

13 How Products and Advertising Offend Consumers FRED K. BEARD

- Offensive advertising can erode consumer trust in advertisers, their industries, and societal institutions. This study investigates why consumers perceive some advertising as offensive and suggests ways to avoid that.
- The authors analyze complaints about offensive advertising to the Advertising Standards Authority in New Zealand and examine relationships among potentially offensive products, advertisements, and audience offense.
- Consumers are most often offended by commercial execution—especially themes, language, and content thought unsuitable for children combined with advertising placement in intrusive media such as TV and outdoor. Advertised products or services are rarely blamed.
- Advertisers looking to avoid offense and/or controversy should carefully consider whether audiences are likely to perceive their advertising as inappropriate for viewing by children.

22 The Impact of Advertising in the U.S. Sweet Confection Market JANETTE KITT and PETER STRÄTER

- Advertising's role in the consumption of "unhealthy" foods is an area of particular interest considering the worldwide rise in obesity levels and concern about advertising of "junk" food to children.
- The annual sales of confectionary brands, made with or without sugar, increased during 1996 to 2000 while prices remained constant. Advertising and volume strongly determined the changes in sales. Competitive advertising had very little impact.
- Sales growth reflects manufacturers' shift to sugar-free confections. The sugar-free segment increased 6.1 percent, significantly faster than the sugar segment at 3.6 percent. The strong growth of sugar-free brands is clearly related to their high share in new-product launches.
- The results of this study suggest that advertising does not affect the price sensitivity of consumers.

30 Public Responses to Direct-to-Consumer Advertising of Prescription Drugs SHENG YUAN

- Direct-to-consumer (DTC) advertising is big business in the United States—DTC drug advertising expenditures have skyrocketed, from \$79 million in 1996 to \$3.2 billion in 2003. Traditional advertising effectiveness models are generally too simplistic for DTC advertising where the consumer does not have final authority on product purchase.
- Young, better-educated people with higher household incomes are more likely to be exposed to DTC advertisements on the internet. Young, less-educated people and older consumers are more likely to be exposed to such advertisements in traditional media and are more likely to have positive attitudes toward DTC advertising.
- Those that had more positive attitudes toward DTC advertising are also more likely to discuss DTC advertisements with their doctors.
- The author developed a new model for DTC advertising effects. The findings suggest that more should be spent on traditional media rather than on the internet when advertising prescription drugs.

42 Direct-to-Consumer Advertising and Its Effect on Prescription Requests **ANGELA HAUSMAN**

- Advertising prescription drugs to consumers is becoming increasingly common and expensive, yet the mechanism by which advertising drives requests for prescription drugs remains largely unexplored.
- Because the healthcare context includes both intermediation in purchasing and lack of product knowledge, the attitude-toward-the-advertising model (A_{ad}) may not explain consumer behavior. This study tests the classic A_{ad} model alongside a modified version of the model containing variables unique to the healthcare context.
- The research suggests that the involvement of consumers in pharmaceutical decisions is likely to have a profound effect on the way consumers approach medical products and services, ultimately leading providers to be more competitive in satisfying consumers' needs.

57 Regulations of Nutrition and Health Claims in Advertising

ROSS BRENNAN, BARBARA CZARNECKA, STEPHAN DAHL, LYNNE EAGLE, and OLGA MOUROUTI

- Governments are showing an ever greater inclination to regulate food product advertising, responding to lobbyists who argue that this is a means of combating obesity. This study considers the effect of proposed regulation of food advertising in the United Kingdom.
- Results showed that the new European food advertising regulations are unlikely to make much difference to the communication strategies of European foodstuff advertisers.
- Analysis of British television advertising for food products showed that the great majority of advertising claims conformed to proposed new regulations, even before the regulations were in place.

71 The Sexual Objectification of Women in Advertising: A Contemporary Cultural Perspective

AMANDA ZIMMERMAN and JOHN DAHLBERG

- During feminism's first wave in the 1960s, the advertising industry came under fire for its portrayal of women as sex objects and so-called "keep her in her place" advertisements.
- In the context of today's third wave of feminism, this study measures attitudes of young women to sexually objectified advertising and considers how attitudes have changed since 1990.
- Survey results show significant ($p < 0.001$) changes in the attitudes of young educated women. Respondents agreed that females were portrayed as sex objects in the advertisements, but were less offended by these portrayals than female respondents in 1991. Results also show that females' attitudes toward the advertisement have little effect on purchase intention, a highly significant change from attitudes of 1991.
- The portrayal of women as sex objects in advertisements has become more common. Young, educated women in the study were more accepting of these portrayals. However, advertisers and media should consider whether their industry should be pushing these boundaries and constantly revealing more in order to attract attention.

