. From these results, it would seem that respondents who liked the way a woman was portrayed were not necessarily able to see themselves in her place.

TABLE 7. Effectiveness of feminist and non-feminist ads: women pictured favorably.

Advertisement	PERCENTAGE OF RESPONDENTS WHO: Strongly Agree	Agree Somewhat	Can't Say	Disagree Somewhat	Strongly Disagree	Mean
NON-FEMINIST ADS						
Clorox	5.5	8.8	4.4	38.5	42.9	4.044
Quaker Oats	12.1	51.6	9.9	22.0	4.4	2.549
Bassett Furniture	0	0	2.2	48.4	49.5	4.473
Revlon "Love-Pat" +	35.2	26.0	0	4.4	4.4	1.868
Loving Care +	16.5	23.1	5.5	39.6	15.4	3.143
Kool Cigarettes	5.6	25.6	7.8	48.9	12.2	3.367
FEMINIST ADS						
Natural Blush +	27.5	46.7	15.4	16.5	0	2.209
Miss Clairol +	33.0	49.5	2.2	21.1	3.3	2.033
Lucite	6.6	33.0	8.8	24.2	27.5	3.330
Dial Soap	38.5	35.2	11.0	14.3	1.1	2.044

+Personal use products.

TABLE 8. Effectiveness of feminist and non-feminist ads: respondents identified with women in ads.

Advertisement	PERCENTAGE OF RESPONDENTS WHO: Strongly Agree	Agree Somewhat	Can't Say	Disagree Somewhat	Strongly Disagree	Mean
NON-FEMINIST ADS						
Clorox	18.7	7.7	31.9	41.8	0	3.703
Quaker Oats	17.6	50.5	2.2	17.6	12.1	2.560
Bassett Furniture	0	0	11.0	47.3	41.8	4.308
Revlon "Love-Pat" +	7.7	24.2	23.1	33.0	12.1	3.176
Loving Care +	3.3	2.2	8.8	58.2	27.5	4.044
Kool Cigarettes	12.2	16.7	2.2	35.6	33.3	3.611
FEMINIST ADS						
Natural Blush +	5.5	16.5	25.3	35.2	17.6	3.429
Miss Clairol +	20.9	37.4	14.3	22.0	5.5	2.538
Lucite	11.0	40.7	6.6	25.3	16.5	2.956
Dial Soap	26.4	37.4	14.3	13.2	8.8	2.407

+Personal use products.

TABLE 9. Comparison of mean effectiveness scores for all ads.

Advertisement	Mean for women pictured favorably	Mean for respondent identified with women	Mean for propensity to buy
NON-FEMINIST ADS			
Clorox	4.044	3.703	3.560
Quaker Oats	2.549	2.560	2.418
Bassett Furniture	4.473	4.308	3.593
Revlon "Love-Pat" Powder +	1.868	3.176	2.615
Loving Care +	3.143	4.044	3.516
Kool Cigarettes	3.367	3.611	3.622
FEMINIST ADS			
Natural Blush +	2.209	3.429	2.934
Miss Clairol +	2.033	2.538	2.967
Lucite	3.330	2.956	2.857
Dial Soap	2.044	2.407	2.670

+Personal use products.

(3) Propensity to purchase the product. Generally, the feminist ads had higher scores on propensity to purchase the product than non-feminist ads (see Table 10). When these scores were compared to other effectiveness scores, they were randomly higher and lower with no apparent relationships between liking the portrayal of women in the ads and buying intentions, or between ability to relate to the woman and buying intentions (see Table 9).

(4) Selecting the main point of the ad. When responses to the questions concerning selection of the main points of the ads were examined, results varied randomly, without any apparent relationship between responses given and feminist or non-feminist advertising appeals (see Table 11). Feminist appeals, therefore, did not appear to be an important factor in understanding advertising content.

(5) Attitudes toward product before and after exposure to ads. The final measure of effectiveness was a before-and-after measure of general attitude toward the product. As Table 12 shows, there were few substantial changes in attitude after exposure to ads. One exception was Kool Cigarettes, for which attitudes after ad exposure were considerably less favorable than before. These results indicate that attitudes toward a product were not strongly tied to a feminist or non-feminist advertising appeal.

V. SUMMARY OF FINDINGS

In conclusion, women in the study indicated that feminist ideas should be reflected in advertising; the feminist respondents' reactions

TABLE 10. Effectiveness of feminist and non-feminist ads: propensity to purchase the product.

Advertisement	PERCENTAGE OF RESPONDENTS WHO: Strongly Agree	Agree Somewhat	Can't Say	Disagree Somewhat	Strongly Disagree	Mean
NON-FEMINIST ADS						
Clorox	2.2	16.5	20.9	44.0	16.5	3.560
Quaker Oats	4.4	65.9	15.4	12.1	2.2	2.418
Bassett Furniture	9.9	33.0	45.1	12.1	0	3.593
Revlon "Love-Pat"	4.4	54.9	20.9	14.3	5.5	2.615
Loving Care	2.2	13.2	31.9	36.3	16.5	3.516
Kool Cigarettes	6.7	14.4	23.3	21.1	34.4	3.622
FEMINIST ADS						
Natural Blush	46.2	20.9	26.4	6.6	0	2.934
Miss Clairol	4.4	65.9	15.4	12.1	2.2	2.967
Lucite Paint	2.2	39.6	33.0	20.9	4.4	2.857
Dial Soap	8.8	49.5	16.5	16.5	8.8	2.670

TABLE 11. Effectiveness of feminist and non-feminist ads: selecting the main point of the ad.

Advertisement	Correct Response (percent)	Incorrect Response (percent)
NON-FEMINIST ADS		
Clorox	49.5	50.5
Quaker Oats	48.4	51.6
Bassett Furniture	63.7	36.3
Revlon "Love-Pat"	62.6	37.4
Loving Care	51.6	48.4
Kool Cigarettes	26.7	73.3
FEMINIST ADS		
Natural Blush	46.7	53.3
Miss Clairol	65.9	34.1
Lucite	72.5	27.5
Dial	57.1	41.8

TABLE 12. Favorable attitudes toward product before and after exposure to ads.

