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FEAR OF SUCCESS: REACTION TO ADVERTISING STIMULI AND  
INTENTION-TO-PURCHASE

City University of New York

PH.D.

1980

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FEAR OF SUCCESS: REACTION TO ADVERTISING  
STIMULI AND INTENTION-TO-PURCHASE

by

MAUREEN COUGHLIN

A dissertation submitted to the Graduate  
Faculty in Business in partial fulfillment  
of the requirements for the degree of  
Doctor of Philosophy, the City University  
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Date

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Dr. Conrad Berenson,  
Chairman

Jan. 2, 1980  
Date

Sidney Lirtzman  
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Dr. Leon Schiffman  
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Supervisory Committee

To my mother and father

## ABSTRACT

Marketers have devoted considerable time and effort researching the perceptual and motivational processes of the individual in order to gain a better understanding of consumer behavior. As a result, practitioners have determined that product success is, in large part, a function of the perceived product imagery and the consumer's motivation to purchase the product. In other words, promotional strategies emphasizing important product benefits may have little or no effect on sales when the motivation to purchase is weak. This study examines the issue that a consumer's perception of an advertisement can result in an avoidance motivation negatively affecting purchase behavior.

A review of the literature in psychology on the motive to avoid success (fear of success,  $F_s$ ), originally identified by Horner, 1968, is presented as a prerequisite for establishing a consumer behavior application. Previous research on the motive to avoid success was facilitated through the utilization of projective verbal cues and competition in mixed-sex situations. The studies indicated that a verbal cue representing a woman in a successful, normally male-linked, situation arouses the motive to avoid success in women. Fear of success was found to be characteristic of single, high need achievement women in situations arousing the motive.

The application of this motivational theory to consumer behavior is the subject of this dissertation. In

this study, projective pictorial cues in the form of advertisements portraying varying female roles are used as stimuli to identify fear of success in female consumers. Purchase intentions are examined to study the relationship between the arousal of  $F_S$  and avoidance behavior. The avoidance behavior is defined as a negative intent to purchase the advertised product.

An "after only with control" experimental design was employed to test the hypotheses. The data were collected by personally interviewing a quota sample of 420 New York City residents. Each respondent was exposed to one of the four experimental advertisements and instructed to write a story about the woman portrayed. In addition, responses to a nine part questionnaire were also obtained from those who participated in the experiment.

Although limited by problems of sampling distribution, the results of this consumer behavior study suggest that a particular segment of women experience  $F_S$  as a reaction to an advertisement portraying a woman in a successful, atypical female role. The arousal of the motive apparently results in a negative intent to purchase the advertised product. The segment of women experiencing  $F_S$  are young, high need achievers. Although further research is needed, it is suggested that marketers might avoid appealing to this particular market segment by associating their product with a successful woman.

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## CHAPTER I

### INTRODUCTION

Marketers have devoted considerable time and effort researching the perceptual and motivational processes of the individual in order to gain a better understanding of consumer behavior. As a result, practitioners have determined that product success is, in large part, a function of the perceived product imagery and the consumer's motivation to purchase the product. In other words, promotional strategies emphasizing important product benefits may have little or no effect on sales when the motivation to purchase is weak.

Following this reasoning, if the product benefits are communicated well (as measured conventionally by awareness and recall) and the intention to purchase is strong, the product should be successful. If the product fails, it is assumed that there has been a breakdown in one of the other major strategic areas (i.e., pricing, distribution, etc.). However, it is possible that the total advertising appeal, as perceived by consumers, may in fact arouse a motive to avoid purchase.

This dissertation examines the issue that a consumer's perception of an advertisement can result in an avoidance of purchasing behavior.

#### Objectives of this Study

Consumer motivation to avoid purchasing a product is the central thesis of this dissertation. The theory in

psychology on the motivation to avoid success provides the framework for this study.

### Theoretical Framework

Horner (1968) proposed that women fear success ( $F_s$ ) because they perceive negative consequences, such as social rejection or a loss of femininity, resulting from intellectual or leadership achievements. The test of this theory in Horner's original study and subsequent research, presented in Chapter II, identifies the motivation within an expectancy value theory of motivation.

It (the motive to avoid success) is identified as an internal psychological representative of the dominant societal stereotype which views competence, independence, competition, and intellectual achievement as qualities basically inconsistent with femininity even though positively related to masculinity and mental health. The expectancy that success in achievement-related situations will be followed by negative consequences arouses fear of success in otherwise achievement-motivated women which then inhibits their performance and levels of aspiration. (Horner, 1972, p. 157)

Apparently, social expectations of the female role are causal antecedents contributing to the threat of a reduction in femininity associated with a successful woman. Success in American society can be measured in terms of prestige associated with normally male dominated professions; e.g., medicine, law, business, and government. Status is not associated with success in typical female occupations, such as nursing or secretarial work.

Research in psychology indicates that fear of success is aroused in achievement-related situations creating

a psychological barrier inhibiting performance of high achievement women. These research studies employed a verbal cue describing a woman succeeding in medical school, as a projective storytelling test, to identify fear of success imagery. The relationship between  $F_s$  and achievement avoidance was tested in mixed-sex competition situations. The results of these studies, presented in Chapter II, indicate that  $F_s$  is most typical of single high need achievement women.

#### Consumer Behavior Application

It is proposed in this dissertation that the portrayal in an advertisement of a successful woman in an atypical female role will be a cue to arouse fear of success in some women resulting in purchase avoidance behavior. The segment of women experiencing  $F_s$  are young, high need achievement women.

An experimental study including 420 New York City residents, personally interviewed, provides the data for this research. The experiment tested reactions to pictorial cues in the form of four print advertisements portraying a woman in varying typical and atypical roles. Fear of success was identified by content analyzing stories written in response to these projective pictorial cues.

The model's background, facial expression, and posture are controlled in these experimental advertisements. The advertisements were carefully developed specifically for this dissertation. For the purposes of this study, the

atypical female roles are defined as an executive or career business woman; the typical roles are defined as a secretary, clerk, or housewife. Social Indicators (1976) report that only 5.2% of working women in 1975 are classified as managers, officials, or proprietors; while 71.8% of working women in 1975 occupied positions as clerks, salesworkers, operatives, or service workers. Therefore, executive or career women are considered here as atypical working women; while secretarial positions are considered typical. The role classification dichotomized as typical and atypical is not intended to perpetuate any stereotypes associated with the working woman as the description is utilized in this study to identify varying experimental conditions. For example, an executive position or a career in business is considered successful and atypical of the female role. The avoidance behavior resulting from arousing fear of success with an advertisement is defined as negative purchase intent for the advertised product.

The validity of the pictorial cues as portraying typical and atypical female roles is dependent on the perception of the person portrayed.

Model of person perception. The Warr and Knapper (1968) model of person perception is introduced in this study to provide a guideline to identify person perceptions. Stories written in response to the pictorial cues are content analyzed to identify perceptions of the roles portrayed by the woman in the advertisements. In addition,

cues attended, dispositional attributions formed, and expectancies about the stimulus person portrayed in the advertisements are examined. It is these materials that provide the information relative to person perception theory. Because person perception theory is not the central thesis of this dissertation, the related hypotheses and experimental results on interpersonal perception are reported in Appendix F.

#### Personality and Attitude Components

Personality characteristics of the experimental subjects are also measured to test for variations in reactions to the advertisements. The subjects' attitudes toward the role of women are considered as an explanatory variable in analyzing reactions to role portrayals. The reactions are defined as purchase intentions. Neither personality nor attitudes of the perceiver are examined in relation to how they effect the consumer's perception of person information presented in the experimental advertisements.

#### Significance of this Study

The importance of this study is noted in terms of its relative contribution to the existing literature and application in marketing.

#### Research Contribution

The theory on the motive to avoid success has never before been applied to consumer behavior. The studies in

psychology have measured  $F_s$  in reaction to a projective verbal cue describing a woman succeeding in medical school. The experiment designed for this consumer behavior study utilizes pictorial cues in the form of advertisements as a projective measure of the motive to avoid success. These pictorial cues are considered to simulate a more realistic situation than verbal cues.

The relative contribution of the existing literature on person perception to marketing is limited (refer to Appendix F). In this dissertation, the theory of person perception is applied to marketing with a study of the perceptions of person information presented in advertisements. The cues attended by the perceiver of an advertisement, the dispositional attributions about the stimulus person and resulting expectancies of behavior are reported in Appendix F. The person perception research approach utilizing print advertisements provides a contribution to the marketing literature; however, it is not considered primary to this study. Therefore, the discussion on person perception is reported as an appendix to the experiment on the motive to avoid success.

#### Marketing Applications

Since the 1960s, feminists have pressured marketers to change the stereotypic image of women in advertising. Adhering to these pressures and the realities of a changing market, advertising campaigns have featured a limited number of career or professional women. It seems logical to

assume that younger, better educated women are likely targets for this "new woman" advertising appeal. However, it is proposed in this dissertation that marketers should specifically avoid portraying a successful woman in advertisements targeted to younger, high need achievement women. This research proposal stipulates that young, high achievement women are likely to experience  $F_s$  when viewing an advertisement portraying a successful woman. A consequence of arousing  $F_s$  with the advertisement is an avoidance of purchase behavior. The contribution of this research can guide marketers in targeting specific advertising appeals to the appropriate markets.

The person perception research, reported in Appendix F, provides information on variations in personality traits attributed to and occupational expectancies regarding the stimulus person as a function of variations in advertisement cues.

Marketers frequently create product images with the personalities of individuals representing the product; e.g., a caring, gentle mother uses Pampers for her baby's comfort. The personality dispositions attributed and expectancies of behavior regarding a product representative are based on the perception of that person. Therefore, the information from person perception research is beneficial in the development of advertisements.

### Scope and Limitations

The study on the motive to avoid success in this dissertation is specific to women. Research on achievement motivation has indicated that some men fear negative outcomes, such as alcoholism and heart attacks, resulting from success (Hoffman, 1974). However, this fear is not examined as this study is limited to the motivation of women.

### Experimental Advertisements and Person Perception

There are four advertisements varying typical and atypical roles; however, only one product is represented. In addition, only a woman is portrayed in the advertisements thereby precluding any study on the perception of men in advertising. The examination of person information does not include a study of the stable personality dispositions of the perceiver as possible moderating variables affecting the perception of advertising stimuli.

### Organization of the Study

The following paragraphs outline the organization of this dissertation material providing the reader with a brief view of the subject matter contained in each chapter.

The literature reviewed in Chapter II provides the theoretical groundwork for the study of the motivation to avoid success. A critique of the literature apprises the reader as to the significant contributions of this study in the field of marketing.

A pre-test of the proposition that advertisements can arouse the motive to avoid success resulting in purchase

avoidance is reported in Chapter III. The pretest includes a validation of the experimental advertisements as portraying varying female roles. In addition, the results of the pretest study suggest modifications and extensions for an expanded research design.

The research design for the expanded study is presented in Chapter IV and includes the suggested modifications and extensions reported in the pretest study. A statement of hypotheses and a description of the experimental design are discussed in this chapter. The sampling design, data collection procedures, and measurements employed are also described in this chapter.

The analyses of the data collected and the resulting research findings are enumerated in Chapter V. These results are reported separately for each hypothesis tested. In addition, there is a discussion of significant relationships found in the experiment that were not hypothesized.

Conclusions and marketing implications of the research findings are presented in Chapter VI. Suggestions for future research are outlined in the latter section of this chapter.

## CHAPTER II

### LITERATURE REVIEW

A review of the literature in psychology on the motive to avoid success is presented in this chapter as a prerequisite for establishing a consumer behavior application. The development of the motivational theory on avoiding success and the significant research defining its boundaries are reported here.

Verbal cues employed in psychology measuring the motive to avoid success (fear of success,  $F_s$ ) are illustrated in the studies reviewed. However, a necessary modification of this measurement is required in the study of consumer behavior. In the experiments presented in the following chapters of this dissertation, pictorial cues (i.e., advertisements) arousing the motive to avoid success replace the verbal cues utilized in psychology as a measure identifying avoidance behavior. The validity of these pictorial cues is dependent on the viewer's perception of the person portrayed in these visual communications. (A review of the literature on person perception is presented in Appendix F as it relates to the avoidance behavior studied and the examination of dispositions assumed from advertising stimuli.)

The experimental research design for this dissertation, presented in Chapter IV, specifies hypothesized relationships between reactions to advertising stimuli and

particular exogenous variables. These variables are identified as the masculine-feminine-androgynous personality characteristics of the experimental subjects and their attitudes toward the role of women. Because these hypothesized relationships are not considered primary factors in this dissertation, a review of the literature on personality and attitudes is not considered necessary. However, there is a presentation of the marketing literature reviewing the applications of a particular personality variable--masculinity, femininity, and androgyny.

The literature is presented under two topics: (1) fear of success and (2) personality characteristics. The relevance of this literature to consumer behavior is noted throughout the chapter.

#### Fear of Success

The research proposed in this dissertation is an application to consumer behavior of the motive to avoid success. As noted in the following chapters, it is suggested that the motive to avoid success can be aroused by an advertisement and result in avoidance purchase behavior of the advertised product. The review of the literature in the following sections establishes the theoretical framework for this research.

The development of the theory on the motive to avoid success resulted from the inconsistent findings on achievement motivation in women. In 1953, McClelland, Atkinson,

Clark, and Lowell published the first major work on the achievement motive. McClelland and his colleagues measured the achievement motive with a Thematic Apperception Test (TAT) consisting of a series of ambiguous pictures. The motive to achieve was assessed by a score taken from the imagery noted in story themes written in response to these pictures. McClelland et al. noted that the need to achieve seemed to be an internalized standard of excellence motivating the individual to do well in any achievement oriented situation involving intelligence and leadership abilities. The motivation was conceptualized as an expectancy-value theory: The expectancy of achieving in a situation requiring intellectual and leadership abilities has a concomitant positive value or outcome assigned to that achievement.

Subsequent research on the achievement motive based on male subjects yielded significant and reliable results. However, there were inconsistent findings on the relationship of the TAT scores to achievement in women.

In 1968, Matina Horner proposed that women, unlike men, were motivated to avoid success, thus, the inconsistent findings in achievement research based on women. Because intellectual and leadership abilities are associated with masculine achievements, women are threatened with a loss of femininity if they achieve. Women are caught in a double bind. If a woman fails, she is not meeting her internalized standards of performance; if a woman succeeds, she is not meeting social expectations about the female role.

### Horner's Study on the Motive to Avoid Success

To test her theory, Horner administered the standard TAT achievement motivation measures to a sample of 90 women and 88 men, all undergraduate students at the University of Michigan. In addition, she instructed these students to tell a story based on the following sentence cue: "After first-term finals, John (Anne) finds himself (herself) at the top of his (her) medical school class." The women wrote about Anne, the men about John.<sup>1</sup>

The results from scoring the stories indicated that 90% of the men were comfortable with John's success, but 65% of the women associated negative imagery with Anne's success. These negative imageries included fear of social rejection, unpopularity, loneliness, loss of marriageable quality, and a loss of femininity. Some stories written about Anne solved her success "problem" by having her enter a more feminine field, such as social work, or drop out of medical school to marry a successful doctor. Other stories indicated disastrous consequences as an outcome of her success; for example,

Anne starts proclaiming her surprise and joy. Her fellow classmates are so disgusted with her behavior that they jump on her in a body and beat her. She is maimed for life.<sup>2</sup>

Horner labeled the negative imagery as a fear of success. In order to examine the relationship between the negative imagery and achievement, Horner tested her subjects on task performance. The subjects were put in mixed sex

competitive situations and non-competitive situations involving an anagram test. The findings indicated that two-thirds of the men performed better in competition than in non-competitive situations; only half of the women did so. Most women (77%) identified by the projective test as fearing success performed better on the task when they were not competing. Horner concluded that a psychological barrier of anxiety inhibits achievement for many intelligent women.<sup>3</sup>

#### Cross-Validation of the Motive

One flaw noted in Horner's experimental design was the lack of a cross-sex validation of the motive. Because only women received the Anne success cue as an experimental treatment, there was no point of comparison for possible negative imagery expressed by men. Feather and Raphelson (1974) conducted a study to fill the gap in Horner's original procedure by requiring that both male and female subjects respond to the Anne and John cues. The results of this study indicate that more men than women associate negative imagery with the Anne cue. However, only female subjects expressing negative imagery in response to the Anne stimulus have a lower task performance in mixed-sex competition, thus indicating a motive to avoid success.

The fact that both male and female subjects can provide similar thematic material concerning the consequences of male and female success suggests that they share common stereotypes. The fact that female subjects who write fear of success stories to the female cue perform less well in mixed-sex

competition than when working alone suggests the operation of a motive acting to inhibit performance. (Feather & Raphelson, 1974, p. 199)

An additional flaw in Horner's original study was noted by Tresemer (1974)--in order to validate a motive, subjects must be studied under an aroused and a non-aroused condition. Horner only examined the aroused condition. Breedlove and Cicirelli (1974) conducted a study partly filling the gap in Horner's experimental procedure. A sample of 200 female undergraduate students at Purdue University were given different experimental treatments. One hundred women completed a situational story in response to a verbal cue expressing Anne's success in a traditional feminine occupation--elementary education. Another 100 women completed a story in response to a verbal cue expressing Anne's success in a non-traditional female role; i.e., a medical school student. The results indicated that fear of success is significantly greater toward the non-traditional role; however, task performance was not examined.

#### Characteristics Related to Fear of Success

Subsequent to Horner's original research, there were numerous studies on the motivation to avoid success. Horner (1972) tested high ability women at an outstanding university with the Anne stimulus and found that 85% of these women told avoidance stories. Alper (1974) reported that 89% of the female students tested at Wellesley College

told avoidance stories in response to the Anne stimulus. Hoffman (1974) in an exact duplication of Horner's original study, again found that 65% of the female subjects at the University of Michigan wrote fear of success themes in response to the sentence cue about Anne. (Hoffman also found that 77% of the men identified negative imagery in response to John, but this imagery reflected a different kind of fear. Apparently, in the years between studies (Horner's original data was collected in 1964) men had changed their attitudes toward success and foresaw ulcers and a heart attack as an outcome of John's success. Fear of success in men is not pertinent to this dissertation; therefore, it is not explored further.)

The results of these studies indicate that women with a high need for achievement, who are capable of success, are motivated to avoid success because they fear a reduction in their femininity, or social rejection.

In 1972, Veroff and Veroff reported in a nationwide study of motivation that negative motivational imagery is especially characteristic of two groups--the single woman and the college educated woman. Tomlinson and Keasey (1974) reported that 80% of the single Douglas College coeds tested indicated  $F_s$  themes in response to the Anne stimulus, while 40% of the married subjects told negative stories. Apparently, marriage provides proof of one's femininity thereby reducing  $F_s$ .

In summary, fear of success was found to be characteristic of single, high need achievement women in situations arousing the motive.