80 Racial Stereotypes in Children's Television Commercials

JILL K. MAHER, KENNETH C. HERBST, NANCY M. CHILDS, and SETH FINN

- Television is an important influence that provides children with information about the world in which they live. In this article the authors address concerns regarding character stereotypes and disproportionate ethnic representation in 155 children's commercials.
- Analysis of ethnic role frequency and perceived role importance in children's television advertising showed that children are being disproportionately exposed to ethnic characters in TV advertising relative to the general population and to stereotypical character portrayals among ethnicities.
- The results suggest that the current state of children's television advertising reflects popular ethnic stereotypes, which may negatively impact children's self-identification.
- The research gives compelling reasons for advertising to consider creative development that digitizes cartoon characters and personifies animals and inanimate objects with the product. Using ethnically and gender neutral presentations bypasses the concerns raised in this research.

94 How Marketing Contributes to the Bottom Line DAVID STEWART

- There is increasing scrutiny of marketing activities and a growing demand for greater accountability of the marketing function. This article asserts that such accountability cannot be achieved until generally accepted standards for the measurement of marketing outcomes are adopted.
- The ultimate measure of marketing effectiveness is cash flow. To be useful, marketing metrics must be causally linked to cash flow.
- It is not sufficient to simply demonstrate that marketing activities had an effect in the marketplace. Management requires the ability to forecast future outcomes associated with marketing activities and to make informed judgments about the returns associated with investing in noncomparable markets and marketing activities. Only cash flow provides a means for making such informed judgments.
- Financial metrics are not inherently short term. Discounted cash flows and real options provide a means to capture and model long-term outcomes associated with marketing activities.
- There is a need for standard measures and standard processes that are clearly validated against financial metrics.

106 Impact of Positioning Strategies on Corporate Performance

CHARLES BLANKSON, STAVROS P. KALAFATIS, JULIAN MING-SUNG CHENG, and COSTAS HADJICHARALAMBOUS

- The key hypothesis of this study—that the employment of positioning strategy has a positive effect on corporate performance—is strongly supported.
- The research demonstrates the importance of positioning strategies' capability in contributing to a firm's performance. More specifically, while a "top of the range" subpositioning strategy has a positive effect on sales, profits, ROI, and company image, "service" has a positive effect on company image and consumer perceptions.
- Joining quantitative and qualitative data to assess positioning strategy on a firm's performance has been overlooked in the literature. However, this study demonstrates that quantitative analysis is better able to relate strategy to impact when qualitative study is also provided.

123 Antecedents of Consumers Attitudes toward Cause-Related Marketing

SEOUNMI YOUN and HYUKSOO KIM

- Cause-related marketing is now the fastest growing sector of sponsorship.
- Using prosocial behavior as a theoretical framework, this study examines the importance of psychographics in profiling cause-related marketing advocates.
- For minority-related causes, public self-consciousness and a sense of personal and social responsibility appear to be important psychographic factors.
- For charitable causes, along with the factors previously mentioned, other factors including interpersonal trust, religious belief, social networks, external locus of control, and advertising skepticism are positively related to consumer attitudes toward cause-related marketing.
- Prior prosocial activities such as charitable contributions and civic engagement also have positive relationships with consumer support for corporate cause-marketing efforts.

138 Does Flow Influence the Brand Image in Event Marketing?

JAN DRENGNER, HANSJOERG GAUS, and STEFFEN JAHN

- Event marketing is considered a relatively novel marketing tool, which disseminates a company's marketing messages by involving the target groups in experiential activities.
- Event sponsorship is not suitable for transmitting extensive information whereas in event marketing, due to the self-staging of the event, the active participation of the target group members, and their intense social interaction with the company, the company can communicate even detailed product information.
- Flow describes a highly enjoyable state that people can experience during different activities. The article examines whether the active participation of the target group during a marketing event exerts a brand image effect.
- Most important is the result of a dominant path of effects leading from the flow experience to the perception of positive emotions that in turn has a high impact on the positive evaluation of the event image. Finally, the positive evaluation of the event image influences the brand image of the company organizing the event.
- The findings suggest that the advantages of event marketing such as directly involving the target group, greater attention, and the possibility of creating a flow experience can be used to successfully influence the brand image.

148 Creating New Brand Names: Effects of Relevance, Connotation, and Pronunciation

YEQING BAO, ALAN T. SHAO, and DREW RIVERS

- Marketers must be particularly concerned with selecting a brand name, this being the most difficult brand element for them to subsequently change due to its close tie to the product or service in the minds of consumers.
- Results of field research and a laboratory study show that relevance of the brand name to the product category, positive connotation of the brand name, and easy pronunciation all contributed to brand preference.
- Difficult pronunciation of a brand name reduces the effect of connotation on brand preference. When companies choose to deviate from creating brand names with high relevance, positive connotation, and easy pronunciation, it is likely that they will be forced to heavily promote their brands to overcome their brand names' anonymity and other shortcomings.