Product	Exposure	PERCENTAGE OF RESPONDENTS WHO: Strongly Agree	Agree Somewhat	Can't Say	Disagree Somewhat	Strongly Disagree	Mean
Clorox	Before	12.2	65.7	12.2	8.9	0	2.178
	After	19.8	63.7	5.5	7.7	3.3	2.110
Natural Blush	Before	12.2	44.4	47.8	5.6	0	2.567
	After	13.2	35.2	44.0	6.6	1.1	2.473
Miss Clairol	Before	6.7	43.8	43.8	5.6	0	2.483
	After	9.9	51.6	33.0	5.5	0	2.341
Quaker Oats	Before	41.1	37.8	18.9	2.2	0	1.822
	After	40.0	50.0	10.0	0	0	1.700
Bassett Furniture	Before	15.4	34.1	50.5	0	0	2.352
	After	13.2	51.6	35.2	0	0	2.220
Lucite Paint	Before	6.7	77.8	15.6	0	0	2.089
	After	13.2	65.9	17.6	3.3	0	2.110
Revlon "Love-Pat"	Before	5.5	20.9	73.6	0	0	2.681
	After	4.4	48.4	47.3	0	0	2.429
Loving Care	Before	5.5	36.3	58.2	0	0	2.527
	After	3.3	31.9	53.8	8.8	2.2	2.747
Kool	Before	2.2	19.8	68.1	1.1	8.8	2.945
	After	1.1	15.4	37.4	16.5	29.7	3.582
Dial	Before	34.1	59.3	4.4	2.2	0	1.747
	After	34.1	58.2	6.6	1.1	0	1.758

were stronger on the subject than were those of non-feminists. In most cases, the need for feminist advertising was more prevalent in ads for products for women's personal use.

Respondents perceived a greater degree of feminist appeals in recent advertisements than they did in older ads. They did not, however, perceive a great degree of "feminist appeal in general" in current advertising.

Feminist ads were generally more effective than non-feminist ads, especially on the dimensions of favorable portrayal of women pictured, identifying with the woman pictured, and propensity to buy the product. Neither feminist nor non-feminist ads were highly effective on the dimensions of attitude change before and after seeing the ads, and selecting the main point of the ads.

CHAPTER VI

CONCLUSIONS AND RECOMMENDATIONS

The major conclusion of the current study was that women perceived some changes in advertisers' approaches to the female market following society's apparently widespread acceptance of feminist ideology. Women expressed generally favorable attitudes toward feminist-oriented advertising. This finding may indicate that advertisers can benefit by considering feminist appeals as part of their advertising strategies.

I. NEED FOR FEMINISM IN ADVERTISING

Based on results of the current study, there is a demand for feminism in advertising, but it is not an all-encompassing demand that is needed under all circumstances. There are qualifications.

The expression of a need for feminist appeals seems to be stronger among feminists than among non-feminists, suggesting that the appeals would be most effective with a well-defined target audience. Even respondents who were sympathetic to the feminist movement did not regard the need for feminist appeals with the same importance as feminists did; it is apparent that widespread application of feminist advertising with a variety of target groups (which might include persons opposed to the movement) would be inappropriate. It should also be noted that the sample was, in general, highly feminist-oriented, which might explain the overall expression of a need for feminist

appeals. Results of the current study suggest that young women (18-35) who have favorable attitudes toward the feminist movement would be a prime target for feminist appeals.

Another consideration is that feminist appeals are needed more in the advertising of products for women's personal use than in the advertising of products for family use. Advertisers of cosmetics, toiletries, hair-care products, and women's clothing would probably benefit more from incorporating feminist appeals in their advertising than would advertisers of other types of products. The women's products advertisers might also run a greater risk of losing an audience by failing to adjust to feminist influence. Advertisers of family-use products, however, should not ignore feminist appeals as a possible advertising approach since respondents did express a need for feminism in that area.

The strong demands for feminist appeals in the advertising of products for women's personal use may be attributed somewhat to characteristics of the sample. The respondents were young women, few had any children, and most were employed outside the home. These factors indicate that women in the sample may have had activities in addition to homemaking which, in some cases, took priority over home care, and in any case, would heighten interest in products for personal use. This particular group of respondents may have found feminist appeals inherently more important in ads which they found "interesting" because of interest in the product. The same may not be true for other types of respondents.

II. PERCEPTION OF FEMINIST APPEALS

Advertisers who have up to this point been altering their approaches to the female market in favor of feminist appeals should recognize that there may be a need for still further change. Women who participated in the survey were able to detect more feminist appeals in a set of recent advertisements than in a set of older ads; yet, they did not indicate that they saw a high degree of feminism reflected in current advertising in general. There is, apparently, still a gap between what advertisers are doing and the degree of feminist appeals women would consider ideal.

III. EFFECTIVENESS OF FEMINIST APPEALS

The degree of feminist appeal needed in an advertisement depends to some extent on what the advertiser is attempting to achieve: a particular image, a change in attitudes, or an immediate purchase. Feminist appeals would probably be highly effective in an image strategy. Respondents in the survey tended to like the way women were pictured in feminist ads more so than in non-feminist ads. They were also better able to relate to the women in feminist ads. Again, it should be remembered that the favorable attitudes toward <u>feminism</u> expressed by the majority of respondents may have had a more favorable influence on opinions of the feminist ads than on opinions of the non-feminist ads. Also, since respondents were in the early stages of the family life cycle, they probably did not feel "locked into" their present positions and may have found it easy to relate to women in the ads even if those

women did not reflect the respondents' current situations. In any event, advertisers may find feminist appeals advantageous if their goals are in the areas of establishing an image of concern for women, showing interest in her well-being, and generally developing a favorable impression of their products or companies.

If an advertiser is striving for attitude change or recall of specific aspects of an ad, the use of feminist appeals may decrease in importance. In the survey, respondents' attitudes toward the products were measured before and after each ad was shown. The overall lack of change indicated that attitudes toward a product were tied to more factors than just the appeal used in each ad. Past experience with the product, reputation of the product, or brand loyalty to another product may sometimes overshadow any favorable (or unfavorable) effects resulting from the use of feminist (or non-feminist) appeals. Achieving a desired change in attitude might depend less on feminist appeal than on other variables.