#### Application to Consumer Behavior

In the psychology literature reviewed, the motive to avoid success was studied by projective verbal cues and mixed-sex competition situations. The studies indicated that a verbal cue representing a woman in a successful, normally male-linked, situation arouses the motive to avoid success in women. The women identified as fearing success were found to avoid succeeding in mixed-sex competition situations.

The application of this motivational theory to consumer behavior is the subject of this dissertation. In the research presented in the following chapters, projective pictorial cues in the form of advertisements portraying typical and atypical female roles are used as stimuli to identify fear of success in female consumers. Purchase intentions are examined to study the relationship between the arousal of  $F_s$  and avoidance behavior. The avoidance behavior is defined as a negative intent to purchase the advertised product.

#### Personality Characteristics

The personality characteristics of the respondent viewing an advertisement are considered explanatory variables in the examination of reactions to advertising stimuli studied in this dissertation.

As a consequence of today's changing sex roles, it is plausible to suspect that variations in consumer behavior might be a function of the consumer's personality traits rather than their sex. The trait approach measuring masculine, feminine, and androgynous (i.e., both masculine and feminine) personality characteristics has been applied in a limited number of marketing studies examining product and brand use, leisure time activities, media exposure, and decision making (Burns, 1977; Gentry & Doering, 1977). It was proposed in these studies that the consumer's personality characteristics would identify differences in behavior not explained by gender. There were some significant findings supporting this proposition.

In 1977, Burns found that female consumers with masculine personality characteristics reported having a dominant influence in family decision making for some product categories. Gentry and Doering (1977) reported that androgynous individuals significantly differed from others in their leisure time activities as they tended to be more active recreationally. However, personality characteristics were not found to explain differences in product use, brand preferences, or media exposure.

In a subcomponent of the main thesis of this dissertation, discussed in a later chapter, it is proposed that the feminine, masculine, and androgynous personality characteristics of consumers will explain differences not explained by gender in reaction to advertising stimuli portraying a woman in varying typical and atypical female roles.

### Summary

The psychology literature reviewed on the motive to avoid success provided the theoretical framework for the consumer behavior study in this dissertation. The psychology studies on fear of success indicate that young (single) women with a high need to achieve are motivated to avoid succeeding in competitive situations. Based on these findings, it is proposed that pictorial cues in the form of advertisements can arouse fear of success in some women and result in purchase avoidance behavior.

## FOOTNOTES

<sup>1</sup>Horner, M. S. Sex differences in achievement motivation and performance in competitive and noncompetitive situations (Doctoral dissertation, University of Michigan, 1968). Dissertation Abstracts International, 1969, 30, 407B.

<sup>2</sup>Ibid.

<sup>3</sup>Ibid.

CHAPTER III  
FEAR OF SUCCESS: A PRE-TEST  
EXPERIMENTAL STUDY

Marketers have devoted considerable attention to the perceptual and motivational components of consumer behavior. Marketing strategists are aware that the perceived image of a product, working in conjunction with the consumer's motivation to purchase, can determine a product's success or failure.

The effectiveness of creating a product image, through advertising appeals, is limited unless the consumer is motivated to purchase that product. The question then arises, "Can a specific advertising appeal motivate a consumer to avoid purchasing the product?"

This pre-test experiment examines the issue that consumer perception of an advertisement can result in an avoidance of purchasing behavior. This chapter presents an experiment testing the proposition on a specific market segment--young women with a high need to achieve (nAch).

Theoretical Framework

Research conducted by Matina Horner (1968) led her to conclude that some women with a high need to achieve are motivated to avoid success. Horner postulates that the motive to avoid success, or fear of success ( $F_s$ ), is generated by perceived negative outcomes of success. The consequences of success for women are perceived to be a loss of femininity or social rejection.

$F_s$  appears to be characteristic of women who are capable of succeeding or motivated to achieve success (high nAch). A woman who is not capable of achievement will not be threatened by success. In addition, high nAch women who have not proven their femininity through marriage or childbearing are likely to fear success (Tomlinson & Keasey, 1974).

The experiment reported in this chapter is a pre-test of the application of Horner's theory to consumer behavior. Specifically, it is proposed that a market segment consisting of young, high nAch women will experience  $F_s$  if presented with an advertisement portraying a successful woman. The outcome of arousing  $F_s$  with an advertisement is a negative intention to purchase the advertised product.

For the purpose of illustration, the components of this experiment are presented within the context of the Howard-Sheth model of buyer behavior. The Howard-Sheth model includes four sets of variables: (a) inputs, (b) perceptual and learning constructs, (c) outputs, and (d) exogenous variables. This study partially examines three of these major sets of variables explaining buyer behavior (refer to Figure 1).

Thus, if an advertising stimulus is perceived to portray a successful woman, it will arouse an underlying motivation to avoid success and result in a negative purchase intention within a particular market segment. The

Figure 1  
A Simplification of the Howard-Sheth Model of  
Buyer Behavior: An Experimental Application

Input	Perceptual Construct	Learning Construct	Output
Advertising	Perception	Motivation	Negative
Stimulus	of a	to Avoid	Intention to
(Ad portraying a successful woman)	Successful Woman	Success, $F_s$	Purchase

Source: From John A. Howard and Jogdish N. Sheth, The Theory of Buyer Behavior. New York: John Wiley, 1969, p. 30.

remaining sections of this chapter include the following: (a) hypotheses, (b) methodology, (c) measurements, (d) results, (e) conclusions, (f) implications, and (g) recommendations.

### Hypotheses

The following hypotheses were developed from the psychology literature on fear of success, reported previously, and applied to consumer research.

H<sub>1</sub>. An advertisement portraying a woman in a successful, atypical sex role is a pictorial cue arousing the motive to avoid success (F<sub>s</sub>) in a specific segment of the female market.

H<sub>2</sub>. The market segment experiencing F<sub>s</sub> is younger women with a high need to achieve (nAch).

H<sub>3</sub>. Women who experience F<sub>s</sub> as a reaction to the advertisement avoid purchasing the advertised product.

An experimental study was designed to test the hypotheses and explore possible cause-effect relationships between advertising and purchase avoidance behavior by particular consumer segments.

### Methodology

The procedures followed in organizing this experiment included: (a) the development of an experimental variable, (b) a segmentation analysis of various product markets, and (c) a study of data collection techniques. After a review of alternative variables, products, and

data collection procedures, the following research design was decided.

### Experimental Design

An "after only, with control group" experimental design was employed in this study. This design allows the utilization of necessary projective testing of the subjects without any pre-test effect that can contaminate experimental results. A control is necessarily employed to validate the experimental variable (refer to Figure 2).

Experimental variable. Two advertisements were developed in order to implement the experimental design (see Appendix A). One advertisement (AD I) portrays a female business executive, an atypical sex role. The other advertisement (AD II) portrays the same woman shopping, a typical sex role.

In order to test the hypotheses that an advertisement can serve as a pictorial cue to arouse  $F_g$ , the portrait of the successful executive served as the experimental variable. The control is AD II containing the picture of a woman portrayed in a typical sex role.

Both advertisements were carefully developed to vary only the situation, or role, being portrayed. The model, clothing, posture, and expression of the model in both advertisements were held constant.<sup>1</sup>

Product advertised. The product advertised is Binaca breath freshener. The same copy presentation is

Figure 2

Experimental Design: After Only With Control

---

	Experimental* Group	Control** Group
Before Measure	None	None
Experimental Variable	AD I	AD II
After Measure	Questionnaire	Questionnaire

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\*Experimental Group n = 82  
\*\*Control Group n = 77

included in AD I and AD II. Target Group Index (TGI) reports that Binaca has a balanced user ratio between men and women.<sup>2</sup> Therefore, the product appears to be neutral and not associated with a male or female market segment. The neutral image of the product tested is considered salient to this study because the sampling design requires both male and female respondents.

### Subjects

The sample consists of 159 undergraduate (junior and senior level) students at Baruch College (City University of New York). Students were selected as subjects because it is hypothesized that only younger women with a high nAch will have a motive to avoid success. Therefore, a sampling design based on a female student population is efficient. However, in order to identify  $F_s$  as a phenomenon of the female population, men were selected as a comparison group. The sample breakdown according to the advertisement viewed and the respondents' sex is noted in Table 1.

There is a disproportionate number of men (91) to women (68) in the sample due to the predominantly male population from which the sample was conveniently selected.

### Data Collection Technique

The data collection procedure was the same for both groups. Individual advertisements were distributed to the respondents in conjunction with a two-part questionnaire.

Table 1  
Pre-Test Sample Breakdown by Experimental  
Variable and Respondent Sex

	Group	
	Experimental	Control
Men	44	47
Women	<u>38</u>	<u>30</u>
Total	82	77

There were no measures administered before the subjects viewed the advertisements. The respondents were asked only to react after being exposed to the advertisements. Each respondent viewed only one advertisement, and the experiment was conducted in groups of approximately 30 subjects (refer to Figure 2).

### Measurements

The subjects responded to a two-part questionnaire measuring  $F_s$ , nAch, purchase intent, and demographics. As in previous studies, a projective technique, storytelling, was employed to measure  $F_s$ . However, the stimulus selected is an advertisement, a visual cue, as opposed to verbal cues utilized in other studies (Horner, 1968, 1970a; Tresemer, 1974b). Each respondent was instructed to complete a two-part questionnaire.

Part 1 of the questionnaire contained the projective measure, a disguised non-structured question. After viewing the advertisement, the respondents wrote a story about the woman in the advertisement. The subjects were not briefed as to the purpose of the study.

Part 2 of the questionnaire contained a series of non-disguised structured questions including demographics, grade point average, and intention to buy.

### Fear of Success ( $F_s$ ) Measure: Content Analysis of $F_s$ Theme

The projective technique, storytelling, in response to the stimuli, AD I or AD II, provides data that must be

content analyzed to identify the motive to avoid success. Assessment of story themes as a measure of  $F_s$  results in a present-absent scoring system. Content analysts read each story for negative imagery associated with success and categorize the story as either  $F_s$  present or  $F_s$  not present.

Two analysts were employed to score the stories. Both analysts had completed graduate studies in the social sciences and were experienced in personnel testing analyses. The analysts were not briefed on the research intention. The stories were typed and randomly ordered to eliminate any bias from handwriting or experimental vs. control group response sequence.

In the event of disagreement concerning story themes, two additional analysts were employed to score the stories. The resulting four scores were then used for classification. The scoring scheme borrowed from previous studies was the criteria for analysis. Each analyst scored the stories separately and the results were compared for consistency.

Scoring criteria. Three major groups of responses were the criteria used for scoring the stories. These criteria were derived from Horner's original study and have become the scoring categories for subsequent research.

1. Fear of social rejection--fear of losing one's friendships, the loss of one's datable or marriageable quality, actual isolation or loneliness as a result of the success, and the desire to keep the success a secret and pretend that intelligence is

not part of her. This includes wondering or worrying about others' reactions.

2. Doubts about one's normality as a woman, and guilt and despair about the success.

3. Denial of the cue or denying effort or responsibility for obtaining the successful outcome, and bizarre stories. (Tresemer, 1977, p. 90)

The pictorial cue utilized as the experimental variable was not clearly defined to the subjects as a successful, atypical situation. Success as a cue was based on the respondents' perception of the advertisement. Therefore, the analysts had to classify the story content by the perceived role portrayed in the advertisement. This classification was assigned after reading the stories for the  $F_s$  motive. The following categories were assigned, post hoc, for role classification:

1. executive (or career woman)
2. secretary (or working woman)
3. no clear role identified
4. either an executive (or career woman) or a secretary (or working woman); i.e., the respondent identified both roles as possible
5. housewife.

This classification by role portrayed is necessary to validate the use of the experimental variable as a test to measure  $F_s$ . Unless the woman in AD I is perceived as situated in an atypical successful role, the experimental design is inadequate.

### Need for Achievement (nAch)

The subjects' college grade point average was used as a measure of nAch. Because it cannot be assumed that all undergraduate students have a high nAch, the grade point average (GPA) was categorized to indicate a level of nAch. Considering that women with a high nAch experience  $F_s$  because success is within the realm of their expectancies (Horner, 1968), it is assumed that women with a high GPA will consider success as a possible future outcome. Women with a grade point average of 3.0 or greater were classified as high need achievers. Therefore, this segment of women is likely to experience  $F_s$  when reacting to the experimental pictorial cue.

### Intention to Buy

Intention to purchase the product advertised was measured to test the hypothesis that women who are motivated to avoid success will express a tendency to avoid purchasing a product endorsed by a successful woman. After the subjects wrote a story in reaction to the advertisement, they responded to a five point intention-to-purchase scale: (1) definitely would buy, (2) probably would buy, (3) might or might not buy, (4) probably would not buy, and (5) definitely would not buy. It should be noted that intentions can be considered a weak dependent variable. However, it is utilized in this experiment because a behavioral measure is beyond the scope of this dissertation.

## Results

The format for reporting the experimental results includes five sections. First, the validation of AD I as an experimental variable is reported; second, the presence of  $F_s$  as a reaction to the advertising stimuli is discussed; third, the motive to avoid success in high need achievers is analyzed; fourth, log linear models are tested to identify the relationship between advertising stimuli,  $F_s$  and nAch; fifth, avoidance of purchasing behavior as a reaction to the experimental variable is examined.

### Role Perception: Validation of the Experimental Variable

The results of classifying the roles portrayed in AD I and AD II validate AD I as an experimental variable. As noted in Table 2, 28 (73.6%) of the female subjects perceived AD I as portraying an executive (or career woman); only 5 (16.6%) of the female respondents perceived the role in AD II as executive.

Interestingly, few male or female subjects perceived a typical sex role, housewife, in AD II (refer to Tables 2 & 3). Considering that the background, or situation was varied in the advertisements to differentiate typical and atypical sex roles, the results are somewhat surprising. The atypical situation (AD I) is a cue indicating a successful business woman. However, the typical situation (AD II) seems to reduce the perceived status of the woman's occupation within a working environment, although the advertisement is designed with a shopping

Table 2  
 Role Perception in Reaction to Advertising  
 Stimuli: Female Respondents

	Experimental Group (AD I) n = 38		Control Group (AD II) n = 30	
	n	%	n	%
Executive	28	73.6	5	16.6
Secretary	5	13.1	3	10.0
Role not identified	4	10.5	14	46.6
Either secretary or executive	1	2.6	7	23.3
Housewife	<u>0</u>	<u>0.0</u>	<u>1</u>	<u>3.3</u>
Total	38	99.8*	30	99.8*

\*Due to rounding of numbers

Table 3  
 Role Perception in Reaction to Advertising  
 Stimuli: Male Respondents

	Experimental Group (AD I) n = 44		Control Group (AD II) n = 47	
	n	%	n	%
Executive	22	50.0	9	19.1
Secretary	7	15.9	19	40.4
Role not identified	12	27.2	13	27.6
Either secretary or executive	2	4.5	0	0.0
Housewife	<u>1</u>	<u>2.2</u>	<u>6</u>	<u>12.7</u>
Total	44	99.8*	47	99.8*

\*Due to rounding of numbers

environment. It appears that role perceptions are based on an interaction between the model and the background. These findings indicate a need for further research and will be discussed in a latter part of this chapter.

#### Fear of Success: Reaction to Advertising Stimuli

The scoring of story themes results in a classification of 19 (50%) of the female subjects, reacting to the experimental variable, as motivated to avoid success (refer to Table 4). The content analysts agreed on 87% of the story themes. The following stories, written by female respondents, illustrate the negative imagery (e.g., doubts about one's normality as a woman) associated with the success portrayed in AD I.

She is a busy executive who doesn't have time to sit. She is not sure of her sexuality. On one hand she is trying to be sexy, by having her blouse unbuttoned, but her clothes are obviously manish. The buttons are navy emblems. (Respondent #13)

The woman in the ad appears to be groomed and dressed in a man-tailored way. My impression is that she is probably a career woman seeking to achieve a high level position in a male-dominated company. Her hairstyle and suit indicate playing down her feminine characteristics. She is good looking and has a good figure, but she has played down both--perhaps to avoid sexual confrontation with fellow employees or executives in her company. (Respondent #14)

The following stories illustrate the negative imagery expressed by men in reaction to the success portrayed in AD I.

This woman is supposed to typify the new middle management corporate woman. Absence of typewriter and Brooks Brothers type pin-striped suit points to non-secretarial position. Eyes alert, obviously busy

Table 4  
 Fear of Success in Women: Reaction  
 to Advertising Stimuli

	Experimental Group (AD I) n = 38		Control Group (AD II) n = 30	
	n	%	n	%
F <sub>s</sub> present	19	50	3	10
F <sub>s</sub> not present	<u>19</u>	<u>50</u>	<u>27</u>	<u>90</u>
Total	38	100	30	100

(two-fisted worker), tidy desk, late twenties. Facial qualities point toward total absence of gray matter. May move physically from place to place via fused ganglion in upper torso. Giddy. About to burst into deluge of unintelligible infant burbling sounds. Hair meticulously neat, groomed by comb and monkey grease. Supposed to be alive, may be maniken effect of catatonic trance or rigor mortis. (Respondent #62)

She appears to be successful but may also be too dedicated to her work. She seems cold in her personal expression, but surrounds herself with plants which would indicate warmth. Her conservative dress tells me that she is either trying to fit someone's mold or is very hurry up on what she does. Outside of the plants, the office seems very masculine, and I don't think she would be very good at personal relationships or in bed. She is probably a bore. (Respondent #74)

Although the model, clothes, and hairstyle are identical in both advertisements, negative imagery appears in reaction to AD I, an atypical sex role.

#### Fear of Success: High Need Achievement Women

Comparison of the story themes written by female and male subjects indicate that 19 (50%) of the women and 19 (43%) of the men associate  $F_s$ , negative imagery in response to AD I (refer to Tables 4 & 5). However, a further analysis of the data indicates that only high nAch women experience  $F_s$ , whereas negative imagery perceived by male respondents is not dependent on nAch (refer to Table 6). The subjects' GPA was utilized as a measure of nAch. If the GPA was less than 3.0, nAch is low, and if 3.0 or greater than 3.0, nAch is high. The GPA is dichotomized into low and high levels of need achievement as the sample size is too small to test for significant differences with wider cate-

Table 5  
 Negative Imagery Expressed by Men in  
 Reaction to Advertising Stimuli

	Experimental Group (AD I) n = 44		Control Group (AD II) n = 47	
	n	%	n	%
Negative Imagery:				
present	19	43.2	1	2.1
Negative Imagery:				
not present	<u>25</u>	<u>56.8</u>	<u>46</u>	<u>97.9</u>
Total	44	100.0	47	100.0

Table 6  
 Fear of Success as a Motive  
 in High nAch Women

Need to Achieve	*Women n = 22 F <sub>s</sub> Present		**Men n = 20 Negative Imagery Present	
	n	%	n	%
Low	2	9.1	9	45
High	<u>20</u>	<u>90.9</u>	<u>11</u>	<u>55</u>
Total	22	100.0	19	100

nAch Low - GPA below 2.9

nAch High - GPA 3.0 - 4.0

\*Significant difference at .01 level between level of need achievement and F<sub>s</sub> in women (t test for significant differences between percentages).