Survey results showed, in addition, that there were few differences in feminist and non-feminist ads with regard to respondents' abilities to select the "main point" of ads. The feminist or non-feminist orientation of an ad seems more important in gaining attention and establishing favorable impressions than in aiding reader comprehension of the copy. Again, the use of feminist appeals might not be an important factor when recall of content is a major goal of the ad.

IV. FUTURE RESEARCH

A major problem with the use of feminist advertising appeals is discerning exactly what female consumers consider to be feminist appeals. More detailed research must be conducted to determine explicitly what characteristics women would like to see in a "feminist ad." Research of this type should obtain viewpoints of a representative sample of women from a variety of backgrounds and a range of ages, rather than the highly feminist-oriented, young, married, college-educated women used in the current study, to reduce bias in favor of any particular group. Advertisers could then define feminist appeals and establish creative guidelines for the design of advertisements for a broad-based feminist audience.

Additional research in the area of feminist appeals should use more advertisements and a greater variety of product classes to see if similar results could be obtained using different messages. Also, the definitions used for feminist and non-feminist should be altered. If someone other than a clearly feminist group defined the terms, survey results might be quite different.

Since the sample in the current study involved only young women, most of whom were (1) employed, (2) without children, (3) college educated, and (4) in lower income brackets, sample selection in additional studies should be varied to include persons removed from that type of background.

Other studies could also include or be based entirely upon a sample of single persons.

The current study involved feminist appeals of advertisements as a whole. Another approach would be to study the feminist appeal of copy and of layout to determine whether the appeals are more evident in one area than the other, and to test which combinations of feminist copy and layout are most effective.

One criterion for advertisement selection in the current study was high readership. Additional research could study the correlation, if any, between feminist advertising appeals and high or low readership of an ad.

In some instances, as respondents were waiting for interviews to begin in the current study, they discussed various television commercials which they especially liked or disliked. Additional research on feminist advertising appeals might be conducted using other media.

Finally, the entire aspect of feminism in advertising needs to be studied from the advertiser's viewpoint. Advertisers need to answer such questions as: "Do you feel the feminist movement has had any effect on the way you advertise to the female market?"; "How would you define feminist advertising appeals?"; "What changes, if any, have you made in your advertising following the feminist movement?" Answers to these questions, when compared with the consumer's viewpoint would help determine what gaps still exist between advertisers and consumers in relation to the feminist advertising problem and suggest still further research needed to solve the problem.

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APPENDICES

APPENDIX A

SUMMARY OF COURTNEY-LOCKERETZ STUDY

Magazines Used in Courtney-Lockeretz Study

The April 18, 1970, issue of the following magazines was used:

Life
Look
Newsweek
The New Yorker
Saturday Review
Time
U. S. News and World Report

The April, 1970 issue of the following magazine was used:

Reader's Digest

SOURCE: Courtney, A. E. & Lockeretz, S. W. A woman's place: An analysis of the roles portrayed by women in magazine advertisements. Journal of Marketing Research, 1971, 8(1), 92-5.

TABLE 13. Numerical summary of Courtney-Lockeretz study.

	Men	Women
Number of men and women pictured in ads.	397	278
Percentage of ads with only men or only women.	40% (only men)	26% (only women)
Percentage of men and women in working roles	45%	9% (58% of these were entertainers)
Percentage of men and women in non-working roles.	37%	70%

SOURCE: Courtney, A. E. & Lockeretz, S. W. A woman's place: An analysis of the roles portrayed by women in magazine advertisements. Journal of Marketing Research, 1971, 8(1), 92-5.

APPENDIX B

ADVERTISEMENT DATA

TABLE 14. Advertisements selected for use in the study.

Advertisement	Advertising Period	NOW classification	Product Category
Clorox	Pre-feminist	Non-feminist	Family use
Helena Rubinstein Natural Blush	Pre-feminist	Feminist	Personal use
Miss Clairol Hair Color	Post-feminist	Feminist	Personal use
Quaker Oats	Pre-feminist	Non-feminist	Family use
Bassett Furniture	Pre-feminist	Non-feminist	Family use
Lucite Paint	Post-feminist	Feminist	Family use
Revlon "Love-Pat" Facial Powder	Post-feminist	Non-feminist	Personal use
Loving Care Hair Color	Pre-feminist	Non-feminist	Personal use
Kool Cigarettes	Post-feminist	Non-feminist	Family use
Dial Soap	Post-feminist	Feminist	Family use

APPENDIX C

INSTRUCTIONS FOR THE FOLLOWING QUESTIONNAIRE

We are very interested in finding out how you feel about the ways in which advertising portrays women. Beginning on the next page, you will be given a series of statements concerning the portrayal of women in advertising content. You may find yourself agreeing with some statements, disagreeing with some and perhaps uncertain on others. Please place an "X" in the space which best describes the way you feel about each statement.

Please record your first impression after reading each question. Read each question carefully, but work as quickly as you can. Remember these are measures of opinion; there are no right or wrong answers.

For example, if you "agree somewhat" with the statement below, you would place your "X" in the second space.

	Strongly Agree	Agree Somewhat	Can't Say	Disagree Somewhat	Strongly Disagree
1. It never matters how you vote, just as long as you do vote.		X			

On the other hand, if you "strongly disagree" with a statement, place your "X" in the last space, as indicated below.

	Strongly Agree	Agree Somewhat	Can't Say	Disagree Somewhat	Strongly Disagree
2. If it had not been for Washington, our country would not be what it is today.					X

NOW, turn the page and begin.

I.D. No. _____

1. Do you currently use any type of laundry bleach? Yes___ No___

IF YOU ANSWERED YES TO QUESTION NO. 1, PLEASE CONTINUE WITH QUESTIONS 2 & 3, THEN GO ON TO QUESTION 4.

IF YOU ANSWERED NO TO QUESTION NO. 1, SKIP QUESTIONS 2 & 3, AND GO ON TO QUESTION 4.