\*\*No significant difference at .05 level between level of need achievement and negative imagery expressed by men (t test for significant differences between percentages).

gories. However, in the latter part of this chapter, differences are tested with a multivariate statistical tool on three levels of achievement: (a) low, (b) moderate, and (c) high.

The findings suggest that men are reacting to an atypical sex role and that women are not only reacting to an atypical situation, but are personally identifying with a possible future outcome, achieving success, and experiencing a fear of that success. However, this proposition is not clearly confirmed by the data as illustrated in the following section.

#### Log Linear Models

The bivariate analysis of this experimental data indicates a relationship between the variables  $F_s$  and nAch in the female subjects (refer to Table 6). In addition, it appears that the experimental pictorial cue, AD I, arouses  $F_s$  in the women tested (refer to Table 4).

In order to explain the relationships among these variables, the cross-classified data was fitted to eight log linear models. The cross-classification of the data is presented in Table 7. The log linear model approach in the analysis of cross-classified data falls within the framework of multivariate analysis. This approach is intended to give greater insight into the relationship among variables than a simple bivariate analysis. When a distinction can be made between explanatory and response variables in a set of data, log linear models can be converted

Table 7

Cross-Classification of a Sample of 68 Female Students According to: (a) Whether or Not They Experience Fear of Success When Reacting to an Advertisement, (2) the Advertisement They Are Responding to, and (3) Their College Point Average

F <sub>s</sub>	Grade Point Average*		
	Low	Average	High
Present: AD I	0	2	17
AD II	0	0	3
Not Present: AD I	5	4	10
AD II	0	11	16

\*GPA: Low - less than 2.0  
Average - 2.0 - 2.99  
High - 3.0 - 4.0

into logit models. The logit models are employed to predict response variables using a linear combination of effects due to explanatory variables (Fienberg, 1977).

Within this experimental data, there is a response variable ( $F_s$ ) and explanatory variables (GPA & ADS). The intention in using the log linear technique is to fit the experimental data to a log linear model that can eventually be converted to a logit model in order to predict  $F_s$  from the advertisement viewed, GPA, or a combination of ad viewed and GPA.

The log linear models examined include all the main effects (i.e.,  $F_s$ , ADS, & GPA) and the interaction among these variables (refer to Table 8). The notation in the models is written in u-terms and expressed as follows:

1.  $u_1 = F_s$  (2 levels; Present/Not Present).
2.  $u_2 = AD$  (2 levels; AD I/AD II).
3.  $u_3 = GPA$  (3 levels; Low/Average/High).

The models expressed as  $u_{12}$ ,  $u_{13}$ , and  $u_{23}$  describe models by means of the highest order u-terms present; e.g.,  $u_{12}$  means that  $F_s$  and ADS are present in the model.

The fit of Model h is the best fit of the data (refer to Table 8). The examination of Model h indicates that there is an association between  $F_s$  and GPA in the women tested. In addition, there is an association between  $F_s$  and the advertisement viewed. However, there is also a relationship between the advertisement viewed and GPA. There is no logical relationship that can cause

Table 8  
Likelihood Ratio Chi Square Values for Log Linear  
Models Applied to the Data in Table 7

Model	Abbreviation	d.f.*	$G^2$
a) $u + u_1 + u_2 + u_3$	(1) (2) (3)	7	34.68
b) $u + u_1 + u_2 + u_3 + u_{12}$	(12)	6	21.26
c) $u + u_1 + u_2 + u_3 + u_{13}$	(13)	4	24.37
d) $u + u_1 + u_2 + u_3 + u_{23}$	(23)	4	25.81
e) $u + u_1 + u_2 + u_3 + u_{12} + u_{13}$	(12) (13)	3	10.94
f) $u + u_1 + u_2 + u_3 + u_{12} + u_{23}$	(12) (23)	3	12.38
g) $u + u_1 + u_2 + u_3 + u_{13} + u_{23}$	(13) (23)	2	15.49
h) $u + u_1 + u_2 + u_3 + u_{12} + u_{13} + u_{23}$	(12) (13) (23)	1	.91*

\*The fit of Model h is the best fit of the data.

women with a high GPA to view AD I rather than AD II in this research design.

After a review of the bivariate analysis, it became clear that there is a significant difference between GPA and advertisement viewed. Apparently, a disproportionate number of women with a high GPA viewed AD I. Hence, the spurious relationship between the advertisement and GPA.

Due to the sampling distribution problem, any further model developments would be questionable. Therefore, a logit model describing the association between the variables was not examined.

#### F<sub>s</sub> and Intention to Purchase

Ultimately, this experimental design is testing whether or not those women who are classified as motivated to avoid success, when reacting to an advertisement, will also avoid purchasing the product advertised.

The data indicate that women experiencing F<sub>s</sub> are less decisive in their intention to buy the advertised product than are those women who do not experience F<sub>s</sub>. For example, 4 out of 8 (50%) of those women experiencing F<sub>s</sub> reported that they might or might not buy the product; only 3 out of 19 (15.8%) of those women not experiencing F<sub>s</sub> reported the same. This data was generated from those individuals who had previously purchased the product. Unfortunately, the size of this sample (n = 27) allows, at best, an indication of direction toward indecisiveness in those women experiencing F<sub>s</sub>.

Because the product tested in this design is an existing product, Binaca, a number of uncontrollable variables are present; e.g., exposure to previous advertisements or experience with the product. These uncontrollable variables further reduce the generalizability of these findings.

### Conclusions

The utilization of AD I, the atypical sex role, as an experimental variable arousing  $F_s$  in women is clearly confirmed. The role perceived in AD I is that of a successful business woman, and the reaction to that role classifies 19 (50%) of the female respondents as motivated to avoid success ( $F_s$ ). The data also suggest that there is an interaction between the model and the background that determines the perceived roles portrayed in the advertisements. This interaction has not been tested, but further research in this area is suggested by the data.

The bivariate analysis of the data reveals a significant relationship between  $F_s$  and high nAch in women. However, the multivariate analysis testing the relationship among  $F_s$ , the advertisement viewed, and nAch reveals a sampling distribution problem. This sampling problem limits some of the conclusions from this experiment. Nevertheless, the following direction is indicated, though not confirmed, by the data--fear of success is a motive in high nAch women, and this motive is aroused by the pictorial cue, AD I.

Intention-to-purchase analysis of the advertised product, Binaca, is also limited by sample size. But the data indicate that women who experience  $F_s$ , as a reaction to the advertising stimuli, are indecisive regarding their purchase intentions. The generalizability of this finding is limited by sample size and by the uncontrollable variables associated with testing an existing product.

#### Marketing Implications

An advertisement depicting a woman in a successful, atypical role may arouse  $F_s$  in younger, high nAch women. The outcome of arousing  $F_s$  might result in a tendency to avoid purchasing the product. Therefore, advertising strategies targeted at a segment of younger women with high nAch should avoid associating the product with a successful, atypical sex role.

These marketing implications are based on the exploratory research presented in this study.

#### Future Research

Both an expanded experimental and sampling design is recommended for future research. Experimental treatments (ADS) should vary by particular cues within the advertisement. For example, a variation of dress and background in the advertisements would be useful in testing the interaction of the model and situation in determining the role perceived by respondents.

Measuring purchase intentions of a bogus product, rather than an existing product, would be a more accurate test of intended purchase behavior.

A wider sample of consumers should be tested. In order to confirm the proposition that the arousal of  $F_s$  results in purchase avoidance by younger, high nAch women, comparison groups are needed. For example, the inclusion of older women with high and low levels of nAch in the sample design would be useful.

The following chapter outlines a research design which is an expansion of the pretest in this chapter.

## FOOTNOTES

<sup>1</sup>The model in the advertisements is a commercial model, Kerry McGrath, and the ads were designed by professional photographer, Jim McGuire, New York City.

<sup>2</sup>Target Group Index (TGI) reported in 1977 that 46.2% of Binaca users are men, and 53.8% of Binaca users are women.

## CHAPTER IV

### RESEARCH DESIGN

The exploratory investigation, presented in the previous chapter, served as the groundwork for this research design. The exploratory study generated the following propositions. First, an advertisement portraying a successful female business executive serves as a pictorial cue arousing the motive to avoid success,  $F_s$ . Second,  $F_s$  is characteristic of young women with a high need for achievement. Third, an advertisement arousing  $F_s$  negatively affects purchase intent. These three propositions are again tested in this study.

Additional hypotheses suggested in the exploratory findings are also incorporated into this expanded research design. First, it can not be assumed that the situation in which a model is portrayed dictates the perceived role of that model. There is an apparent interactive effect between the model and the situation. A theory of person perception is reviewed in Appendix F providing a framework for explaining the model and situation interaction. Second, the exploratory research design examined three sets of buyer behavior variables--inputs, perceptual and learning constructs, and outputs. The experimental variable, an advertisement portraying a successful business woman, an atypical sex role, was defined as the input variable. The role perceived by the respondent, in reaction to the input stimulus, was operationally defined as the

perceptual variable. The motive to avoid success was defined as the learning variable and the output defined as negative purchase intention (refer to Chapter III, Figure 1).

Obviously missing from the pre-test study were any well-defined exogenous variables that might moderate a respondent's reaction to the input stimulus. Considering that an important component of this study involves typical and atypical female roles, the respondent's feminine-masculine characteristics might be a pertinent exogenous variable moderating reactions to roles portrayed. For example, a female respondent with masculine personality characteristics might react positively to an atypical sex role, while a feminine respondent reacts negatively. In addition, attitudes toward the role of women, a learning construct, is considered a choice independent variable in explaining reactions to female role portrayals. For example, a woman with a conservative attitude toward the role of women might react negatively to an atypical sex role, while the liberal woman reacts positively. Both these personality and attitude variables were measured in this expanded study.

Extensions of the original design include: an experimental test of four advertisements varying the model's dress and situation, a model of person perception to explain the model and situation interaction (reported in Appendix F), a measure of personality and attitude

variables, and an objective measure of advertisement ratings.

The remaining sections of this chapter discuss the following: (a) hypotheses, (b) experimental design, (c) data collection procedures, (d) sample, and (e) measurements and scoring procedures.

### Hypotheses

The hypotheses are enumerated under two major topics: fear of success and audience characteristics. Each set of hypotheses is preceded by a succinct discussion regarding the proposed relationships. References are made to literature that is comprehensively reviewed in Chapter II of this dissertation.

#### Fear of Success

The proposition that the arousal of the motive to avoid success can result in negative purchase intent is again tested in this study, and the hypotheses stipulated are the same as in the exploratory research design (refer to Chapter III).

H<sub>1</sub>. An advertisement portraying a woman in a successful, atypical sex role is a pictorial cue arousing the motive to avoid success (F<sub>s</sub>) in a specific segment of the female market.

H<sub>2</sub>. The market segment experiencing F<sub>s</sub> is young women with a high need to achieve (nAch).

H<sub>3</sub>. Women who experience F<sub>s</sub> as a reaction to the advertisement avoid purchasing the advertised product.

As suggested by the exploratory findings, a further examination of the perceived roles portrayed in the advertising stimuli is undertaken and reported in Appendix F. The following section investigates the reactions to advertising stimuli as a function of specific characteristics of the audience.

#### Audience Characteristics

Reactions to advertisements are expected to vary according to two specific audience characteristics: (1) the masculine, feminine, or androgynous personality characteristics of the respondent, and (2) the conservative, moderate, or liberal attitude of the respondent toward the role of women.

H<sub>4</sub>. Women with masculine personality characteristics will react positively to an advertisement portraying a woman in an atypical sex role.

H<sub>4a</sub>. Women with feminine personality characteristics will react negatively to an advertisement portraying a woman in an atypical sex role.

H<sub>5</sub>. Men with masculine or feminine characteristics will react negatively to an advertisement portraying a woman in an atypical sex role.

H<sub>6</sub>. Androgynous men and women will react positively to typical and atypical role portrayals in the advertisements.

H<sub>7</sub>. Men and women with a liberal attitude toward the role of women will react positively to an advertisement portraying a woman in an atypical sex role.

H<sub>7a</sub>. Men and women with a conservative attitude toward the role of women will react negatively to an advertisement portraying a woman in an atypical sex role.

It is inferred in these hypotheses that a person's reaction to varying sex roles will be congruent with their attitude toward women and their self-image; e.g., a woman who describes herself as having masculine personality traits will react positively to the portrayal of a masculine woman in an advertisement, and a man who describes his attitude toward the role of women as liberal will react positively to an atypical female role.

#### Experimental Design

A generalization of the traditional "after only with control" experimental design was employed in this study. In the traditional sense, a control group means that the experimental treatment received by an experimental group is not received by the control group. A more general rule of control is applied in this design for the purpose of testing the internal validity of the experiment.

Whenever there is more than one experimental group and any two groups are given different treatments, control is present in the sense of comparison. As long as there is an attempt to make two groups systematically different on a dependent variable, a comparison is possible. Thus, the traditional notion that an experimental group should receive the treatment not given to a control group is a special case of the more general rule that comparison groups are necessary for the internal validity of any scientific research. (Kerlinger, 1973, p. 333)

There are four experimental groups receiving four different treatments in this experimental design. The

term "control" utilized throughout this study refers to the general rule of control; i.e., comparisons among the experimental groups (refer to Table 9).

The "after only with control" design also allows the utilization of necessary projective testing of the subjects without any pre-test effect that can contaminate experimental results.

#### Experimental Variables

The pre-test findings suggest that further variations in the experimental advertisements would contribute to a more complete research design. The advertisements in the pre-test study were defined in terms of the typical or atypical role portrayed. The perception of the roles portrayed were assumed to be a function of the situation or background in the advertisement. However, the exploratory findings suggest that the perception of the role portrayed is a function of a model and situation interaction. Therefore, the expanded research design includes four treatments varying the model's attire and the situation depicted in the advertisements.

The additional treatments introduced are two advertisements portraying the woman in a dress and varying the typical and atypical situation; i.e., a store or an office. Another modification of the pre-test design is the alteration of the background in the advertisements depicting a typical role from a small store to a supermarket (refer to Appendices A and B).

Table 9  
 Experimental Design: After  
 Only With Control

	Experimental Group			
	I *n = 134	II *n = 105	III *n = 86	IV *n = 95
Before Measures	none	none	none	none
Experimental Variable	AD I	AD II	AD III	AD IV
After Measures	question- naire	question- naire	question- naire	question- naire

\*There is a disproportionate number of respondents across experimental groups. Non-response, interviews not returned by the interviewer, and incomplete questionnaires account for the differences in sample sizes.

The redesign of the advertisements portraying the typical role was undertaken for two reasons:

1. Shopping in a supermarket is more typical of today's consumer than shopping in a small store.
2. A comparison of the pre-test advertisements reveals a possible flaw in the experimental design. The background in the advertisements differs not only by situation, but by the amount of clutter in the background and the intensity of the gray, white, and black tones. It is possible that the more intense variation in tones and the more cluttered background in AD II, as compared with AD I of the pre-test design, can contaminate the experimental results; e.g., the model in AD II might be perceived as more feminine than in AD I due to a softer appearance controlled by lighting and clutter than the typical situation depicted.

The changes in background for the advertisements set in a typical female situation, shopping in a supermarket, provide a more controlled experiment.

In summary, the experimental treatments employed in this research include four print advertisements varying attire and situation (refer to Table 10).

The advertisements were carefully developed to vary only the situation and dress. The model, posture and expression of the model, is held constant in the four advertisements.<sup>1</sup>

Product advertised. Because of the complexities involved in testing the reactions to an advertisement and

Table 10  
 Experimental Advertisements:  
 Attire by Situation

	Situation	
	Office	Supermarket
Attire:		
Pantsuit	AD I	AD III
Dress	AD II	AD IV

The "control" exists within the experimental groups because the two situations include two types of dress and are thus comparison groups providing control. It should also be noted that the office situation is the same for both AD I and AD II, and the supermarket situation is the same for AD III and AD IV. In addition, the same dress is worn in AD II and AD IV, and the same pantsuit is worn in AD I and AD III.

intention to buy of the existing product Binaca, used in the pre-test study, a bogus product was utilized in this design. This reduces the problems of previous exposure to advertisements of the product and/or previous experience with the product. However, there exists some possibility that the respondent might perceive the bogus product to be Binaca because the shape of both product packages are the same.

The product category, mouthwash, is the same as in the exploratory study, but the bogus product, Min-Tee, is used instead of Binaca. The product category decision was based on the Target Group Index (TGI) report that Binaca has a balanced user ratio between men and women.<sup>2</sup> Therefore, it is assumed that a new product in the same category has a similar potential market composition as Binaca.

Because a potential balanced user ratio for men and women is assumed for the new product, Min-Tee, the product appears to be neutral and not necessarily associated with a male or female image. The neutral image of the product tested is considered salient to the research because the sampling design includes both men and women. (It is noted that an association with a female image is possible due to the employment of a woman advertising the new product. However, this possible association is considered less damaging to the experiment than the use of an existing product.)

The copy presentation is the same for the four advertisements. The copy was partially in "Greek," the

venacular for using meaningless words, in order to simulate an advertisement without creating an interaction between the copy and the picture.

#### Data Collection Procedure

The data were collected through personal interviews. There were 60 interviewers employed to collect the data and they were all undergraduate, junior and senior level, market research students at Baruch College, City University of New York. The interviewers were trained during eight sessions over a 4 week period. The training included instructions on general interviewing techniques, handling non-response, and role playing situations concentrating specifically on eliminating interviewer bias.

Each interviewer was requested to voluntarily complete ten interviews within a 1 month period as part of their market research studies. There was absolutely no penalty for not returning the interviews. The interviews were prearranged and specific appointments set. The interviewee was contacted two weeks in advance and had given his/her permission to be interviewed.

As expected, some interviewers did not return any questionnaires, while others only filled part of their quota. However, the majority of interviewers completed their assignment and 435 interviews were returned. After editing, there was a total of 420 useable interviews. In order to insure that there would be no falsification of the data, all 60 of the interviewers were given credit for

the assignment before the data were collected. In addition, the questionnaires could be returned in sealed envelopes that were not to be opened until final grades were submitted. This allowed students to return blank questionnaires without any fear of penalty.

The questionnaires utilized in the interviews were packaged in an envelope that could be sealed and returned, upon the respondent's request, to insure anonymity. The interviews were conducted individually and each respondent completed his own questionnaire. The interviewer was present to give instructions, answer questions if a problem arose, and to check that all parts of the questionnaire had been completed. Each interview took approximately 1½ hours to complete.

### Questioning

A nine part questionnaire was administered during each interview (refer to Appendix C). Only Parts I, II, III, IV, and IX are pertinent to this research design. The other sections of the questionnaire (i.e., a measure of family decision making, Davis, 1970; job expectancies, and attitudes toward advertising) were collected for future research not applicable to this experimental study. A cover letter was provided to assure the respondent of the legitimacy of the research as an academic exercise. Each respondent viewed only one advertisement that was enclosed in the interviewing package. The interviewer was instructed to allow the respondent to view the adver-

tisement and complete Part I of the questionnaire. Part I was separated from the body of the questionnaire and comprised a projective question requiring the respondent to tell a story about the woman in the advertisement. Only after the story was completed did the respondent receive the remaining parts of the questionnaire.