2. Which brands? _____

	Very Satisfied	Somewhat Satisfied	Undecided	Somewhat Dissatisfied	Very Dissatisfied
3. In general, how satisfied are you with the brands you use?	_____	_____	_____	_____	_____

	Strongly Agree	Agree Somewhat	Can't Say	Disagree Somewhat	Strongly Disagree
4. I believe most people can rely on Clorox to do a good job.	_____	_____	_____	_____	_____

ADCL

5. The women in the ad are shown as being intelligent.	_____	_____	_____	_____	_____
6. The women are doing something that's usually done by a man.	_____	_____	_____	_____	_____
7. The women are shown as being mature.	_____	_____	_____	_____	_____
8. The women are doing something that's usually done by women.	_____	_____	_____	_____	_____

		Strongly Agree	Agree Somewhat	Can't Say	Disagree Somewhat	Strongly Disagree
9.	The women are more interested in their appearance than anything else.					
10.	The women in the ad really have nothing to do with the product.					
11.	The women are shown as being interested in pleasing a man.					
12.	I like the way the women are pictured in the ad.					
13.	I feel like I could actually BE one of the women in the ad.					
14.	When advertising products like bleach, there is currently a need for more ads that portray women the way this one does.					
15.	All things considered, I feel Clorox is a good product.					
16.	After seeing this ad I would seriously consider buying the product.					

17. Which one of the following statements do you feel best describes the MAIN point in the ad. All of the statements deal with a point that was made in the ad, but please select only one statement that you feel is the MAIN point.

_____ Clorox is sold in a variety of sizes.

_____ Clorox is a strong bleach.

_____ Clorox removes dirt women get into while exercising.

_____ Clorox gets out more dirt than other bleaches.

_____ Clorox removes dirt from any part of a garment (e.g., neck, knees, elbows, and ankles).

---

1. Do you currently use any type of blush make-up? Yes___ No___

IF YOU ANSWERED YES TO QUESTION NO. 1, PLEASE CONTINUE WITH QUESTIONS 2 and 3, THEN GO ON TO QUESTION 4.

IF YOU ANSWERED NO TO QUESTION No. 1, SKIP QUESTIONS 2 & 3, AND GO ON TO QUESTION 4.

2. Which brands? _____

	Very Satisfied	Somewhat Satisfied	Undecided	Somewhat Dissatisfied	Very Dissatisfied
3. In general, how satisfied are you with the brands you use?	_____	_____	_____	_____	_____

	Strongly Agree	Agree Somewhat	Can't Say	Disagree Somewhat	Strongly Disagree
4. I believe most people can rely on Natural Blush to do a good job.	_____	_____	_____	_____	_____
ADNB					
5. The woman in the ad is shown as being intelligent.	_____	_____	_____	_____	_____
6. The woman is doing something that's usually done by a man.	_____	_____	_____	_____	_____
7. The woman is shown as being mature.	_____	_____	_____	_____	_____
8. The woman is doing something that's usually done by a woman.	_____	_____	_____	_____	_____

		Strongly Agree	Agree Somewhat	Can't Say	Disagree Somewhat	Strongly Disagree
9.	The woman is more interested in her appearance than anything else.	_____	_____	_____	_____	_____
10.	The woman in the ad really has nothing to do with the product.	_____	_____	_____	_____	_____
11.	The woman is shown as being interested in pleasing a man.	_____	_____	_____	_____	_____
12.	I like the way the woman is pictured in the ad.	_____	_____	_____	_____	_____
13.	I feel like I could actually BE the woman in the ad.	_____	_____	_____	_____	_____
14.	When advertising products like blush, there is currently a need for more ads that portray women the way this one does.	_____	_____	_____	_____	_____
15.	All things considered, I feel Natural Blush is a good product.	_____	_____	_____	_____	_____
16.	After seeing this ad I would seriously consider buying the product.	_____	_____	_____	_____	_____

17. Which one of the following statements do you feel best describes the MAIN point in the ad. All of the statements deal with a point that was made in the ad, but please select only one statement that you feel is the MAIN point.

_____Natural Blush is available in four colors.

_____Blush should be applied to several places on the face (e.g., cheeks, chin, and forehead).

_____A special brush can help you get just the right amount of blush to look natural.

_____Natural Blush is for young people.

_____Helena Rubinstein is the only manufacturer that offers a special blush brush.

_____

1. Do you currently use any type of hair coloring? Yes___ No___

IF YOU ANSWERED YES TO QUESTION NO. 1, PLEASE CONTINUE WITH QUESTIONS 2 & 3, THEN GO ON TO QUESTION 4.

IF YOU ANSWERED NO TO QUESTION NO. 1, SKIP QUESTIONS 2 & 3, AND GO ON TO QUESTION 4.

2. Which brands? _____

	Very Satisfied	Somewhat Satisfied	Undecided	Somewhat Dissatisfied	Very Dissatisfied
3. In general, how satisfied are you with the brands you use?					

	Strongly Agree	Agree Somewhat	Can't Say	Disagree Somewhat	Strongly Disagree
4. I believe most people can rely on Miss Clairol to do a good job.					
5. The woman in the ad is shown as being intelligent.					
6. The woman is doing something that's usually done by a man.					
7. The woman is shown as being mature.					
8. The woman is doing something that's usually done by a woman.					
9. The woman is more interested in her appearance than anything else.					
10. The woman in the ad really has nothing to do with the product.					
11. The woman is shown as being interested in pleasing a man.					

	Strongly Agree	Agree Somewhat	Can't Say	Disagree Somewhat	Strongly Disagree
12. I like the way the woman is pictured in the ad.	_____	_____	_____	_____	_____
13. I feel like I could actually BE the woman in the ad.	_____	_____	_____	_____	_____
14. When advertising products like hair coloring, there is currently a need for more ads that portray women the way this one does.	_____	_____	_____	_____	_____
15. All things considered, I feel Miss Clairol is a good product.	_____	_____	_____	_____	_____
16. After seeing this ad I would seriously consider buying the product.	_____	_____	_____	_____	_____

17. Which one of the following statements do you feel best describes the MAIN point in the ad. All of the statements deal with a point that was made in the ad, but please select only one statement that you feel is the MAIN point.

_____Many hairdressers recommend Miss Clairol Hair coloring.

_____Miss Clairol helps give a person a "casual" look.

_____If a person feels like they look good, it will help them do well in whatever they are doing.

_____Miss Clairol hair coloring leaves hair soft.

_____Many women today are involved in a variety of activities.

---

1. Do you currently use any type of oats? YES___ NO___

IF YOU ANSWERED YES TO QUESTION NO. 1, PLEASE CONTINUE WITH QUESTIONS 2 & 3, THEN GO ON TO QUESTION 4.

IF YOU ANSWERED NO TO QUESTION NO. 1, SKIP QUESTIONS 2 & 3, AND GO ON TO QUESTION 4.

2. Which brands? _____

	Very Satisfied	Somewhat Satisfied	Undecided	Somewhat Dissatisfied	Very Dissatisfied
3. In general, how satisfied are you with the brands you use?					

	Strongly Agree	Agree Somewhat	Can't Say	Disagree Somewhat	Strongly Disagree
4. I believe most people can rely on Quaker Oats to do a good job.					
5. The woman in the ad is shown as being intelligent.					
6. The woman is doing something that's usually done by a man.					
7. The woman is shown as being mature.					
8. The woman is doing something that's usually done by a woman.					
9. The woman is more interested in her appearance than anything else.					
10. The woman in the ad really has nothing to do with the product.					
11. The woman is shown as being interested in pleasing a man.					
12. I like the way the woman is pictured in the ad.					
13. I feel like I could actually BE the woman in the ad.					
14. When advertising products like oats, there is currently a need for more ads that portray women the way this one does.					

	Strongly Agree	Agree Somewhat	Can't Say	Disagree Somewhat	Strongly Disagree
15. All things considered, I feel Quaker Oats is a good product.					
16. After seeing this ad I would seriously consider buying the product.					

17. Which one of the following statements do you feel best describes the MAIN point in the ad. All of the statements deal with a point that was made in the ad, but please select only one statement that you feel is the MAIN point.

_____Quaker Oats improve texture and add nutrition to cookies.

_____Women enjoy making cookies with Quaker Oats.

_____There are many different kinds of cookies that can be made using Quaker Oats.

_____Cookie recipes can be found right on the Quaker Oats box.

_____Quaker Oats can be used for more than just a breakfast food.

---

1. Do you currently use any type of home furnishings? YES___ NO___

IF YOU ANSWERED YES TO QUESTION NO. 1, PLEASE CONTINUE WITH QUESTIONS 2 & 3, THEN GO ON TO QUESTION 4.

IF YOU ANSWERED NO TO QUESTION NO. 1, SKIP QUESTIONS 2 & 3, AND GO ON TO QUESTION 4.

2. Which brands? _____

	Very Satisfied	Somewhat Satisfied	Undecided	Somewhat Dissatisfied	Very Dissatisfied
3. In general, how satisfied are you with the brands you use?					

	Strongly Agree	Agree Somewhat	Can't Say	Disagree Somewhat	Strongly Disagree
4. I believe most people can rely on Bassett furniture to do a good job. ADBF					
5. The woman in the ad is shown as being intelligent.					
6. The woman is doing something that's usually done by a man.					
7. The advertisement shows the man and the woman as being equally important people.					
8. The woman is shown as being mature.					
9. The woman is doing something that's usually done by a woman.					
10. The woman is more interested in her appearance than anything else.					
11. The woman in the ad really has nothing to do with the product.					
12. The woman is shown as being interested in pleasing a man.					
13. I like the way the woman is pictured in the ad.					
14. I feel like I could actually BE the woman in the ad.					

	Strongly Agree	Agree Somewhat	Can't Say	Disagree Somewhat	Strongly Disagree
15. When advertising products like furniture, there is currently a need for more ads that portray women in the way this one does.					
16. All things considered, I feel Bassett furniture is a good product.					
17. After seeing this ad I would seriously consider buying the product.					

18. Which one of the following statements do you feel best describes the MAIN point in the ad. All of the statements deal with a point that was made in the ad, but please select only one statement that you feel is the MAIN point.

_____Bassett furniture is made largely for young people.

_____People are usually pleased with the appearance of the Bassett Furniture.

_____If a person buys Bassett brand furniture, they can get any style furniture they want at a low price.

_____Bassett has a furniture selection which makes it possible to furnish any room in your home with their brand.

_____Bassett gives out information on their furniture and on home decoration.

---

1. Do you currently use any type of house paint? YES___ NO___

IF YOU ANSWERED YES TO QUESTION NO. 1, PLEASE CONTINUE WITH QUESTIONS 2 & 3, THEN GO ON TO QUESTION 4.

IF YOU ANSWERED NO TO QUESTION NO. 1, SKIP QUESTIONS 2 & 3 AND GO ON TO QUESTION 4.

2. Which brands? _____

	Very Satisfied	Somewhat Satisfied	Undecided	Somewhat Dissatisfied	Very Dissatisfied
3. In general, how satisfied are you with the brands you use?					

	Strongly Agree	Agree Somewhat	Can't Say	Disagree Somewhat	Strongly Disagree
4. I believe most people can rely on Lucite to do a good job.					
ADLP					
5. The woman in the ad is shown as being intelligent.					
6. The woman is doing something that's usually done by a man.					
7. The woman is shown as being mature.					
8. The woman is doing something that's usually done by a woman.					
9. The woman is more interested in her appearance than anything else.					
10. The woman in the ad really has nothing to do with the product.					
11. The woman is shown as being interested in pleasing a man.					
12. I like the way the woman is pictured in the ad.					
13. I feel like I could actually BE the woman in the ad.					
14. When advertising products like paint, there is currently a need for more ads that portray women the way this one does.					

	Strongly Agree	Agree Somewhat	Can't Say	Disagree Somewhat	Strongly Disagree
15. All things considered, I feel Lucite is a good product.					
16. After seeing this ad I would seriously consider buying the product.					