The questionnaire will be completely discussed under the measurements section of this chapter. The discussion will include the types of questions used, the background, and intent of each question.

#### Sample

A non-probability quota sample was the method used to select experimental subjects. Demographic control characteristics were utilized to assign specific quotas to each interviewer. The interviewers selected the respondents from within a two block radius of their home. The interviewers resided in various neighborhoods within the five boroughs of New York City. This dispersion of interviewers throughout the city provided a good cross section of the New York City population. A total sample of 420 New York City residents was obtained.

The control characteristics salient to this experiment were age and gender. In order to test the hypothesis that young women have a motive to avoid success, comparison groups of older women, and younger and older men were needed. These control demographic characteristics were applied for each of the experimental advertisements (refer to Tables 11 and 12).

Table 11  
Quota Sample Controlling Gender for  
Four Advertisements

	Men		Women	
	Quota	Actual*	Quota	Actual*
AD I	75	61	75	73
AD II	75	37	75	68
AD III	75	40	75	46
AD IV	<u>75</u>	<u>44</u>	<u>75</u>	<u>51</u>
Total	300	182	300	238

\*The actual number of interviews completed differ from the quotas desired due to non-response, interviews not returned by the interviewer, and incomplete questionnaires.

Table 12  
Quota Sample Controlling Age for Four Advertisements

	Age							
	18 - 24 yrs.		25 - 34 yrs.		35 - 44 yrs.		45+ yrs.	
	Quota*	Actual**	Quota*	Actual**	Quota*	Actual**	Quota*	Actual**
AD I	38	40	38	55	38	22	38	17
AD II	38	44	38	32	38	13	38	16
AD III	38	32	38	35	38	10	38	9
AD IV	<u>38</u>	<u>39</u>	<u>38</u>	<u>30</u>	<u>38</u>	<u>8</u>	<u>38</u>	<u>18</u>
Total	152	155	152	152	152	53	152	60

\*The quota figures total 608 instead of 600 due to rounding of figures for consistency.

\*\*The actual number of interviews returned reflects the propensity of the young interviewers to question people close to their own age, thereby not filling the quotas for older respondents. In addition, the total number of interviews returned is less than the quotas due to non-response, interviewers not returning the interviews, and incomplete questionnaires.

The quotas assigned were not expected to be completed allowing for non-response, interviews not returned, and incomplete questionnaires. The actual number of useable interviews provided a large enough sample to test for variations in response among the four experimental advertisements: AD I, 134 respondents; AD II, 105 respondents; AD III, 86 respondents; AD IV, 95 respondents.

The cell sizes for the cross classification of experimental data with gender and age were sufficient for the statistical analysis required in this research design. The analysis of the data is reported in Chapter V. The final section of this chapter discusses the measurements, scoring, and tabulation of the collected data.

#### Measurements

The research design requires the measurement of the following variables: fear of success, advertisement ratings, purchase intent, masculine-feminine-androgynous personality traits, attitude toward the role of women, and demographics.

The measurement of each of these variables is discussed separately and in sequence with the questionnaire utilized in this study (refer to Appendix C). In addition, the scoring criteria employed in the tabulation of the data is presented with each measurement.

The design for the statistical analysis of the data was prepared before the questionnaire was constructed. Therefore, the questionnaire was carefully developed to

provide the types of data, continuous and categorical, required by the statistical analysis design.

Fear of Success (F<sub>S</sub>) Measure: Content Analysis of F<sub>S</sub> Theme

Part I of the questionnaire consists of a projective measure, a disguised non-structured question. The projective measure is in response to a visual cue, an advertisement, as opposed to verbal cues utilized in other studies (Horner, 1968, 1970a; Tresemer, 1974b).

The projective technique, storytelling, in response to the stimuli (AD I, AD II, AD III, or AD IV) provides data that must be content analyzed to identify the motive to avoid success. Assessment of story themes as a measure of F<sub>S</sub> results in a present-absent scoring scheme. Content analysts read each story for negative imagery associated with success and categorize the story as either F<sub>S</sub> present or F<sub>S</sub> not present.

The two analysts employed to score the stories written for the pre-test study were again employed to score the stories for this expanded study. Both analysts had completed graduate studies in the social sciences and are experienced in personnel testing analyses. The analysts were not briefed on the research intention. The stories were typed and randomly ordered to eliminate any bias from handwriting or experimental group response sequence.

If the analysts disagreed on the meaning of a story theme, two additional analysts were employed to score the stories. The resulting four scores were judged on the fre-

quency of agreement and the story then classified as  $F_s$  present or  $F_s$  not present.

The scoring scheme borrowed from previous studies was the criteria for analysis (Horner, 1968; Tresemer, 1977). Each analyst scored the stories separately, and the results were compared for consistency. In the pre-test study, the analysts agreed on 87% of the story themes. There was 100% agreement between the analysts on those story themes that were classified as  $F_s$  in this expanded study.

Scoring criteria. Three major groups of responses were the criteria used for scoring the stories. These criteria were derived from Horner's original study and have become the scoring categories for subsequent research.

1. Fear of social rejection--fear of losing one's friendships, the loss of one's datable or marriageable quality, actual isolation or loneliness as a result of the success, and the desire to keep the success a secret and pretend that intelligence is not a part of her. This includes wondering or worrying about others' reactions.
2. Doubts about one's normality as a woman, and guilt and despair about the success.
3. Denial of the cue or denying effort or responsibility for obtaining the successful outcome, and bizarre stories. (Tresemer, 1977, p. 90)

The scoring of the stories provides only categorical data,  $F_s$  present or  $F_s$  not present, as there are no adequate measures, as yet, to identify the intensity of the motive to avoid success.

It is hypothesized that the woman in AD I is perceived to be a successful executive. However, this pic-

torial cue (AD I) was not clearly defined to the subjects as portraying a successful executive. Success as a cue is based on the respondent's perception of the advertisements. Therefore, the analysts had to classify the story content by the perceived role portrayed in all the advertisements. This classification is presented in Appendix F of this dissertation and in Chapter V, Table 14.

#### Advertisement Ratings

Part II of the questionnaire included a semantic differential which was developed to measure the respondents' positive, negative, and neutral rating of the experimental advertisements. A 6 point scale was utilized to measure the intensity of response on 11 bi-polar adjectives: dislike-like, poor-good, unpleasant-pleasant, not believable-believable, not persuasive-persuasive, ineffective-effective, cold-warm, not interesting-interesting, offensive-not offensive, tiresome-entertaining, unappealing-appealing.

Scoring. The semantic differential was treated as an interval scale and each bi-polar adjective scaled was scored from 1 to 6 points; e.g., extremely dislike was given a score of 1 point, while slightly dislike was given a score of 3 points. The scores for the 11 scales were totaled providing an overall score for the advertisement.

The basis for the scoring scheme is quite simple. The possible scores could range from 11 to 66 points where low scores indicate a negative reaction, high scores indicate a positive reaction and average scores indicate a

neutral position. The semantic differential was dichotomized into positive and negative reactions; the first 3 points on the scale were negative, while the last 3 points were positive. Therefore, an additive score of the 11 adjectives totaling less than 33 points is considered negative; while a score of 45 points or greater is positive. A total score between 33 and 44 is considered neutral. Thus, a score ranging from 11 - 32 was classified as negative; a score ranging from 33 - 44 was classified as neutral; and a score ranging from 45 - 66 was classified as positive.

#### Purchase Intent

The intention to purchase the product was measured on a 5 point scale: (1) definitely would buy, (2) probably would buy, (3) might or might not buy, (4) probably would not buy, and (5) definitely would not buy.

The purchase intent measure was included in Part II of the questionnaire. Also included were filter questions pertaining to the use of the product. These filter questions were included because it is assumed that users and non-users of the product category advertised will differ in their reaction to the advertisement.

#### Personality Characteristics

The personality characteristics pertinent to this research were identified as the individuals' masculine, feminine, or androgynous (i.e., both masculine and feminine)

personality traits. Bem's Sex Role Inventory (BSRI) was employed to measure these personality characteristics.

The BSRI treats masculinity and femininity as two independent dimensions. The treatment of independent dimensions within the inventory provides scales measuring the respondents' masculine or feminine personality traits, and also characterizes the androgynous respondent as a function of his or her self-reported masculine and feminine personality characteristics.

The BSRI, contained in Part III of the questionnaire, consists of 20 masculine personality characteristics, 20 feminine personality characteristics, and 20 social desirability characteristics. Although included in the questionnaire, the social desirability scale is not treated in this study.

The inventory consists of disguised structured questions constructed as an adjective checklist and scaled on a continuum from 1 to 7. The respondent was instructed to indicate on the scale how well each personality characteristic described him/her. A 1 means that it is never or almost never true, and a 7 means that it is always or almost always true. The respondents' score on the inventory was tabulated after all the data were collected.

Scoring. The scoring technique developed by Bem (1974) to categorize the respondents' personality traits by their response to the sex role inventory was utilized

in this study. The personality characteristics, with items numbered from 1 to 60, are presented in Table 13.

The femininity scale was scored by adding up the ratings for Items 2, 5, 8, 11, 14, 17, 20, 23, 26, 29, 32, 35, 38, 41, 44, 47, 50, 53, 56, and 59 and dividing by 20.

The masculinity scale was scored by adding the ratings for Items 1, 4, 7, 10, 13, 16, 19, 22, 25, 28, 31, 34, 37, 40, 43, 46, 49, 52, 55, and 58 and dividing by 20.

The final scores were obtained by subtracting the masculinity score from the femininity score and multiplying the result by 2.322. (This approximates the score derived by t-ratios in Bem's research.) If the result was greater than 2.025, the respondent was classified as feminine. If it was smaller than -2.025, the respondent was classified as masculine. A score between 1 and 2.025 was classified as near feminine, and a score between -2.025 and -1 was classified as near masculine. A score between -1 and 1 was classified as androgynous.

The scoring resulted in categorizing five levels of personality traits: feminine, near feminine, androgynous, near masculine, and masculine.

The reliability of the BSRI as a measure of personality characteristics is noted in the following paragraph.

Reliability. Bem (1974) estimated the internal consistency of the BSRI by computing alpha coefficients separately for the masculinity and femininity scores of subjects in each of two samples. The results showed the

Table 13

## Adjective Checklist

## Measurement of Femininity, Masculinity and Androgyny

- |   |                                   |
|---|-----------------------------------|
| 1. self-reliant                         | 31. makes decisions easily        |
| 2. yielding                             | 32. compassionate                 |
| 3. helpful                              | 33. sincere                       |
| 4. defends own beliefs                  | 34. self-sufficient               |
| 5. cheerful                             | 35. eager to soothe hurt feelings |
| 6. moody                                | 36. conceited                     |
| 7. independent                          | 37. dominant                      |
| 8. shy                                  | 38. softspoken                    |
| 9. conscientious                        | 39. likeable                      |
| 10. athletic                            | 40. masculine                     |
| 11. affectionate                        | 41. warm                          |
| 12. theatrical                          | 42. solemn                        |
| 13. assertive                           | 43. willing to take a stand       |
| 14. flatterable                         | 44. tender                        |
| 15. happy                               | 45. friendly                      |
| 16. strong personality                  | 46. aggressive                    |
| 17. loyal                               | 47. gullible                      |
| 18. unpredictable                       | 48. inefficient                   |
| 19. forceful                            | 49. acts as a leader              |
| 20. feminine                            | 50. childlike                     |
| 21. reliable                            | 51. adaptable                     |
| 22. analytical                          | 52. individualistic               |
| 23. sympathetic                         | 53. does not use harsh language   |
| 24. jealous                             | 54. unsystematic                  |
| 25. has leadership abilities            | 55. competitive                   |
| 26. sensitive to the needs<br>of others | 56. loves children                |
| 27. truthful                            | 57. tactful                       |
| 28. willing to take risks               | 58. ambitious                     |
| 29. understanding                       | 59. gentle                        |
| 30. secretive                           | 60. conventional                  |

Source: Bem, Sandra L. The measurement of psychological androgyny. Journal of Consulting and Clinical Psychology, 42, 155-162.

scores to be highly reliable (Masculinity  $r = .86$ ; Femininity  $r = .80$ ; Androgyny  $r = .85$ ). The relationship between masculinity and femininity was found to be independent with correlation scores approximately zero.

A test-retest reliability was calculated after the scales were administered for a second time to a subset of the original sample. The three scores proved highly reliable over the 4 week interval between the first and second test (Masculinity  $r = .90$ ; Femininity  $r = .90$ ; Androgyny  $r = .93$ ).

#### Attitude toward the Role of Women

Another audience characteristic identified as pertinent to this research is an individual's attitude toward the role of women in society. An "autonomy for women" inventory, developed by Arnott (1972), was employed as the attitude measure.

The autonomy inventory appears in Part IV of the questionnaire and consists of 10 Likert-type statements. The intensity of agreement with the statements is measured on a 7 point scale from strongly agree to strongly disagree. The respondent was instructed to carefully read each statement and indicate his/her level of agreement or disagreement. After all the data were collected, each respondent's score on the autonomy inventory was tabulated and categorized as conservative, moderate, or liberal.

Scoring. The scoring scheme developed by Arnott (1972) to categorize the respondent's attitude toward the

role of women by his/her response to the autonomy inventory was utilized in this study. Scoring implied a 7 point continuum in response to the autonomy statements: strong agreement (7 points), moderate agreement (6 points), mild agreement (5 points), neutral (4 points), mild disagreement (3 points), moderate disagreement (2 points), and strong disagreement (1 point). Statements 2, 3, 5, 6, and 8 in the inventory are negative items regarding autonomy for women and are scored reversely; e.g., strong agreement on a negative item scores 1 point, while 7 points were scored for the positive statements.

The points scored on the 10 item inventory were then summated, resulting in an overall score to be categorized by attitude. Scores ranged from 10 (strongly negative on all items) to 70 (strongly positive on all items). Scores ranging from 10 - 25 were categorized as conservative in attitude toward the autonomy of women, those with scores ranging from 33 - 47 were moderate, and those with scores ranging from 55 - 70 were liberal. The 7 point separation between conservative and moderate, and between moderate and liberal categories is used in the scoring to distinguish the three categories by intensity of responses.

The reliability of the "autonomy for women" inventory was examined by Arnott in a test-retest of sociology students that yielded a Pearsonian  $r$  of .78.

### Need for Achievement and Demographics

The research design requires a measure of need achievement (nAch) and the demographic characteristics, age and sex, to test the fear of success theory as applied to consumer behavior. The last section of the questionnaire, Part IX, was included to provide this information. The additional demographic questions included in Part IX are salient to further research not presented here.

In the pre-test study, grade point averages of the students sampled provided the measure of nAch. In this expanded study, the respondent's level of education is utilized as a nAch measure. An alternative measure, the respondent's occupation, was considered, but it would be difficult to categorize housewives and part-time working women on a level of achievement.

Level of education was utilized as a measure of achievement in this study for three reasons. First, as noted in the literature review (Chapter II), the findings on achievement motivation in women are inconsistent. The TAT pictures, developed by McClelland and used in Horner's 1968 study on  $H_n$ , have not been validated for women. There are inconsistent findings on achievement motivation in women depending on the arousal condition implemented and the gender portrayed in TAT pictures utilized in experiments (Maccoby & Jacklin, 1974, pp. 136-141). Second, the inclusion of a series of TAT pictures to measure need achievement in combination with a projective measure on

the motive to avoid success might bias the results as projective measures should be administered separately under standardized conditions; i.e., the administration of one projective tool might bias the second projective measure. Third, Veroff and Veroff (1972) reported in a nationwide study of motivation that negative motivational imagery is especially characteristic of the college-educated woman.

The completion of a college degree is considered, for the purpose of this study, as a measure of need achievement. As defined earlier, need achievement is an internalized standard of excellence in the areas of intellectual and leadership abilities.

Need achievement was categorized into three levels based on education: (1) low achievers, (2) moderate achievers, and (3) high achievers. Respondents with a high school education or less were categorized as low achievers; those with some college were categorized as moderate achievers; and college graduates and those with post-graduate education were categorized as high achievers. There are some obvious problems with this measure that will be discussed in the final chapter.

The demographic information is provided through structured non-disguised, multiple choice, and dichotomous questions.

The results of applying the measures, outlined in this research design, to the test of hypotheses is presented in Chapter V.

### Summary

The experimental research design presented in this chapter is an expansion of the previously reported pre-test study. The hypotheses were enumerated under two topics: (1) fear of success and (2) audience characteristics. An "after only with control" experimental design was employed to test the hypotheses. The experiment involved the test of four advertisements.

The data were collected by personally interviewing a quota sample of New York City residents. A 9 part questionnaire was administered during the interview.

Measures of the motive to avoid success, person perception, advertising ratings, and audience characteristics were included in the questionnaire. Specific scoring criteria were applied to each measure.

The application of these measures to the testing of the hypotheses is presented in the following chapter on experimental results.

## FOOTNOTES

<sup>1</sup>The model in the advertisement is a commercial model, Kerry McGrath, and the ads were designed by professional photographer, Jim McGuire, New York City. The redesign of AD II and AD IV was completed by Herbert Friedlob, a professional commercial artist, New York City.

<sup>2</sup>Target Group Index (TGI) reported in 1977 that 46.2% of Binaca users are men, and 53.8% of Binaca users are women. In addition, of all breath freshener users, 41.1% are men and 58.9% are women.

CHAPTER V  
RESEARCH FINDINGS AND ANALYSIS

An experiment designed to examine the motive to avoid success and the effect of audience characteristics in reaction to four advertisements was proposed in the previous chapter. The results of that experiment are presented in this chapter. It should be noted that the results of the  $F_s$  experiment, presented in this chapter, are weak, and limited conclusions can be drawn, at best. In addition, the respondent's intention-to-buy the advertised product is utilized as the dependent variable in the analysis of these experimental data. Intention-to-buy is not a behavioral measure; therefore, it is not considered a strong dependent variable. The findings are not reported in order of significance, but presented in sequence with the hypotheses and discussed under two major topics: fear of success and audience characteristics. In addition, significant findings that were not specifically hypothesized are reported in the latter part of this chapter under the topic, advertisement ratings.

The implications of these findings, limitations of the study, and suggestions for future research are discussed in the final chapter.

Fear of Success

The format for reporting the experimental results on the motive to avoid success includes five sections.

First, the validation of AD I as portraying an atypical sex role; second, the presence of  $F_s$  as a reaction to the advertising stimuli is discussed; third, the motive to avoid success in young, high need achievement women is analyzed; fourth, the data are fitted to a log linear model identifying the relationships between the advertising stimuli,  $F_s$ , and nAch; fifth, avoidance of purchase behavior as a function of the arousal of the motive to avoid success is examined.

The basis for comparisons in these data are the differences between women experiencing  $F_s$  and women not experiencing  $F_s$ . In the pre-test study, female students, classified as experiencing  $F_s$ , were compared with male students who associated negative imagery with success. The intent in the pre-test was to identify  $F_s$  as a phenomena of the female population. The exploratory data did suggest that  $F_s$  is a motive specific to women. A comparison of male and female respondents in this expanded study again suggest that  $F_s$  is a phenomena of the female population (refer to Appendix E). Therefore, the results reported in this chapter are based only on the female sample. The sample allows a comparison of the motive to avoid success among female subjects; e.g., a comparison of younger and older women.

The tables comparing women experiencing  $F_s$  vs. women not experiencing  $F_s$  are presented for illustration only, as the sample base of women experiencing  $F_s$  is too

small to test for significant differences. However, the hypothesized relationships among the variables are examined in the fit of data to a log linear model. This test results in more concrete comparisons of the variables.

#### Role Perceptions: Validation of the Experimental Variables

The results of classifying the roles portrayed in the four experimental advertisements indicate that the woman in AD I is portrayed as a successful executive, an atypical sex role. As reported in Table 14, 96 (71.6%) of the respondents viewing AD I perceived the woman as an executive/career woman; only 31 (29.5%) of the respondents viewing AD II, and 17 (17.7%) of those viewing AD IV perceived the woman as an executive. Interestingly, 45 (52.3%) of the respondents viewing AD III perceived the woman as an executive/career woman. Considering that the model in AD III is pictured shopping in a supermarket, a typical sex role, the results classifying her as an executive are somewhat surprising. Apparently, the model's attire is the dominant cue altering the perceptions of roles portrayed, while the situation is less effective. The model in AD I and AD III is attired in a pantsuit and perceived to be successful in an atypical role although the background varies from office to supermarket. The model in AD II, attired in a dress, is perceived to be portrayed in a typical female role, secretary, although situated in the same business office as AD I where she is seen as an executive. The model in AD IV, attired in a dress and situated

Table 14  
Role Perception in Reaction  
to Advertising Stimuli\*

	AD I n = 134		AD II n = 105		AD III n = 86		AD IV n = 95	
	n	%	n	%	n	%	n	%
Executive/ career woman	96	71.6	31	29.5	45	52.3	17	17.7
Secretary/ clerk	28	20.9	45	42.9	1	1.2	21	22.1
Executive or secretary	5	3.7	10	9.5	1	1.2	0	0.0
Housewife	0	0.0	0	0.0	13	15.1	41	43.2
Not specified, other	<u>5</u>	<u>3.7</u>	<u>19</u>	<u>18.1</u>	<u>26</u>	<u>30.2</u>	<u>16</u>	<u>16.8</u>
Total	134	99.9**	105	100.0	86	100.0	95	99.8**

\*The entire sample, base 420, is represented in this table because there were no apparent gender differences in role perception. Therefore, it did not seem necessary to break down role perception by gender for illustration purposes. Significant differences between genders are not reported as the cell sizes in some cases are too small for Chi square analysis.

\*\*Due to rounding

in a supermarket, is perceived by 41 (43.2%) of the respondents to be a housewife, a typical female role. The supermarket background in AD IV is the same as in AD III where she is attired in a pantsuit and perceived as an executive.

The full discussion on perceived roles portrayed in the four advertisements appears in Appendix F of this dissertation. It is sufficient, at this point, to note that AD I is considered an experimental variable testing reactions to an atypical sex role. In addition, AD III is also classified as portraying an atypical sex role although to a lesser extent than AD I. Both AD II and AD IV are categorized as portraying typical female roles.

The findings validate the experimental variables as varying typical and atypical female roles.

#### Fear of Success: Reaction to Advertising Stimuli

The scoring of story themes results in a classification of only 12 (5%) of the 238 female subjects, reacting to the experimental variables, as motivated to avoid success. In the pre-test study, 19 (50%) of the female students examined were categorized as motivated to avoid success. The rather low percentage of women experiencing  $F_s$  in this expanded study is a function of sample selection. It was hypothesized that  $F_s$  is a motive specific to younger, high need achievement women. Therefore, a sample selected across age and achievement categories results in the classification of a significantly smaller percent of the sample as motivated to avoid success, in comparison with the stu-

dent sample comprised mainly of younger high need achievement women.

H<sub>1</sub>. An advertisement portraying a woman in a successful, atypical sex role is a pictorial cue arousing the motive to avoid success (F<sub>s</sub>) in a specific segment of the female market.

As illustrated in Table 15, 11 (91.7%) of the women experiencing F<sub>s</sub> were reacting to advertisements categorized as portraying a woman in a successful, atypical sex role; 8 (66.7%) classified as F<sub>s</sub> present were reacting to AD I, clearly an atypical sex role, and 3 (25%) classified as F<sub>s</sub> present were reacting to AD III which was perceived by a majority of respondents as an atypical sex role.

The following stories, written by female respondents, illustrate the negative imagery associated with the success portrayed in AD I.

This first story presented was written by a respondent with the following characteristics: single, 18 - 20 years of age; some college; clerical worker; income between \$5,000 and \$8,900 per year.

I have this friend who works in a big office. Her name is Maria. She works very hard for her money. She was married for three years. She has one son whose name is Joe.

In the beginning of her marriage, everything was fine. Her husband, Paul, and she both worked very hard. When they first got married, they both had the same goals--to earn enough money to live comfortably in the suburbs. Of course, that includes owning your own home. They both felt that kids were important. But that was where it stopped!

See, she felt that being a mother should not interfere with being a career person.

Table 15  
 Fear of Success in Women: Reaction  
 to Advertising Stimuli

Advertisements	Fear of Success			
	F <sub>s</sub> Present n = 12		F <sub>s</sub> Not Present n = 226	
	n	%	n	%
AD I	8	66.7	65	28.8
AD II	1	8.3	67	29.6
AD III	3	25.0	43	19.0
AD IV	<u>0</u>	<u>0.0</u>	<u>51</u>	<u>22.6</u>
Total	12	100.0	226	100.0

He felt differently; he felt she should do what his mother did which was to become a full-time mother--that's what caused the split.

Feeling the way she did, she did not get custody. Of course, she has visiting rights.

Today, at the office, she received a call from the hospital. Her ex-husband and son were in a car accident. Both were critically hurt. As she rushes to the hospital, she thinks about the two years before her son came to life. The things her husband and she did, the love that they had. And deep down inside she knew that she still loved her husband. She thought about working, and then of her son. She knew that if her husband and son both lived through this, she would quit her job and become a full-time wife and mother.

She would never forgive herself if her son didn't live. She never really got to know him, her own son. And he never knew a mother.

She was a very unselfish woman giving up her career for her son and husband. (Respondent #132)

The second story presented below was written by a respondent with the following characteristics: married; 18 - 20 years of age; some college; homemaker; husband's income over \$25,000 per year.

This woman is talking on the telephone, at work. An executive carrying on a business conversation, unattractive and manly, dislike her attire. She is receiving bad news, and she seems unhappy about it. (Respondent #42)

These data (Table 15) support  $H_1$  by suggesting that an advertisement portraying an atypical sex role is a pictorial cue arousing  $F_s$  in a specific market segment.

Negative image scenarios written by men in response to the atypical female portrayal are presented in Appendix E. However, these stories do not reflect  $F_s$  because the motive to avoid success in this experiment, as noted previously, is defined as a female phenomenon.

### Fear of Success as a Motive in Young, High nAch Women

Although the total sample selected was skewed toward younger respondents, the majority of older subjects in the experiment were women. This age distribution of female subjects allows for comparisons among women based on age.

In the pre-test study, a disproportionate number of women, classified as young, high need achievers, viewed the experimental advertisement causing some confusion in the findings. In this expanded study, the sample size allowed for a more equitable distribution of age and nAch levels across the four experimental advertisements.

H<sub>2</sub>. The market segment experiencing F<sub>S</sub> is younger women with a high need to achieve.

The majority of women experiencing F<sub>S</sub> were young women; 6 (50%) are between the ages of 18 and 24 years old (refer to Table 16). These findings are consistent with the theory, discussed in Chapter II, proposing that only women who have not proven their femininity through marriage or childbearing will fear the perceived negative outcome of success; i.e., a reduction in femininity. It is assumed that many young women have not proven their femininity by either marrying or bearing a child, thereby having a propensity to fear success.

The results classifying nAch in relation to F<sub>S</sub> suggest that the motive to avoid success is specific to high nAch women. As noted in Table 17, 6 (50%) of the

Table 16  
Fear of Success as a Motive  
in Young Women

Age	Fear of Success			
	F <sub>s</sub> Present n = 12		F <sub>s</sub> Not Present n = 226	
	n	%	n	%
18 - 24 years	6	50	67	29.6
25 - 34 years	5	42	63	27.8
35 - 44 years	1	8	45	19.9
45+	<u>0</u>	<u>0</u>	<u>51</u>	<u>22.5</u>
Total	12	100	226	99.8*

\*Due to rounding

Table 17  
 Fear of Success as a Motive in  
 High Need Achievement Women

nAch	Fear of Success			
	F <sub>s</sub> Present n = 12		F <sub>s</sub> Not Present n = 226	
	n	%	n	%
low	0	0	74	32.7
average	6	50	85	37.6
high	<u>6</u>	<u>50</u>	<u>67</u>	<u>29.6</u>
Total	12	100	226	99.9*

\*Due to rounding

women experiencing  $F_s$  are high nAch and 50% are average achievers. It is also possible that those respondents categorized as average achievers, because they only completed some college, are actually high achievers still attending college.

These findings are consistent with the theory discussed in Chapter II on the motive to avoid success. Only women who consider success as within the realm of their expectancies will fear the negative outcomes of success. It is assumed that high nAch women are capable of achieving and are, therefore, threatened by success.

The results suggest support for  $H_1$  and  $H_2$ ; however, due to the small sample of respondents experiencing  $F_s$ , the hypotheses are not clearly confirmed. The following section on log linear models clarifies the relationship between the advertisement viewed, nAch, and  $F_s$ .

### Log Linear Models

The bivariate classification of these experimental data suggest a relationship between the variables  $F_s$  and nAch in female subjects (refer to Table 17). These data also indicate that the experimental pictorial cues, AD I and AD III, arouse  $F_s$  in the female subjects (refer to Table 15).

A further examination of the relationships among these variables was undertaken by fitting the cross-classified data to seven log linear models. The data were cross-classified by advertisement viewed,  $F_s$  aroused or

not aroused, and level of need achievement (refer to Table 18). The log linear model approach falls within the framework of multivariate analysis and is intended to give greater insight into the relationships among the variables than was possible in the bivariate approach.

The log linear models examined include all the main effects (i.e.,  $F_S$ , ADS, and nAch) and the interaction among these variables (refer to Table 19). The notation in the models is written in u-terms and expressed as follows:

1.  $u_1 = F_S$  (2 levels, Present/Not Present)
2.  $u_2 = ADS$  (4 levels, AD I/AD II/AD III/AD IV)
3.  $u_3 = nAch$  (3 levels, Low/Average/High)

The models expressed as  $u_{12}$ ,  $u_{13}$ , and  $u_{23}$  describe models by means of the highest order u-terms present; e.g.,  $u_{12}$  means that  $F_S$  and ADS are present in the model.

The fit of Model e is the best fit of the data (refer to Table 19). Model e identifies an association between advertisement viewed and  $F_S$ . There is also an association identified between  $F_S$  and nAch.

Because a distinction can be made between response and explanatory variables in this experiment, the log linear model can be converted to a logit model in order to explain the relationships among the variables.

Logit model. Logit models are the categorical response analogs to regression models for continuous response variables (Feinberg, 1977, p. 81). Within this experimental data, there is a response variable ( $F_S$ ) and

Table 18

Cross classification of a sample of 238 female consumers according to: (1) whether or not they experience fear of success when reacting to an advertisement, (2) the advertisement they are responding to, and (3) their need for achievement.

	Advertisement Viewed			
	AD I	AD II	AD III	AD IV
Fear of Success Present:				
nAch Low	0	0	0	0
nAch Average	3	1	2	0
nAch High	5	0	1	0
Fear of Success Not Present:				
nAch Low	28	21	10	15
nAch Average	21	30	16	18
nAch High	16	16	17	18

nAch: Low - high school graduate  
Average - some college  
High - college graduate or post graduate

Table 19  
Likelihood Ratio Chi Square Values for Log Linear Models  
Applied to the Data in Table 18

Model	Abbreviation	d.f.	G <sup>2</sup>	P
a) $u + u_1 + u_2 + u_3$	(1) (2) (3)	17	31.73	.016
b) $u + u_1 + u_2 + u_3 + u_{12}$	(12)	12	22.35	.034
c) $u + u_1 + u_2 + u_3 + u_{13}$	(13)	12	19.72	.072
d) $u + u_1 + u_2 + u_3 + u_{23}$	(23)	11	24.83	.0098
e) $u + u_1 + u_2 + u_3 + u_{12} + u_{13}$	(12) (13)	8	10.34*	.24
f) $u + u_1 + u_2 + u_3 + u_{12} + u_{23}$	(12) (23)	6	15.45	.017
g) $u + u_1 + u_2 + u_3 + u_{13} + u_{23}$	(13) (23)	6	12.81	.046

\*The fit of Model e is the best fit of the data.

explanatory variables (ADS and nAch). The estimated u-terms in these data are monotonically ordered and positive effects associated with  $F_S$  present and AD I (refer to Table 20). The estimated logit effects corresponding to log linear Model e, with response variable  $F_S$  and explanatory variables ADS and nAch, is noted in Table 21. The  $F_S$  response can be explained by viewing AD I and, to a lesser extent, by AD III. There is a negative effect associated with  $F_S$  and viewing AD II (refer to Table 21).

There are also estimated positive effects between  $F_S$  and high nAch. The logits corresponding to  $F_S$  and AD III, and  $F_S$  and low nAch, are undefined due to observed zero entries. The predicted odds of experiencing  $F_S$  is estimated by advertisement viewed and level of need achievement in Table 22. The odds of experiencing  $F_S$  are highest for individuals with a high need for achievement viewing AD I.

The log linear Model e identifies an association among the variables, and the logit model corresponding to Model e explains the associations. There is a positive association between the arousal of  $F_S$  and the experimental advertisements portraying an atypical female role. There is also a positive effect associated between the arousal of the motive to avoid success and a high nAch level.

#### $F_S$ and Intention to Purchase

The experiment was designed to test the purchase intentions for a bogus product, Min-Tee. This design

Table 20  
 Estimated u-Terms Corresponding to the  
 Log Linear Model e in Table 19

	Constant	-1.29	1.29
		$F_s$ : Present	$F_s$ : Not Present
Advertisement:			
AD I		.45	-.45
AD II		-.61	.61
AD III		.16	-.16
AD IV		--	-.00
nAch:			
Low		--	-.00
Average		-.06	.06
High		.06	-.06

Table 21  
 Estimated Logit Effects Corresponding to  
 Log Linear Model e in Table 19

---

Explanatory Variables	Logits F <sub>s</sub> $\frac{\text{Yes}}{\text{No}}$
Constant	-2.58
AD I	+ .90
AD II	-1.22
AD III	+ .32
AD IV	.00
nAch	
Low	.00
Average	- .12
High	+ .12

---

Table 22  
 Logit Models: Predicted Odds of Experiencing  $F_s$   
 by Advertisement Viewed and nAch (Corresponding  
 to Model e in Table 19 and Table 20)

Advertisement	Need Achievement	
	Average %	High %
AD I	14.2	17.3
AD II	1.8	2.4
AD III	8.5	10.5
AD IV	0.0	0.0

reduces a number of uncontrollable variables associated with the pre-test involving an existing product; e.g., previous exposure to advertisements and/or experience with the product.

H<sub>3</sub>. Women who experience F<sub>s</sub> as a reaction to an advertisement avoid purchasing the product advertised.

As noted in Table 23, 9 (75%) of the women experiencing F<sub>s</sub>, as a reaction to the experimental advertisement, would probably not buy the product, while 113 (50%) of the women not experiencing F<sub>s</sub> indicated the same negative purchase intent. These findings suggest support for H<sub>3</sub> proposing that an advertisement arousing F<sub>s</sub> results in negative purchase intent.

In summary, the findings indicate that an advertisement portraying a woman in a successful, atypical role, serves as a pictorial cue arousing F<sub>s</sub> in young, high nAch women. The arousal of F<sub>s</sub> results in a negative purchase intent for the advertised product. However, the F<sub>s</sub> sample base is too small to draw any substantive conclusions. The data only indicate some direction toward negative purchase intent.

#### Audience Characteristics

Before reporting the findings on the reaction to the experimental advertisements, as related to audience characteristics, a brief review of the variables and the procedure for analysis is presented.

Intention to purchase the advertised product is defined as the respondent's reaction to the advertisement.

Table 23  
 Arousal of the Motive to Avoid Success in  
 Women and Negative Purchase Intent

Purchase Intent	Fear of Success			
	F <sub>s</sub> Present n = 12		F <sub>s</sub> Not Present n = 226	
	n	%	n	%
Probably would buy	2	16.6	30	13.2
Might or might not buy	1	8.3	83	36.7
Probably would not buy	<u>9</u>	<u>75.0</u>	<u>113</u>	<u>50.0</u>
Total	12	99.9*	226	99.9*

\*Due to rounding

The purchase intent variable was scored on a 5 point scale from positive to negative; e.g., a score of 5 points indicates a strong negative purchase intent. The scoring of Bem's Sex Role Inventory, measuring the personality variable, resulted in three categories of personality: feminine, androgynous, and masculine. The scoring of the "autonomy for women" inventory, measuring the attitude variable, resulted in three categories of attitude toward the role of women: conservative, moderate, and liberal.

In the analysis of the data, purchase intent is defined as the dependent variable; personality characteristics, attitude toward women, and the experimental advertisements are independent variables.

Analysis of variance (ANOVA) is the statistical procedure applied to this set of data. The F test in the ANOVA indicates the overall significance of variation in purchase intent as a function of the independent variables. However, specific contrasts between the purchase intent mean ratings, for subcomponents of the personality and attitude categories, are a main interest in this study. Orthogonal contrasts of the data provide this needed information.

The contrasts are evaluated within the typical and atypical experimental advertisements. The findings on person perception, previously reported, identified the advertisements as portraying either typical or atypical roles. The atypical role is portrayed in AD I and AD III; the typical role is portrayed in AD II and AD IV.

The results are presented separately for the personality and attitude characteristics.

#### Personality Characteristics

The utility of segmenting the audience by masculine, feminine, or androgynous characteristics is of no consequence if gender can provide the same information. Therefore, a preliminary ANOVA testing the significance of sex, related to variations in purchase intent, was examined. There were no significant differences found. The ANOVA for purchase intent by sex yielded an F ratio with a .55 level of significance. A factorial ANOVA testing interactions between sex and advertisements, and between personality characteristics and advertisements, on variations in purchase intent, were also found to be insignificant (F level of significance = .29 and .40, respectively).

The data, therefore, were analyzed separately for men and women by one way analyses of variance to test the hypotheses relating to personality characteristics.