17. Which one of the following statements do you feel best describes the MAIN point in the ad. All of the statements deal with a point that was made in the ad, but please select only one statement that you feel is the MAIN point.

_____Lucite paint offers customers brochures on home color coordination.

_____Women like to use Lucite paint.

_____Lucite paint is easy to use.

_____Lucite paint is thicker than most other brands of paint.

_____Lucite has a wide selection of colors.

---

1. Do you currently use any type of facial powder? YES___ NO___

IF YOU ANSWERED YES TO QUESTION NO. 1, PLEASE CONTINUE WITH QUESTIONS 2 & 3, THEN GO ON TO QUESTION 4.

IF YOU ANSWERED NO TO QUESTION NO. 1, SKIP QUESTIONS 2 & 3, AND GO ON TO QUESTION 4.

2. Which brands? _____

	Very Satisfied	Somewhat Satisfied	Undecided	Somewhat Dissatisfied	Very Dissatisfied
3. In general, how satisfied are you with the brands you use?					

	Strongly Agree	Agree Somewhat	Can't Say	Disagree Somewhat	Strongly Disagree
4. I believe most people can rely on Revlon "Love-Pat" to do a good job.					

ADRP

5. The women in the ad are shown as being intelligent.					
6. The women are doing something that's usually done by a man.					
7. The women are shown as being mature.					
8. The women are doing something that's usually done by a woman.					
9. The women are more interested in their appearance than anything else.					
10. The women in the ad really have nothing to do with the product.					
11. The women are shown as being interested in pleasing a man.					
12. I like the way the women are pictured in the ad.					
13. I feel like I could actually BE one of the women in the ad.					
14. When advertising products like facial powder, there is currently a need for more ads that portray women the way this one does.					
15. All things considered, I feel Revlon "Love-Pat" is a good product.					

	Strongly Agree	Agree Somewhat	Can't Say	Disagree Somewhat	Strongly Disagree
16. After seeing this ad, I would seriously consider buying the product.	_____	_____	_____	_____	_____

17. Which one of the following statements do you feel best describes the MAIN point in the ad. All of the statements deal with a point that was made in the ad, but please select only one statement that you feel is the MAIN point.

_____"Love-Pat" comes in a variety of shades as well as a transparent type.

_____"Love-Pat" is made for active women.

_____"Love-Pat" users have a very "natural look."

_____If a woman uses "Love-Pat," people won't be able to tell she is wearing make-up.

_____"Love-Pat" has face moisturizers in the powder.

---

1. Do you currently use any type of hair coloring? YES___ NO___

IF YOU ANSWERED YES TO QUESTION NO. 1, PLEASE CONTINUE WITH QUESTIONS 2 & 3, THEN GO ON TO QUESTION 4.

IF YOU ANSWERED NO TO QUESTION NO. 1, SKIP QUESTIONS 2 & 3 AND GO ON TO QUESTION 4.

2. Which brands? _____

	Very Satisfied	Somewhat Satisfied	Undecided	Somewhat Dissatisfied	Very Dissatisfied
3. In general, how satisfied are you with the brands you use?	_____	_____	_____	_____	_____

	Strongly Agree	Agree Somewhat	Can't Say	Disagree Somewhat	Strongly Disagree
4. I believe most people can rely on Loving Care to do a good job.	_____	_____	_____	_____	_____

	Strongly Agree	Agree Somewhat	Can't Say	Disagree Somewhat	Strongly Disagree
5. The woman in the ad is shown as being intelligent.					
6. The woman is doing something that's usually done by a man.					
7. The woman is shown as being mature.					
8. The woman is doing something that's usually done by a woman.					
9. The woman is more interested in her appearance than anything else.					
10. The woman in the ad really has nothing to do with the product.					
11. The woman is shown as being interested in pleasing a man.					
12. I like the way the woman is pictured in the ad.					
13. I feel like I could actually BE the woman in the ad.					
14. When advertising products like hair coloring, there is currently a need for more ads that portray women the way this one does.					
15. All things considered, I feel Loving Care is a good product.					
16. After seeing this ad, I would seriously consider buying the product.					

14. Which one of the following statements do you feel best describes the MAIN point in the ad. All of the statements deal with a point that was made in the ad, but please select only one statement that you feel is the MAIN point.

_____Loving Care is easy to use and doesn't wash out.

_____Loving Care covers gray without changing natural hair color.

_____Loving Care leaves hair soft, nice to touch, and in good condition.

_____If a woman uses Loving Care no one will be able to tell she has used a hair coloring.

_____Loving Care can help make you look younger.

---

1. Do you currently use any type of cigarettes? YES___ NO___

IF YOU ANSWERED YES TO QUESTION NO. 1, PLEASE CONTINUE WITH QUESTIONS 2 & 3, THEN GO ON TO QUESTION 4.

IF YOU ANSWERED NO TO QUESTION NO. 1 SKIP QUESTIONS 2 & 3 AND GO ON TO QUESTION 4.

2. Which brands? _____

	Very Satisfied	Somewhat Satisfied	Undecided	Somewhat Dissatisfied	Very Dissatisfied
3. In general, how satisfied are you with the brands you use?	_____	_____	_____	_____	_____

	Strongly Agree	Agree Somewhat	Can't Say	Disagree Somewhat	Strongly Disagree
4. I believe most people can rely on Kool cigarettes to do a good job.	_____	_____	_____	_____	_____
5. The woman in the ad is shown as being intelligent.	_____	_____	_____	_____	_____
6. The woman is doing something that's usually done by a man.	_____	_____	_____	_____	_____

ADKC

	Strongly Agree	Agree Somewhat	Can't Say	Disagree Somewhat	Strongly Disagree
7. The woman is shown as being mature.	_____	_____	_____	_____	_____
8. The woman is doing something that's usually done by a <u>woman</u>.	_____	_____	_____	_____	_____
9. The woman is more interested in her appearance than anything else.	_____	_____	_____	_____	_____
10. The woman in the ad really has nothing to do with the product.	_____	_____	_____	_____	_____
11. The woman is shown as being interested in pleasing a man.	_____	_____	_____	_____	_____
12. I like the way the woman is pictured in the ad.	_____	_____	_____	_____	_____
13. I feel like I could actually <u>BE</u> the woman in the ad.	_____	_____	_____	_____	_____
14. When advertising products like cigarettes there is currently a need for more ads that portray women the way this one does.	_____	_____	_____	_____	_____
15. All things considered, I feel Kool is a good product.	_____	_____	_____	_____	_____
16. After seeing this ad, I would seriously consider buying the product.	_____	_____	_____	_____	_____

17. Which one of the following statements do you feel best describes the <u>MAIN</u> point in the ad. All of the statements deal with a point that was made in the ad, but please select only <u>one</u> statement that you feel is the <u>MAIN</u> point.