H<sub>4</sub>. Women with masculine personality characteristics will react positively to an advertisement portraying a woman in an atypical sex role.

H<sub>4a</sub>. Women with feminine personality characteristics will react negatively to an advertisement portraying a woman in an atypical sex role.

The data do not support these hypotheses. In the ANOVA, there were significant differences found in the purchase intentions of women reacting to the atypical

female role (AD I and AD III) based on personality characteristics (refer to Table 24). The orthogonal contrasts indicate that feminine women were significantly more positive (or less negative) in their purchase intentions than the masculine women (refer to Table 25). (The independence of the contrasts was tested by summing each vector of the contrast coefficient matrix and summing the products of the coefficients in the corresponding vectors of the matrix. Both sums were equal to zero; therefore, the contrasts are orthogonal.) This evidence is contrary to the hypotheses that masculine women would react more positively to the atypical advertisement, and feminine women would react more negatively.

H<sub>5</sub>. Men with masculine or feminine characteristics will react negatively to an advertisement portraying a woman in an atypical female role.

The data do ~~not~~ support this hypothesis. In the ANOVA, there were no significant differences found in the variations in the purchase intent of men reacting to the atypical role (AD I and AD III) based on personality characteristics (refer to Table 24).

H<sub>6</sub>. Androgynous men and women will react positively to the typical and atypical roles portrayed in the advertisements.

There is some support for this hypothesis. Because the number of orthogonal contrasts are constrained by the degrees of freedom, a bivariate analysis of these data is

Table 24  
 Relationship between Purchase Intent and  
 Personality Characteristics in Both  
 Atypical and Typical Roles  
 (One Way Analysis of Variance)

Atypical			
Group	n	F Ratio	Level of Significance
Female	101	3.279	.04
Male	119	.721	.48

  

Typical			
Group	n	F Ratio	Level of Significance
Female	81	.586	.55
Male	119	4.051	.02

Total n = 420

Table 25  
 Orthogonal Contrasts for Experimental Component  
 (Personality Characteristics) as  
 Related to Purchase Intent

		Atypical Role			
		Personality Characteristic Mean Rating			
Group	n	Feminine	Masculine	Difference	F Level of Significance
Female	101	3.4426	4.1429	-.70	.01
Male	119	3.3750	3.7275	-.35	.25
		Typical Role			
		Personality Characteristic Mean Rating			
Group	n	Feminine	Masculine	Difference	F Level of Significance
Female	81	3.4507	3.6875	-.24	.56
Male	119	2.889	3.7917	-.90	.01

Total Sample - 420

presented. There appear to be no differences in reaction to the atypical role by androgynous men and women; however, they both have a negative purchase intent (refer to Table 26).

#### Attitude toward the Role of Women

It is hypothesized that there are differences in reactions to typical and atypical roles portrayed in the advertisements based on the respondent's attitude toward the role of women.

H<sub>7</sub>. Men and women with a liberal attitude toward the role of women will react positively to an advertisement portraying a woman in an atypical sex role.

H<sub>7a</sub>. Men and women with a conservative attitude toward the role of women will react negatively to an advertisement portraying a woman in an atypical sex role.

In the ANOVA, there were no significant differences found in variations in purchase intent by men and women reacting to the advertisements based on attitude (men: F level of significance = .73; women: F level of significance = .26).

In summary, women with feminine personality traits react significantly more positively in their purchase intent than masculine women as a reaction to advertisements portraying a woman in an atypical sex role. Androgynous men and women appear to react similarly to advertisements portraying typical and atypical roles. A respondent's attitude toward women is not a significant variable explaining reactions to the experimental advertisements.

Table 26  
 Purchase Intentions of Androgynous Men and Women as  
 a Reaction to Atypical and Typical Roles

Purchase Intent*	Advertisements			
	Atypical n = 76 n    %		Typical n = 56 n    %	
Positive	10	13.1	8	14.3
Neutral	23	30.3	16	28.6
Negative	<u>43</u>	<u>56.6</u>	<u>32</u>	<u>57.1</u>
Total	76	100.0	56	100.0

\*The purchase intent scale was collapsed from 5 to 3 categories. The scale was collapsed in this case to test for gross differences (i.e., positive, neutral, negative) in reaction to typical and atypical role portrayals.

### Advertisement Ratings

The overall ratings of the advertisements, measured by the semantic differential, were found to explain 37% of the variation in purchase intent. (The regression of advertisement ratings on purchase intentions yielded an adjusted  $R^2 = .37137$ .) Therefore, an analysis of the response characteristics (i.e., the 11 bipolar adjectives of the semantic differential) comprising the advertisement ratings was considered beneficial.

An exploratory investigation was undertaken to examine the differences in response to the four experimental advertisements. A multiple analysis of variance (MANOVA) of the response characteristics, the dependent variable, and the four experimental advertisements, the independent variable, was found significant (the Wilk's test criterion = .81, with an approximated F level of significance = .0001). The test of significance indicates a variation in response for at least one of the advertisements.

In order to further examine the variations in response to the experimental advertisements, one way analyses of variance were applied to the data. The results indicate significant differences for 9 out of the 11 response characteristics (refer to Table 27).

The differences in the responses, identified as significant in the ANOVA, were contrasted by experimental advertisements. (The contrasts are orthogonal as the sum

Table 27  
 Relationships between Advertisements Viewed  
 and Diagnostic Response Characteristics\*  
 (One Way Analysis of Variance)

Characteristic	F Ratio	Level of Significance
Like	7.168	.01
Good	2.831	.04
Pleasant	6.156	.01
Believable	1.109	.36*
Persuasive	2.520	.05
Effective	2.984	.03
Warm	12.086	.00
Interesting	3.974	.01
Not Offensive	3.406	.01
Entertaining	1.273	.28*
Appealing	3.934	.01

\*No significant differences among the advertisements.

Sample base: 420

of each vector of the contrast coefficient matrix, and the sum of the products of the corresponding coefficients in the vectors of the matrix are both equal to zero.)

The results of the first contrast, office vs. supermarket, indicate that the advertisement portraying the model situated in an office is rated significantly higher on all nine response characteristics, rather than the model situated in a supermarket (refer to Table 28).

The second contrast, pantsuit vs. dress, indicates that the advertisement portraying the model attired in a dress is rated significantly higher, on three response characteristics, than the model attired in a pantsuit (refer to Table 29). It should also be noted that the mean ratings on all response characteristics were higher for the dress, in contrast to the pantsuit, although only three ratings were significant.

It appears that AD II (dress/office) is rated highest on the response characteristics comprising the advertisement ratings. It is also indicated that the purchase intentions are highest for AD II. In the ANOVA, with purchase intention the dependent variable and the experimental advertisements as the independent variable, there was a directional indication that AD II is the highest rated on purchase intent. The level of significance was equal to .10 for the ANOVA F statistic, and the level of significance was equal to .03 for the orthogonal contrast statistic between dress and pantsuit.

Table 28  
 Orthogonal Contrasts for Experimental Variable Component  
 (Situation) as Related to Advertisement  
 Diagnostic Characteristics\*

Variable	Situation Mean Ratings			F Level of Significance
	Office (AD I & AD II) n = 239	Supermarket (AD III & AD IV) n = 181	Difference	
Like	3.60	2.97	.63	.00
Good	3.18	2.75	.43	.01
Pleasant	4.11	3.70	.41	.01
Persuasive	2.73	2.37	.36	.01
Effective	2.79	2.36	.43	.01
Warm	3.25	2.94	.31	.04
Interesting	3.16	2.62	.54	.01
Not Offensive	4.74	4.38	.36	.01
Appealing	3.29	2.80	.49	.01

\*For variables found to differ significantly at .05 level of significance  
 (refer to Table 27)

Table 29  
 Orthogonal Contrasts for Experimental Variable Component  
 (Attire) as Related to Advertisement  
 Diagnostic Characteristics\*

Variable	Attire Mean Ratings			F Level of Significance
	Pants Suit (AD I & AD III) Atypical Role n = 220	Dress (AD II & AD IV) Typical Role n = 200	Difference	
Like	3.16	3.42	-.26	.08
Good	2.90	3.03	-.13	.39
Pleasant	3.70	4.10	-.40	.01
Persuasive	2.46	2.63	-.17	.24
Effective	2.51	2.64	-.13	.39
Warm	2.67	3.52	-.85	.00
Interesting	2.85	2.92	-.07	.66
Not Offensive	4.50	4.62	-.12	.41
Appealing	2.94	3.15	-.21	.16

\*For variables found to differ at .05 level of significance (refer to Table 27)

### Summary

The results were reported under three topics: (1) fear of success, (2) audience characteristics, and (3) advertisement ratings.

The results on fear of success ( $F_s$ ) suggest that young women with a high need to achieve experience  $F_s$  in reaction to an advertisement portraying a woman in an atypical sex role. The findings also suggest that the arousal of  $F_s$ , by the print advertisements, results in a negative purchase intent of the advertised product.

The findings on person perception identified the perceived roles portrayed in the four experimental advertisements. The typical role is perceived in reaction to the person information presented in AD II (dress/office) and in AD IV (dress/supermarket). The atypical role is perceived in reaction to the person information presented in AD I (pantsuit/office) and in AD III (pantsuit/supermarket).

Some evidence was reported on the reaction to advertisements as a function of audience characteristics. Women with feminine personalities reacted more positively to the advertisements portraying an atypical role than women with masculine traits. Androgynous men and women reacted similarly to the typical and atypical roles portrayed in the advertisements. There were no significant differences found on reactions to the advertisements as a function of attitude toward the role of women.

The ratings on the experimental advertisements, as measured by the characteristics of the semantic differential, were found to differ significantly. The advertisements portraying the model in the office were rated significantly higher than the model portrayed in a supermarket. The advertisements portraying the model attired in a dress were rated significantly higher than the model attired in a pantsuit. The evidence indicates that the advertisement portraying the model attired in a dress and situated in an office is rated the highest on response characteristics and intention to purchase the advertised product.

CHAPTER VI  
CONCLUSIONS, IMPLICATIONS, AND SUGGESTIONS  
FOR FUTURE RESEARCH

The original thesis of this dissertation involved the examination of purchase avoidance behavior. Specifically, the avoidance behavior was defined as an outcome of arousing the motive to avoid success ( $F_s$ ) with a print advertisement. An expansion of the original thesis was undertaken due to suggested research areas resulting from the pre-test experiment, reported in Chapter III, on avoidance behavior. The expanded experimental design included three areas of study: (1) the investigation of purchase avoidance behavior resulting from the arousal of  $F_s$  with experimental advertisements, (2) the examination of related personality and attitude characteristics of the experimental subjects as potential explanatory variables in the study of reaction to advertising, and (3) an analysis of the subjects' diagnostic responses in the evaluation of an advertisement. The experimental research design and the results of the experiment were presented in Chapters IV and V of this dissertation.

This final chapter discusses the implications of these research findings to the development of marketing and advertising strategies. In addition, the marketing implications resulting from the analyses of key elements in a person perception model explaining responses to person information, presented in Appendix F, are discussed

in this final chapter. Although the model of person perception is not fully considered within the text of this dissertation, the implications from the results reported in Appendix F are pertinent to the development of marketing strategies and future research. Therefore, reactions to person information are considered in this final chapter. The format for presenting the marketing implications includes four major topics: (a) fear of success, (b) audience characteristics, (c) advertisement ratings, and (d) person perception. A succinct review of the findings and the basis for research precedes each marketing strategy discussion. Directions for future studies are suggested throughout this chapter and summated in the last section.

As noted in Chapter V, conclusions from this study on the motive to avoid success, as applied to consumer behavior, are limited by sample size. Therefore, caution should be exercised before drawing any substantive conclusions on fear of success and reaction to advertising stimuli.

#### Fear of Success

The theory on the motive to avoid success has never before been applied in marketing. Therefore, the basis for marketing implications relies on the findings in the pre-test and expanded studies presented in this dissertation. The results of these studies are consistent with the literature in psychology, reviewed in Chapter II, but the findings are limited by the sample sizes in both studies.

In psychology, the study of the motive to avoid success involved projective verbal cues and mixed sex competitive situations. Fear of success was identified in the content analysis of stories written in reaction to a sentence cue describing a successful situation. The motive was then evaluated by the task performance of men and women in competitive situations.

The study of the motive to avoid success presented in this dissertation, as applied to consumer behavior, involved projective pictorial cues and purchase intention. The pictorial cues were more ambiguous than the verbal cues utilized in psychology as they were based on the perception of success not on a verbally defined successful situation. Fear of success was identified with the employment of the same content analysis criteria used in psychology. However, the evaluation of the motive was based on avoidance purchase intent rather than the avoidance of competitive situations.

Although limited by sample size, the results of this consumer behavior study suggest that a particular segment of women experience  $F_s$  as a reaction to an advertisement portraying a woman in a successful, atypical female role. The segment of women experiencing  $F_s$  are young, high need achievers. The outcome of arousing the motive to avoid success with an advertisement is a negative purchase intent of the advertised product.

### Marketing and Advertising Strategy

Marketing strategies generally involve the segmentation of an entire market for a product into specific target markets. This segmentation approach requires the positioning of a product through advertising appeals targeted to specific markets.

The findings in this research suggest that marketers should avoid appealing to a particular market segment by associating their product with a successful woman. The profile of this segment is younger women with a high need to achieve. The association that should be avoided is the identification of the product with a successful woman portrayed in an atypical female role. It is inferred from these research results that a marketer can expect purchase avoidance behavior when an advertisement arouses the motive to avoid success in women. However, the generalizability of these findings are limited by sample size and the test of one product category.

### Audience Characteristics

The implications from the findings reported on audience characteristics are presented separately for the personality and attitude variables.

### Personality Characteristics

The trait approach measuring masculine, feminine, and androgynous personality characteristics has not been applied extensively in the study of consumer behavior. A

limited amount of research, considered in Chapter II, examined the relationship between these personality traits and leisure time activities, product and brand use, media exposure, and decision making. These personality characteristics have not been examined in previous research as an explanatory variable in the study of reactions to advertising stimuli. This trait approach is useful in marketing when gender can not explain variations in behavior.

The experimental study reported in this dissertation involved a priori hypotheses regarding particular traits and reactions to advertising stimuli. The findings indicate that variations in purchase intent, as a reaction to advertising stimuli portraying typical and atypical female roles, can not be explained by gender. However, there are significant differences in purchase intent based on the personality traits of women. Feminine women were found to react more positively than masculine women to the advertisement portraying a woman in an atypical role. Although this finding is contrary to the hypothesized relationship, a possible consistency with the results on fear of success, reported previously, is suggested. The findings on  $F_s$  suggested that only women who are capable of achieving will fear success and react negatively in their purchase intent. As noted by Broverman (1972), masculine personality characteristics are associated with successful (i.e., competent) behavior. A woman with a masculine personality incorporates traits that are associated with success, such as, aggression,

competitiveness, assertiveness, and ambition. It is possible that women with these personality traits question their own femininity and, therefore, react negatively when identifying with a masculine woman portrayed in an advertisement. The feminine woman has no reason to question her femininity when viewing the masculine woman; therefore, she has no fear of that woman and reacts positively to the advertisement. Additional research is necessary to explore this possibility.

It is concluded from the results of this study that marketers can not assume a positive reaction to the portrayal of a personality type that is congruent with a consumer's own personality.

#### Attitude toward the Role of Women

Purchase intent as a reaction to typical and atypical roles portrayed in the experimental advertisements did not vary by the respondents' attitudes toward the role of women. Although the hypotheses were not supported, the findings are consistent with a previous study. Duker and Tucker (1977) examined the reactions to stereotypic female roles portrayed in advertisements by women who were measured on independence and predispositions to the women's liberation movement. Their findings indicate that neither independent personalities, nor pro-feminist views affected the subject's regard for the stereotypic female role in advertisements.

The lack of significance found in relating attitude toward women and reactions to female roles portrayed in

advertisements is an important consideration for marketers. A marketer can not assume that a consumer with a self-reported liberal attitude toward the role of women will react positively to a woman positioned in an atypical role. It is plausible to suspect that some lag time exists between self-reported changes in attitude and the associated behavioral reactions to this attitude change. A longitudinal study of attitudes toward women and reactions to typical and atypical roles portrayed is required to substantiate this proposition.

#### Advertisement Ratings

The results in this study indicate that 9 out of the 11 response characteristics, measured by the semantic differential, significantly vary with the experimental advertisements. It is implied that these characteristics are useful in discriminating the reactions to typical and atypical roles portrayed in advertisements. Therefore, it is suggested that these dimensions be employed for future marketing research in this area.

#### Person Perception

Most of the person perception research, reviewed in Appendix F, is not highly relevant to marketing. Wackman (1973) notes some reasons for this lack of relevance. First, research on the input selector in the model of person perception has not provided information on the cues attended and the meaning assigned to these cues as people

process person information. Second, the results from experimental studies on the processing center do not simulate the reality that is of concern to marketers. The experimental studies generally involved giving a list of personality traits associated with a stimulus person to a respondent and observing the total impressions formed about that person. These impressions were formed without any exposure to a visual representation of the stimulus person; the impressions were based solely on association with the personality traits given in the experiments.

Marketers present less direct information in the form of advertisements and are concerned with the impressions resulting from these commercial cues. The approach to person perception in this study involved a marketing application of the input selector and processing center, thereby filling a gap in the literature. The model of person perception--stimulus, input selector, processing center, and response--was evaluated in the experimental test of four advertising stimuli. These stimuli are indirect presentations of person information simulating print advertisements used in marketing. The input selector and processing center were combined in the analyses as these concepts are difficult to separate. The cues attended and the meaning assigned to the person portrayed in the advertising stimuli were identified from a projective test. This projective technique allowed for an unbiased description of impressions formed about the stimulus

person. The findings from this disguised approach to person perception are more valuable to marketers than the results obtained from direct presentations of person information reported in previous studies.

The findings from this experiment indicate that the dominant cue attended in the advertisements tested is the physical appearance of the person portrayed. The manipulation of feminine and masculine cues associated with the physical appearance of the model in the advertisements resulted in the attribution of feminine or masculine personality traits. An additional response to this manipulation was the perception of feminine or masculine roles portrayed; e.g., the woman in the advertisement attired in masculine dress is perceived to be an executive, an atypical female role, and is considered to have masculine personality traits.

#### Marketing and Advertising Strategy

There are certain limitations imposed by the research design that should be noted in order to qualify the extent of the marketing implications. First, the experimental advertisements only portrayed a woman. Therefore, there is no basis for the generalizability of these findings to the portrayal of men in advertisements. It can not be assumed that the physical appearance of a man is the dominant cue attended when viewing an advertisement presenting a male stimulus person. It is also not possible to infer from these research findings any relationships between mas-

culine and feminine cues associated with the physical appearance of a man. Second, the experiment did not manipulate any social interactions as the stimulus person appeared alone in the advertisement. It is plausible to suspect variations in cues attended when more than one person appears in an advertisement; e.g., the social setting might be the dominant cue explaining perceived interactions among people. Third, there were no variations in the space allotted to the stimulus person vs. the setting in this experiment. It is possible that changes in spacial relationships between the figure and the ground will result in differences in attention to the cues.

The results from evaluating the dispositional response component of the model on person perception are particularly applicable to marketing and advertising strategies. As noted previously, the manipulation of masculine and feminine cues alters the personality traits attributed and the expectancies regarding the person in an advertisement. Marketers often depend on the association of their product with the personality and/or perceived role of the person representing the product; e.g., a wholesome girl washes with Ivory soap, and a caring mother is concerned with the gentleness of Johnson's Baby Shampoo. Since these associations are considered primary to the positioning of a product, marketers are cautioned to carefully evaluate the meaning assigned to the cues in an advertisement. Feminine cues should be associated with the physi-

cal appearance of a person representing a product positioned as feminine, such as, a product providing tender care for a child. This representation is intuitively valid and hardly requires confirmation by researchers. However, the utilization of masculine cues associated with a woman is a different concern for today's marketer.

The research indicates that a marketer can effectively achieve a masculine dispositional response regarding a woman in an advertisement by associating masculine cues with her physical appearance. This finding can be employed in the development of advertising campaigns for products used by women in typically masculine situations; e.g., female business leaders easily make corporate decisions after reading the Wall Street Journal.

The research findings also suggest an interesting proposition regarding the source credibility associated with an advertising message. Since masculine personality traits are associated with competent behavior, it can be inferred that this competency often provides credibility. Advertising strategists frequently incorporate this credibility into advertisements portraying women by using male voice-overs instructing the women on product use or product attributes. Marketers also position men in the advertisements to apprise women of the product's attributes or to instruct them on product use, thereby assuring a credible source of information. It is proposed that the attribution of some masculine personality traits to the

women portrayed in advertisements might achieve the credibility associated with competent behavior; e.g., some masculine traits are self-reliance, independence, and decision making abilities. Further research on this proposition is discussed in a later part of this chapter.

### Suggestions for Future Research

The need for future research is suggested by the limitations and the results of the experiment in this dissertation. These suggestions are presented under three topics: (1) motivation, (2) attitude and personality, and (3) perception.

#### Motivation

Further research on the motive to avoid success should utilize a more accurate measure of need achievement. The respondent's educational background was classified into levels of need achievement in this experiment, but the use of a more objective measure of this variable is suggested for future research.

A larger sample of the population would contribute to a better understanding of the theory on fear of success as applied to consumer behavior. The sample base in this experiment was inadequate to confirm the relationship between  $F_s$  and purchase avoidance behavior.

Specifically, three different sample bases are suggested for future research on the motive to avoid success: (1) a replication of the expanded experimental study re-

ported in this dissertation using undergraduate students at a prestigious university as a sample base; (2) comparison of women who have achieved success (i.e., approached success) and women who have avoided success, using a sample of women that graduated from an Ivy League school ten years ago; and (3) a younger age group consisting of women between 13 and 17 years of age, who should be investigated as they are probable candidates to fear success either now or in the future.

The generalizability of the findings reported here are limited by the test of one product category. Therefore, a logical extension of this research is to test various product categories.

#### Attitude and Personality

Research is suggested to test negative reactions in response to the portrayal of a masculine woman in an advertisement as a function of the masculine personality traits of the female respondent. It was proposed that the masculine female respondent might question her own femininity when identifying with a masculine woman in an advertisement and respond by avoiding the purchase of the advertised product.

A longitudinal study of the attitudes toward the role of women and reaction to typical and atypical female roles portrayed is suggested for future research. Since these attitudes do not, at present, explain variations in reactions to different roles, it is possible that a time

lag might exist between self-reported attitude change and behavioral reactions to that change; hence, a longitudinal study is recommended.

### Perception

The application of the person perception model in consumer behavior should be examined by varying several cues within advertisements. First, the portrayal of a male in different situations varying typical and atypical male roles would be of interest to marketers; e.g., Are feminine traits attributed to a man portrayed in a kitchen cooking the family dinner? What are the reactions to this portrayal? Second, advertising stimuli presenting more than one person in different business, social, and home settings would test variations in cues attended and meaning assigned to person information. Third, variations in spacial relationships between the figure and ground in advertising stimuli would further test the importance of physical appearance in the process of person information. Fourth, the proposition that source credibility is associated with the masculine traits attributed to the person conveying the message is an important concern to marketers; hence, future study is suggested in this area.

APPENDIX A



**Just One Drop Freshens Your Breath.**





**Just One Drop Freshens Your Breath.**

APPENDIX B



**Freshens Your Breath-With A Clean Mint Taste!**

Avoi bxno mnstr laeyo aoiu dxpo quto. Dmbent dtnsti pxrxo  
bzny. Quto avoi bxyo mnstr laeyo aoiou dxpo. Bzny cmbent  
dtnsti pxrxo. Dxp quto laeyo aoiu dxpo quto auoi bxyo mnstr.





**Freshens Your Breath-With A Clean Mint Taste!**

Bzny laeyo aoiou dxpo quto auoi bxyo mnstr. Bzny laeyo aoiou dxpo quto auoi Laeyo aoiou dxpo quto auoi bxyo mnstr. Bzny cmbent dinsti pxrxo. Mnstr laeyo aoiou dxpo guto auoi bxgo.





**Freshens Your Breath-With A Clean Mint Taste!**

Quto avoi bxyo mnstr laeyo aoiou dxpo. Bzny cmbent dtnsti  
pxrxo. Dxp quto avoi bxyo mnstr laeyo aoiou. Pxrnxo bzny  
cmbent dtnsti. Aoiou dxpo quto avoi bxyo mnstr laeyo. Dtnsti





**Freshens Your Breath-With A Clean Mint Taste!**

Laeyo aoiou dxpo quto avoi bxyo mnstr. Bzny cmbent dtnsti  
pxrxo. Mnstr laeyo aoiou dxpo quto avoi bxyo. Pxrnxo bzny  
cmbnet dtnsti. Bxyo mnstr laeyo aoiou dxpo quto avoi. Stnsti



APPENDIX C

**Baruch  
College**

The City  
University of  
New York

17 Lexington  
Avenue  
New York  
N.Y. 10010

137

May 3, 1978

DEPARTMENT OF MARKETING

Dear Respondent:

This questionnaire is being administered for the purpose of a research study conducted with the cooperation of Baruch College.

Your participation is a valuable service for this important project. All personal information you provide will remain strictly confidential as it is being used for statistical analysis only.

The interviewer is specially trained to conduct this research. The interviewer is also committed to collect all information in a sealed envelope to ensure confidentiality.

Thank you for your cooperation.

Yours truly,

*Maureen Coughlin*

Maureen Coughlin  
Marketing Department  
Baruch College

PART I Instructions: Write a story about this picture. The following questions are listed as a guide to develop your story:

1. What's happening in the picture?
2. Who is the woman?
3. What is she doing?
4. What is she like?
5. What do you think about her?

PART II We would like you to help us evaluate this advertisement. For each of the following scales first decide which side (word) is most appropriate. Then indicate how strongly you feel by placing an "X" on the line corresponding to "Extremely," "Quite," or "Slightly."

	Extremely	Quite	Slightly	Slightly	Quite	Extremely	
DISLIKE	_____	_____	_____	_____	_____	_____	LIKE
POOR	_____	_____	_____	_____	_____	_____	GOOD
UNPLEASANT	_____	_____	_____	_____	_____	_____	PLEASANT
NOT BELIEVABLE	_____	_____	_____	_____	_____	_____	BELIEVABLE
NOT PERSUASIVE	_____	_____	_____	_____	_____	_____	PERSUASIVE
INEFFECTIVE	_____	_____	_____	_____	_____	_____	EFFECTIVE
COLD	_____	_____	_____	_____	_____	_____	WARM
NOT INTERESTING	_____	_____	_____	_____	_____	_____	INTERESTING
OFFENSIVE	_____	_____	_____	_____	_____	_____	NOT OFFENSIVE
TIRESOME	_____	_____	_____	_____	_____	_____	ENTERTAINING
UNAPPEALING	_____	_____	_____	_____	_____	_____	APPEALING

B. Would you buy the product promoted in this advertisement?

1. Definitely would buy.  
 2. Probably would buy.  
 3. Might or might not buy.  
 4. Probably would not buy.  
 5. Definitely would not buy.

1. Do you use mouthwash? Yes \_\_\_\_\_ No \_\_\_\_\_

IF YES,

2. How often do you use mouthwash?

1. more than once a day  
 2. once a day  
 3. once a week  
 4. less than once a week  
 5. rarely

3. How many brands have you tried within the past year?

1. one  
 2. two  
 3. three  
 4. four or more

PART III The following is a list of personal characteristics, which a person can use to describe him or herself. We would like you to use these characteristics in order to describe yourself. That is, we would like you to indicate on the following scale how true each of these various characteristics are in describing you. Please do not leave any characteristic unmarked.

EXAMPLE: SLY  
 Mark a 1 if it is NEVER OR ALMOST NEVER TRUE that you are sly.  
 Mark a 2 if it is USUALLY NOT TRUE that you are sly.  
 Mark a 3 if it is SOMETIMES BUT INFREQUENTLY TRUE that you are sly.  
 Mark a 4 if it is OCCASIONALLY TRUE that you are sly.  
 Mark a 5 if it is OFTEN TRUE that you are sly.  
 Mark a 6 if it is USUALLY TRUE that you are sly.  
 Mark a 7 if it is ALWAYS OR ALMOST ALWAYS TRUE that you are sly.

	1	2	3	4	5	6	7
	NEVER OR ALMOST NEVER TRUE	USUALLY NOT TRUE	SOMETIMES BUT INFREQUENTLY TRUE	OCCASIONALLY TRUE	OFTEN TRUE	USUALLY TRUE	ALWAYS OR ALMOST ALWAYS TRUE
self-reliant		forceful		eager to soothe hurt feelings		does not use harsh language	
yielding		feminine		conceited		unsystematic	
helpful		reliable		dominant soft-spoken		competitive	
defends own beliefs		analytical		likeable		loves children	
cheerful		sympathetic		masculine		tactful ambitious	
moody		jealous		warm		gentle	
independent		has leadership abilities		solemn		conventional	
shy		sensitive to the needs of others		willing to take a stand			
conscientious		truthful		tender			
athletic		willing to take risks		friendly			
affectionate							
theatrical		understanding		aggressive			
assertive		secretive		gullible			
flatterable		makes decisions easy		inefficient			
happy		compassionate		acts as a leader			
strong personality		sincere		childlike			
loyal		self-sufficient		adaptable			
unpredictable				individualistic			

**PART IV Instructions:** Check the appropriate box ( ) indicating your level of agreement or disagreement with the following statements. The scale has seven points, ranging from "Strongly Agree" to "Strongly Disagree."

	Strongly Agree (7)	Moderately Agree (6)	Mildly Agree (5)	Neutral (4)	Mildly Disagree (3)	Moderately Disagree (2)	Strongly Disagree (1)
1. The word "obey" should be removed from the marriage service.	( )	( )	( )	( )	( )	( )	( )
2. Girls should be trained to be homemakers and boys for an occupation suited to their talents.	( )	( )	( )	( )	( )	( )	( )
3. The initiative in courtship should come from men.	( )	( )	( )	( )	( )	( )	( )
4. A woman should expect just as much freedom of action as a man.	( )	( )	( )	( )	( )	( )	( )
5. Women should subordinate their career to home duties to a greater extent than men.	( )	( )	( )	( )	( )	( )	( )
6. Motherhood is the ideal career for most women.	( )	( )	( )	( )	( )	( )	( )
7. Within their marriage, women should be free to withhold or initiate sex intimacy as they choose.	( )	( )	( )	( )	( )	( )	( )
8. The husband should be regarded as the legal representative of the family group in matters of law.	( )	( )	( )	( )	( )	( )	( )
9. The decision whether to seek an abortion should rest with the wife.	( )	( )	( )	( )	( )	( )	( )
10. Her sex should not disqualify a woman from any occupation.	( )	( )	( )	( )	( )	( )	( )

**PART V** Instructions: CHECK THE APPROPRIATE box ( ) indicating your level of agreement or disagreement with the following statements. The scale has six points, ranging from "Strongly Agree" to "Strongly Disagree."

	Strongly Agree (1)	Moderately Agree (2)	Mildly Agree (3)	Mildly Disagree (4)	Moderately Disagree (5)	Strongly Disagree (6)
1. I often try new ideas before my friends do.	( )	( )	( )	( )	( )	( )
2. When I see a new brand of product on the shelf, I often buy it just to see what it is like.	( )	( )	( )	( )	( )	( )
3. My friends or neighbors often come to me for advice.	( )	( )	( )	( )	( )	( )
4. I feel I am a member of more organizations than most people are.	( )	( )	( )	( )	( )	( )
5. What young people need most of all is strict discipline by their parents.	( )	( )	( )	( )	( )	( )
6. Most people who don't get ahead just don't have enough will power.	( )	( )	( )	( )	( )	( )
7. I sometimes influence what my friends say.	( )	( )	( )	( )	( )	( )
8. Sometimes I buy things impulsively and do not feel sorry about it later.	( )	( )	( )	( )	( )	( )
9. I feel I can talk to most people in the neighborhood anytime I feel like it.	( )	( )	( )	( )	( )	( )
10. People come to me more often than I go to them for information about products.	( )	( )	( )	( )	( )	( )
11. People sometimes say that an insult to your honor should not be forgotten. Do you agree or disagree with that?	( )	( )	( )	( )	( )	( )
12. A few strong leaders could make this country better than all the laws and talk.	( )	( )	( )	( )	( )	( )
13. I like people who take risks in life without fear of what may happen.	( )	( )	( )	( )	( )	( )
14. Men have an obligation to be faithful to their wives.	( )	( )	( )	( )	( )	( )
15. Husbands should have the option to stay home and care for their children while the wife goes to work.	( )	( )	( )	( )	( )	( )
16. A husband should assume the full responsibility for supporting his family.	( )	( )	( )	( )	( )	( )
17. Men should worry less about their masculinity and more about being emotionally happy.	( )	( )	( )	( )	( )	( )

PART VI FOR WOMEN ONLY

1. Which of the following patterns of work and being a homemaker best describes your adult life since finishing your formal education?
- Have worked continuously.  
 Worked, then became full-time homemaker.  
 Have been homemaker continuously.  
 Have combined working and being homemaker at same time.  
 Have alternated working and being full-time homemaker.  
 Does not apply.  
 Student.
2. Are you currently employed in a job outside the home? Yes  No   
 If Yes, go to Question 3 If No, go to Question 4
3. Do you work full or part-time? 4. Do you expect to work in the future?
- Full Time  Expect to work part-time  
 Part-Time  Expect to work full time  
 Do not expect to work
5. If you could choose your life style, which of these four choices would give you the most satisfaction? As you make the choice, assume you could do any of the four whether you are single or married. Just think about which of these life styles would give you the most satisfaction.
- Be mainly a job holder or career woman.  
 Be mainly a homemaker.  
 Combine job or career with homemaking and childcare.  
 If you have children, stay home when children are young, combine job or career with homemaking at other times in life.  
 Don't know.
6. Think about yourself, are women like you shown often, sometimes, or never in...
- |                                  | <u>Often</u> | <u>Sometimes</u> | <u>Never</u> | <u>Don't Know</u> |
|----------------------------------|--------------|------------------|--------------|-------------------|
| a. TV advertising                | ( )          | ( )              | ( )          | ( )               |
| b. Magazine advertising          | ( )          | ( )              | ( )          | ( )               |
| c. Newspaper advertising         | ( )          | ( )              | ( )          | ( )               |
| d. Magazine articles and stories | ( )          | ( )              | ( )          | ( )               |
| e. TV shows                      | ( )          | ( )              | ( )          | ( )               |
7. How capable do you feel you would be to handle each of the following situations?
- |   | <u>Very Capable</u> | <u>Somewhat Capable</u> | <u>Not Capable</u> | <u>No Opinion/ Don't Know</u> |
|---|---------------------|-------------------------|--------------------|-------------------------------|
| a. Manage the family's finances                             | ( )                 | ( )                     | ( )                | ( )                           |
| b. Financially support myself and any dependents I now have | ( )                 | ( )                     | ( )                | ( )                           |
| c. Buy a car on my own                                      | ( )                 | ( )                     | ( )                | ( )                           |
| d. Buy a home on my own                                     | ( )                 | ( )                     | ( )                | ( )                           |
| e. Buy large appliances                                     | ( )                 | ( )                     | ( )                | ( )                           |
| f. Plan a vacation  | ( )                 | ( )                     | ( )                | ( )                           |

PART VII FOR MARRIED ONLY

FAMILY DECISION-MAKING

When important family decisions have to be made in your family, who makes the decision for the following items?  
(Check one answer for each item.)

	Husband Decides	Husband Has More Influence	Equal Influence	Wife Has More Influence	Wife Decides	Does Not Apply/ No Such Decision Ever Made
1. What job the husband should take.	( )	( )	( )	( )	( )	( )
2. What car to get.	( )	( )	( )	( )	( )	( )
3. Whether or not to buy life insurance.	( )	( )	( )	( )	( )	( )
4. Where to go on vacation.	( )	( )	( )	( )	( )	( )
5. What house or apartment to take.	( )	( )	( )	( )	( )	( )
6. Whether or not the wife should go to or quit work.	( )	( )	( )	( )	( )	( )
7. What doctor to have when someone is sick.	( )	( )	( )	( )	( )	( )
8. How much the family can afford to spend per week on food.	( )	( )	( )	( )	( )	( )

	Husband	Wife	No One	Don't Know
A. When there is a disagreement between you and your spouse, who usually wins?	( )	( )	( )	( )
B. Who is the real boss in your family?	( )	( )	( )	( )

1. Do you now belong to any of the following types of clubs or organizations?  
Are you active as a committee member, officer, or director?

	Belong to	Committee member, Officer, Director
Social	_____	_____
Charity/religious	_____	_____
Political/civic	_____	_____
Religious/church	_____	_____
Educational/hobby	_____	_____
Professional	_____	_____
Other (please specify)	_____	_____

2. Thinking about the image of American women today given by TV, radio, newspapers and magazines, would you say the image of women is very accurate, somewhat accurate, or inaccurate given by ...

	<u>Very accurate</u>	<u>Somewhat accurate</u>	<u>Inaccurate</u>
a. TV advertising	_____	_____	_____
b. Magazine advertising	_____	_____	_____
c. Newspaper articles	_____	_____	_____
d. Magazine articles and stories	_____	_____	_____
e. TV shows	_____	_____	_____

3. Thinking about the image of American men today given by TV, radio, newspapers and magazines, would you say the image of men is very accurate, somewhat accurate, or inaccurate given by ...

	<u>Very accurate</u>	<u>Somewhat accurate</u>	<u>Inaccurate</u>
a. TV advertising	_____	_____	_____
b. Magazine advertising	_____	_____	_____
c. Newspaper advertising	_____	_____	_____
d. Magazine articles and stories	_____	_____	_____
e. TV shows	_____	_____	_____

---

FOR EMPLOYED PERSONS ONLY

- A. Do you consider your work a:

\_\_\_\_\_ career  
 \_\_\_\_\_ just a job  
 \_\_\_\_\_ don't know

- B. Imagine that you are given the opportunity not to have to work? What would you do?