_____A menthol cigarette should also be long.

_____Kool is a good cigarette for women to use.

_____A menthol cigarette has a taste that is refreshing.

_____With Kool's long cigarettes the fresh taste lasts longer.

_____Kool is a "casual" cigarette.

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1. Do you currently use any type of bath soap? YES___ NO___

IF YOU ANSWERED YES TO QUESTION NO. 1, PLEASE CONTINUE WITH QUESTIONS 2 & 3, THEN GO ON TO QUESTION 4.

IF YOU ANSWERED NO TO QUESTION NO. 1, SKIP QUESTIONS 2 & 3, AND GO ON TO QUESTION 4.

2. Which brands? _____

	Very Satisfied	Somewhat Satisfied	Undecided	Somewhat Dissatisfied	Very Dissatisfied
3. In general, how satisfied are you with the brands you use?	_____	_____	_____	_____	_____

	Strongly Agree	Agree Somewhat	Can't Say	Disagree Somewhat	Strongly Disagree
4. I believe most people can rely on Dial Soap to do a good job.	_____	_____	_____	_____	_____
5. The woman in the ad is shown as being intelligent.	_____	_____	_____	_____	_____
6. The woman is shown as being mature.	_____	_____	_____	_____	_____
7. The advertisement shows the man and the woman as being equally important people.	_____	_____	_____	_____	_____
8. The woman is doing something that's usually done by a woman.	_____	_____	_____	_____	_____
9. The woman is more interested in her appearance than anything else.	_____	_____	_____	_____	_____

	Strongly Agree	Agree Somewhat	Can't Say	Disagree Somewhat	Strongly Disagree
10. The woman in the ad really has nothing to do with the product.	_____	_____	_____	_____	_____
11. The woman is shown as being interested in pleasing a man.	_____	_____	_____	_____	_____
12. I like the way the woman is pictured in the ad.	_____	_____	_____	_____	_____
13. I feel like I could actually BE the woman in the ad.	_____	_____	_____	_____	_____
14. When advertising products like bath soap there is currently a need for more ads that portray women the way this one does.	_____	_____	_____	_____	_____
15. All things considered, I feel Dial is a good product.	_____	_____	_____	_____	_____
16. After seeing this ad, I would seriously consider buying the product.	_____	_____	_____	_____	_____

17. Which one of the following statements do you feel best describes the MAIN point in the ad. All of the statements deal with a point that was made in the ad, but please select only one that you feel is the MAIN point.

_____Men and women both should use Dial.

_____Dial kills bacteria.

_____Dial is for active people.

_____Dial soap has excellent lather.

_____When you use Dial soap, you will stay fresh all day.

Now a few questions on your attitudes toward women's place in society today. "Feminism" as it is used in the following questions is meant to reflect the importance of the female as a person. The feminist movement includes the concepts of providing equal employment opportunities, receiving equal pay, encouraging women to find interesting activities outside the home, and developing and applying talents and abilities for use inside and outside the home. It is in no way meant to imply "bra burning," total desertion of the home for a career, or dominance over men.

1. I am familiar with the "feminist movement" which has occurred over the last few years. YES___ NO___

IF YOU ANSWERED NO TO QUESTION NO. 1, SKIP QUESTION 2, AND GO ON TO QUESTION 3.

2. I have attended at least one meeting of a feminist organization. YES___ NO___

	Strongly Agree	Agree Somewhat	Can't Say	Disagree Somewhat	Strongly Disagree
3. Feminism is a good thing.	_____	_____	____	_____	_____
4. Generally, feminist ideas are being reflected in the advertising of products for family use (e.g., bath soap, detergent, and home furnishings).	_____	_____	____	_____	_____
5. Generally feminist ideas are being reflected in the advertising of products for women's personal use (e.g., cosmetics, and personal grooming aids).	_____	_____	____	_____	_____
6. Feminist ideas should be reflected in the advertising of products for family use.	_____	_____	____	_____	_____
7. Feminist ideas should be reflected in the advertising of products for women's personal use.	_____	_____	____	_____	_____

8. If I had to make a choice, I would probably consider myself:

_____feminist.

_____non-feminist, but sympathetic to the movement.

_____non-feminist, opposed to the movement.

_____non-feminist, neutral toward the movement.

Now for a few final background questions to be combined with the answers from the other members of the group.

1. Which of the following categories includes your age?

Under 18 _____ 25 - 34 _____ 45 - 54 _____

18 - 24 _____ 35 - 44 _____ 55 and older _____

2. Who in your household works at a job outside the home?

You only _____ You and your spouse _____ Spouse only _____

3. Please indicate approximately how long you and/or your spouse have been employed.

You _____ Spouse _____

4. What is your occupation? _____

5. What is your highest level of education?

Less than one year of high school _____

1 - 3 years of high school _____

High school graduate _____

1 - 3 years of college _____

4 years of college _____

More than 4 years of college _____

6. Are you: Single_____ Maried_____ Divorced_____ Widowed_____

If you are married, please indicate how long you have been married.

_____.

7. How many children are living with you?

None_____ 1_____ 2_____ 3_____ 4_____ More than four_____

What are their ages? _____

8. Are you: Caucasian_____ Afro-American_____ Other, please specify.

_____

9. Which of the following categories includes your total annual family income?

$ 0 - $5,999 _____ $10,000 - $11,000 _____

6,000 - 7,999 _____ More than $11,999 _____

8,000 - 9,999 _____

APPENDIX D

SAMPLE CHARACTERISTICS

TABLE 15. Occupation of respondents.

Occupation	Frequency	Percentage
Secretary	14	15.4
Housewife	12	13.2
Student	11	12.1
Teacher	9	9.9
Social worker	8	8.8
Bank teller	7	7.7
Lab technician	5	5.5
Nurse	4	4.4
Receptionist	4	4.4
Speech therapist	4	4.4
Counselor	1	1.1
Engineer	1	1.1
Other	10	11.0

TABLE 16. Education of respondents.

Education Level	Frequency	Percentage
1 - 3 years of high school	1	1.1
High school graduate	12	13.2
1 - 3 years college	33	36.3
4 years of college	24	26.4
More than 4 years of college	21	23.1

TABLE 17. Respondents with children.

Number of Children	Frequency	Percentage
0	59	65.6
1	14	15.6
2	15	16.7
3	2	2.2

TABLE 18. Ages of respondents' children.

Ages	Frequency	Percentage
1	3	6
2	8	16
3	12	24
4	5	10
5	6	15
6	2	4
7	3	6
8	4	8
9	2	4
10	2	4
11	3	6

TABLE 19. Respondents' income.

Income Level	Frequency	Percentage
$ 0 - 5,999	17	18.9
6,000 - 7,999	26	28.9
8,000 - 9,999	28	31.1
10,000 - 11,999	16	17.8
More than $11,999	3	3.3

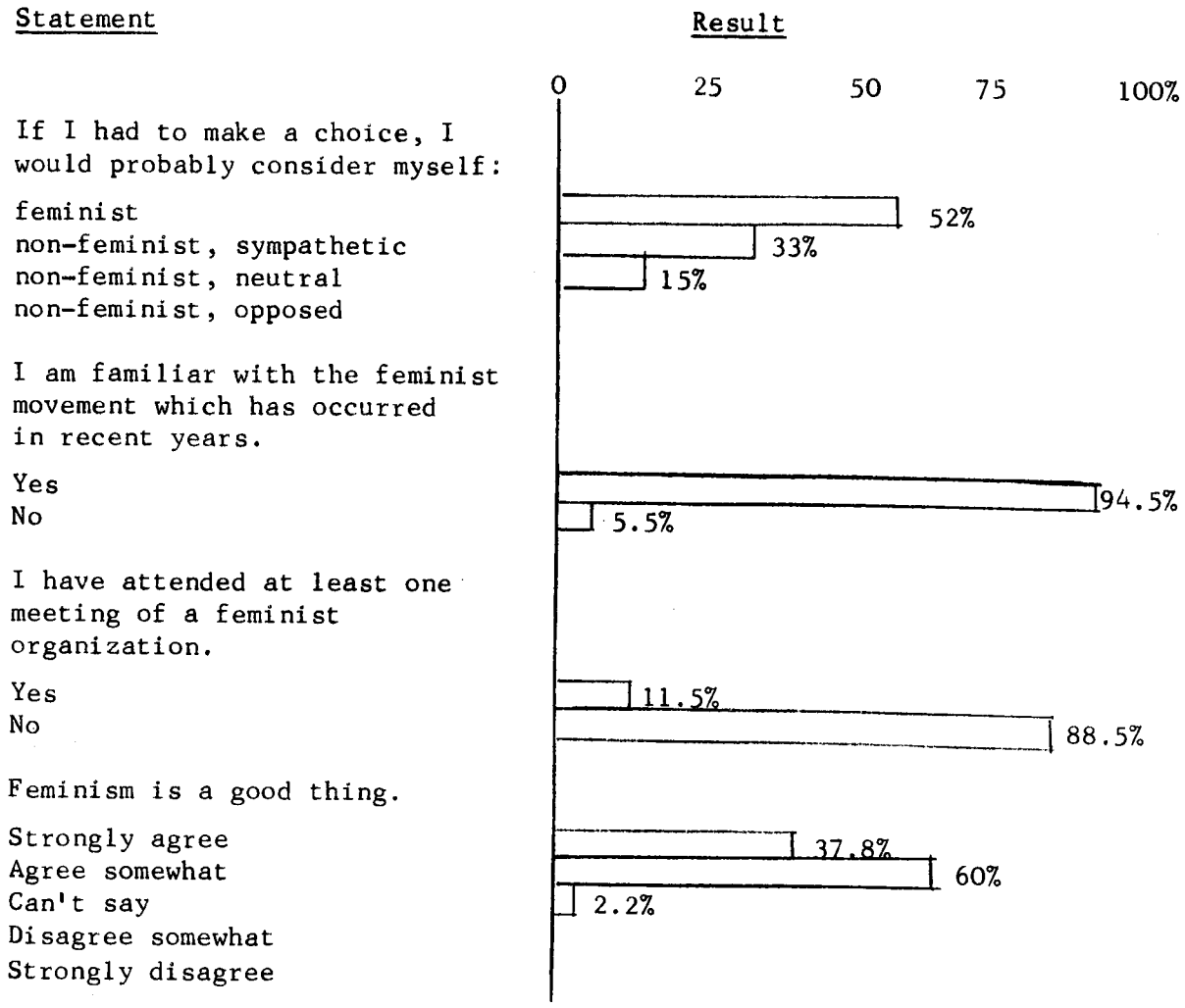

FIGURE 1. Respondent's impressions of and familiarity with the feminist movement.

VITA

Janet L. Dooley was born in South Charleston, West Virginia, on August 4, 1951. She attended Scott Teays Elementary in Scott Depot and was graduated from Winfield High School in 1969. The following September she entered Marshall University in Huntington, West Virginia, and in May, 1973, graduated Summa Cum Laude with a Bachelor of Arts degree in Journalism, advertising sequence.

In the summer of 1973, while employed at Times-World Corporation in Roanoke, Virginia, she accepted a graduate assistantship at The University of Tennessee, Knoxville. The following September she began study toward a Master of Science degree in Communications, advertising concentration, and received this degree in March, 1975.