\_\_\_\_\_ continue working the same job anyway  
 \_\_\_\_\_ never work again  
 \_\_\_\_\_ continue working but choose another job  
 \_\_\_\_\_ take some time off but eventually return to the same job  
 \_\_\_\_\_ take some time off but eventually return to a different job  
 \_\_\_\_\_ don't know

Part IX

Demographics - Confidential information for statistical analysis.

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1. Are you male or female?                      Male \_\_\_\_\_ Female \_\_\_\_\_
  
2. What is your marital status?                      3. What race do you identify with?
 

<input type="checkbox"/> Single <input type="checkbox"/> Divorced <input type="checkbox"/> Married <input type="checkbox"/> Widowed <input type="checkbox"/> Separated <input type="checkbox"/> Other (specify)	<input type="checkbox"/> Black <input type="checkbox"/> White <input type="checkbox"/> Oriental <input type="checkbox"/> Other (specify)
---	---
  
4. What is your age?                      5. What is your religious affiliation?
 

<input type="checkbox"/> 18 -20years <input type="checkbox"/> 45 -54years <input type="checkbox"/> 21 -24years <input type="checkbox"/> 55 -64years <input type="checkbox"/> 25 -34years <input type="checkbox"/> 65 years and older <input type="checkbox"/> 35 -44years	<input type="checkbox"/> Protestant <input type="checkbox"/> Catholic <input type="checkbox"/> Jewish <input type="checkbox"/> Other (specify)
--	---
  
6. What do you consider your main ethnic or nationality group to be?  
(Other than American)
 

<input type="checkbox"/> Irish <input type="checkbox"/> Italian <input type="checkbox"/> German	<input type="checkbox"/> West Indian <input type="checkbox"/> Afro-American <input type="checkbox"/> Puerto Rican	<input type="checkbox"/> Oriental <input type="checkbox"/> Spanish <input type="checkbox"/> Other (specify)
---	---	---
  
7. Do you have any children? How many? What are their ages?
 

<input type="checkbox"/> no children <input type="checkbox"/> yes children ... (Check all appropriate categories)			
<u>Number</u>		<u>Ages</u>	
<input type="checkbox"/> one	<input type="checkbox"/> five	<input type="checkbox"/> three years or under	<input type="checkbox"/> eleven to thirteen
<input type="checkbox"/> two	<input type="checkbox"/> six	<input type="checkbox"/> four to six	<input type="checkbox"/> fourteen to eighteen
<input type="checkbox"/> three	<input type="checkbox"/> more than six	<input type="checkbox"/> seven to ten	<input type="checkbox"/> over eighteen
<input type="checkbox"/> four			
  
8. What is your principle occupation?
 

<input type="checkbox"/> Homemaker <input type="checkbox"/> Teacher <input type="checkbox"/> Nurse <input type="checkbox"/> Professional (i.e. doctor, lawyer, accountant) <input type="checkbox"/> Business owner <input type="checkbox"/> Business manager  <input type="checkbox"/> Student <input type="checkbox"/> Retired	<input type="checkbox"/> Clerical/sales secretarial <input type="checkbox"/> Skilled craftsman <input type="checkbox"/> Services(e.g. waiter) <input type="checkbox"/> City worker (police, fire, transit etc.) <input type="checkbox"/> Construction worker <input type="checkbox"/> Other (specify)
---	--
  
9. What is the last grade of school finished by you?
 

<input type="checkbox"/> Elementary school <input type="checkbox"/> Some high school <input type="checkbox"/> Graduated high school <input type="checkbox"/> Some college <input type="checkbox"/> College graduate <input type="checkbox"/> Post graduate	
---	--
  
10. What is the last grade of school finished by your spouse?
 

<input type="checkbox"/> Elementary school <input type="checkbox"/> Some high school <input type="checkbox"/> Graduated high school <input type="checkbox"/> Some college <input type="checkbox"/> College graduate <input type="checkbox"/> Post graduate	
---	--
  
11. Which of these categories best describes your INDIVIDUAL income before taxes?
 

<input type="checkbox"/> under \$4,999 <input type="checkbox"/> \$5,000-\$8,999 <input type="checkbox"/> \$9,000-\$11,999 <input type="checkbox"/> \$12,000-14,999 <input type="checkbox"/> \$15,000-19,999 <input type="checkbox"/> \$20,000-24,999 <input type="checkbox"/> \$25,000 and over	
---	--
  
12. Which of these categories best describes your FAMILY income before taxes?
 

<input type="checkbox"/> under \$4,999 <input type="checkbox"/> \$5,000-\$8,999 <input type="checkbox"/> \$9,000-\$11,999 <input type="checkbox"/> \$12,000-14,999 <input type="checkbox"/> \$15,000-19,999 <input type="checkbox"/> \$20,000-24,999 <input type="checkbox"/> \$25,000 and over	
---	--

THANK YOU FOR YOUR TIME

FILL OUT AFTER COMPLETION OF INTERVIEW

NAME: \_\_\_\_\_ TELEPHONE NUMBER: \_\_\_\_\_

ADDRESS: \_\_\_\_\_ COUNTY: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_

Length of Interview: \_\_\_\_\_ Time Ended: \_\_\_\_\_

Date of Interview: \_\_\_\_\_

INTERVIEWER'S NAME: \_\_\_\_\_

INTERVIEWER PLEASE READ AND SIGN

I have reread this completed questionnaire and certify that all questions requiring answers have been recorded in the respondent's exact words, and that all boxes and spaces requiring an "X", a number, or a letter are filled in. This bonafide interview has been obtained according to quota and all interviewing specifications. I agree to keep the content of questions, respondent's answers, and the subject of this interview confidential.

INTERVIEWER'S SIGNATURE: \_\_\_\_\_

SUPERVISOR'S NAME: \_\_\_\_\_ DATE: \_\_\_\_\_

APPENDIX D

## PART I.

Directions for Content Analysis

A story that contains any of the following themes, either completely or partially, should be classified as positive. If the story does not contain any of these themes, it should be classified as negative.

Story Themes\*:

1. Fear of social rejection--fear of losing one's friendships, the loss of one's datable or marriageable quality, actual isolation or loneliness as a result of the success, and the desire to keep the success a secret and pretend that intelligence is not a part of her. This includes wondering or worrying about others' reactions.
2. Doubts about one's normality as a woman, and guilt and despair about the success.
3. Denial of the cue or denying effort or responsibility for obtaining the successful outcome, and bizarre stories.

\*From Tresemer, 1977, p. 90.

## PART II.

Directions for Content Analysis of Person Perception

1. In the story the respondent refers mainly to the woman's:

- 1. clothes
- 2. facial expression
- 3. things in the office
- 4. things in the supermarket
- 5. a combination of physical appearance and surroundings
- 6. only personality characteristics attributed
- 7. not specified

2. The woman in the advertisement is a (an):

- 1. executive/career woman
- 2. secretary
- 3. executive or secretary
- 4. housewife
- 5. working woman
- 6. not specified

**Stereotypic Sex-Role Items**  
(Responses from 74 College Men and 80 College Women)

Competency Cluster: Masculine pole is more desirable	
Feminine	Masculine
Not at all aggressive _____	Very aggressive _____
Not at all independent _____	Very independent _____
Very emotional _____	Not at all emotional _____
Does not hide emotions at all _____	Almost always hides emotions _____
Very subjective _____	Very objective _____
Very easily influenced _____	Not at all easily influenced _____
Very submissive _____	Very dominant _____
Dislikes math and science very much _____	Likes math and science very much _____
Very excitable in a minor crisis _____	Not at all excitable in a minor crisis _____
Very passive _____	Very active _____
Not at all competitive _____	Very competitive _____
Very illogical _____	Very logical _____
Very home oriented _____	Very worldly _____
Not at all skilled in business _____	Very skilled in business _____
Very sneaky _____	Very direct _____
Does not know the way of the world _____	Knows the way of the world _____
Feelings easily hurt _____	Feelings not easily hurt _____
Not at all adventurous _____	Very adventurous _____
Has difficulty making decisions _____	Can make decisions easily _____
Cries very easily _____	Never cries _____
Almost never acts as a leader _____	Almost always acts as a leader _____
Not at all self-confident _____	Very self-confident _____
Very uncomfortable about being aggressive _____	Not at all uncomfortable about being aggressive _____
Not at all ambitious _____	Very ambitious _____
Unable to separate feelings from ideas _____	Easily able to separate feelings from ideas _____
Very dependent _____	Not at all dependent _____
Very conceited about appearance _____	Never conceited about appearance _____
Thinks women are always superior to men _____	Thinks men are always superior to women _____
Does not talk freely about sex with men _____	Talks freely about sex with men _____
Warmth-Expressiveness Cluster: Feminine pole is more desirable	
Feminine	Masculine
Doesn't use harsh language at all _____	Uses very harsh language _____
Very talkative _____	Not at all talkative _____
Very tactful _____	Very blunt _____
Very gentle _____	Very rough _____
Very aware of feelings of others _____	Not at all aware of feelings of others _____
Very religious _____	Not at all religious _____
Very interested in own appearance _____	Not at all interested in own appearance _____
Very neat in habits _____	Very sloppy in habits _____
Very quiet _____	Very loud _____
Very strong need for security _____	Very little need for security _____
Enjoys art and literature _____	Does not enjoy art and literature at all _____
Easily expresses tender feelings _____	Does not express tender feelings at all easily _____

Source: Broverman, Inge K., Susan R. Vogel, Donald M. Broverman, Frank E. Clarkson, Paul S. Rosenkrantz, "Sex-Role Stereotypes: A Current Appraisal," *Journal of Social Issues*, Vol. 28, No. 2, 1972, p. 63

APPENDIX E

## NEGATIVE IMAGERY: MALE RESPONDENTS

There are two parts included in this Appendix: (1) the presentation of three stories, written by male respondents, reflecting negative imagery in reaction to AD I; and (2) four tables comparing male and female respondents associating negative imagery with the successful woman portrayed in the advertisement.

The following negative imagery stories are presented for illustration only. The first story was written by a married man with two children whose occupation as a skilled craftsman brings an income between \$12,000 and \$15,000 per year. He is a high school graduate and is between 45 and 54 years of age.

This executive type woman is trying to prove herself to the business world. Always applying herself to her job. This comes first! Never late, absent, or rude but always worrying how she looks in the eyes of her male opposite numbers.

Young, lovely, unmarried, of course the latter is least important at the present time. A lady of this mode needs love of sort, a pat on the back and eventually the ultimate satisfaction as follows:

1. Husband with good job who is intelligent.
2. Children.
3. Freedom to continue expanding herself.
4. Knowledge, no matter what may occur, that she could still be capable of supporting herself.

This aggressive, independent, at present, will eventually be hurt by being in the business world by a man who is envious of her job or capable of conquering this lady.

The next story was written by a single man who is an undergraduate college student between 18 and 20 years of age. His family's income is above \$25,000 per year.

Lady in picture talking to boyfriend. She is horny as indicated by the position of the pencil in her hand. She is an executive feminist, and therefore is telling the guy where to meet her for dinner and how much she is willing to pay. The lady is a snobby bitch for this reason and personally I can't stand her.

The following story was written by a single man between 21 and 24 years of age. He is a college graduate and his family income is above \$25,000 per year.

The girl in the picture is at work. It is her fiancée on the phone and they have been fighting for the past few days and she has been unhappy. It has been difficult for her to concentrate on her work lately, although she was writing some letters for her secretary to type before calling her boyfriend to discuss things. Her boyfriend gave her an engagement ring, but lately she's been insecure and her insecurity is making things worse for the two of them. She's only twenty-six years old and an already successful business woman, but perhaps she's putting too much pressure on her fiancée to get married.

The latter part of this appendix includes four tables illustrating the differences between men and women, associating negative imagery with a successful woman, on the following characteristics: age, level of need achievement, and purchase intent.

Table A  
 Negative Imagery Associated with Success: A  
 Comparison of Male and Female Respondents

Advertisements	Negative Imagery			
	Female n = 12		Male n = 24	
	n	%	n	%
AD I	8	66.7	13	54.0
AD II	1	8.3	2	8.3
AD III	3	25.0	9	37.5
AD IV	<u>0</u>	<u>0.0</u>	<u>0</u>	<u>0.0</u>
Total	12	100.0	24	99.8*

\*Due to rounding

Table B  
 Negative Imagery Associated with  
 Success: A Comparison by Age of  
 Male and Female Respondents

Age	Negative Imagery			
	Female n = 12		Male n = 24	
	n	%	n	%
18 - 24 years	6	50	9	37.5
25 - 34 years	5	42	9	37.5
35 - 44 years	1	8	0	0.0
45+	<u>0</u>	<u>0</u>	<u>6</u>	<u>25.0</u>
Total	12	100	24	100.0

\*Due to rounding

Table C  
 Negative Imagery Associated with Success:  
 A Comparison of nAch Levels of  
 Male and Female Respondents

nAch	Negative Imagery			
	Female n = 12		Male n = 24	
	n	%	n	%
Low	0	0	4	16.6
Average	6	50	10	41.6
High	<u>6</u>	<u>50</u>	<u>10</u>	<u>41.6</u>
Total	12	100	24	99.8*

\*Due to rounding

Table D  
 Negative Imagery Associated with Success:  
 A Comparison of Male and Female  
 Respondents on Purchase Intent

Purchase Intent	Negative Imagery			
	Female n = 12		Male n = 24	
	n	%	n	%
Probably would buy	2	16.6	3	12.5
Might or might not buy	1	8.3	7	29.1
Probably would not buy	<u>9</u>	<u>75.0</u>	<u>14</u>	<u>58.3</u>
Total	12	99.9*	24	99.9*

\*Due to rounding

APPENDIX F

### Person Perception

The utilization in this dissertation of pictorial cues (i.e., experimental advertisements) to arouse the motive to avoid success is dependent on the perception of the person portrayed in the advertisement as successful. The Warr and Knapper (1968) model of person perception is introduced to explain varying perceptions based on cues attended, dispositions attributed, and expectancies about the person in the advertisements. The application of a person perception model is considered secondary to the main thesis of this dissertation--the motive to avoid success; therefore, it is presented as an appendix to the experiment on fear of success.

As noted in the results of the pre-test study, reported in Chapter III, the viewer's perception of the person portrayed in the experimental advertisements is a function of an interaction between the person and the situational background. Therefore, an analysis of the cues attended and the meaning assigned to these cues is undertaken in this discussion. In order to validate the experimental variable as depicting typical and atypical role portrayals, an analysis of the role perceived by the respondent in reaction to the experimental advertisement was investigated and reported in Chapter V.

The focus of this discussion is limited to research specific to the components of the Warr and Knapper model relevant to this dissertation.

Person perception theory involves the process by which judgements and expectancies are formulated regarding another person's personality and behavior. There are two main approaches to perception theory and research: (1) the accuracy approach, and (2) the process approach. The accuracy approach focuses on how accurate one person is in judging another's behavior; the process approach considers the formulation of judgements and expectancies about another person.

The process approach is reviewed here as it is a more important concern in marketing because it focuses on factors over which marketers have some control; e.g., the presentation of person information in a print advertisement. Because the experimental study reported in the text of this dissertation included four print advertisements, the process approach is considered salient to this study.

The format of this presentation includes: (1) review of the literature on a model of interpersonal perception, (2) hypotheses, (3) methodology, (4) results, and (5) summary. A complete discussion on marketing implications is presented in Chapter VI of this dissertation.

#### Warr and Knapper Model of Person Perception

The Warr and Knapper (1968) model of person perception, a process approach, consists of four major sets of variables: (1) stimulus, (2) input selector, (3) processing center, and (4) response (refer to Table E). Each one of these variables is discussed separately in the following paragraphs.

Table E  
Simplification of the Warr and Knapper  
Model of Person Perception

Stimulus ---- Input Selector ---- Processing ---- Response  
Center

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Source: Wackman, Daniel B. Theories of interpersonal perception. In Ward, Scott & Thomas S. Robertson (Eds.). Consumer Behavior: Theoretical Sources, 1973, 504.

The stimulus is the presentation of person information to a perceiver. Person information can be presented directly in a person-to-person interaction or indirectly through films, still photographs, or a written description of the stimulus person.

The input selector is the process by which a perceiver selects cues from the stimulus and assigns meaning to those cues. Although little research has been conducted on the input selector, some research findings indicate that the attire on the stimulus person affects the perceived status of that person (Douty, 1962; Hoult, 1951; Thibout & Riecken, 1955). These research findings provide some information on the meaning assigned to a clothing cue.

The processing center focuses on the combined meaning of cues attended by a perceiver to form a total impression--"A person who wears glasses must be intelligent."

The response is an internal non-behavioral response. There are three kinds of responses to the presentation of person information:

1. The attribution of personality characteristics are dichotomized as: (a) episodic response--the present state of the stimulus person, such as, angry or tense, and (b) dispositional response--lasting personality traits, such as, compliant, aggressive, or gentle.

2. Expectancies about the person; e.g., the person is a medical doctor.

3. An affective response which can indicate attraction, dislike, or sympathy.

Only dispositional attributions and expectancies about the stimulus person are considered pertinent responses in this dissertation. Wackman (1973) notes that although there is a paucity of research on the input selector, there are numerous studies investigating the processing center in research on the dispositional attribution response.

Much of this research involved trait implications including studies on: (1) the centrality of one trait dominating others, (2) inferences from one cue trait to many other traits, and (3) the dependency on highly correlated traits to form a total impression (Asch, 1946; Bruner, Shapiro & Taguiri, 1958; Warr & Knapper, 1968; Wishner, 1960). In trait implication research, subjects are given a list of traits regarding the stimulus person, sometimes in different treatment groups, and asked to form an impression about the person. This presentation of person information obviously does not simulate a marketing situation. Marketers utilize indirect presentations of person information in the form of advertisements, not lists of traits. In 1973, Wackman noted that most person perception research is not highly relevant to marketing. There is still little relevant research in the field of marketing regarding the theory of person perception.

The limitations of research in the area of person perception served as the groundwork for the marketing application in this dissertation. First, there is a

paucity of research on the input selector in person perception studies. Second, the trait application approach to the study of the processing center is not highly relevant to marketing. The research presented in this study was designed to partially fill this gap in the literature.

This study examines the components of the model of person perception in an experimental test of four advertisements varying the attire on the model and situational background in which she is portrayed; i.e., reactions to the experimental advertisements are analyzed to identify cues attended in the formation of dispositions attributed and expectancies regarding the model portrayed in the print advertisements.

#### Hypotheses

There is a figure and ground interaction affecting the respondent's perception of the role portrayed, typical or atypical, by the model in the advertisements tested, as noted in Chapter III. The basis for hypothesizing relationships between the input stimulus, person information, and the dispositional responses was provided by this exploratory design presented in Chapter III. A cursory review of the 159 stories written in response to two advertisements, contained in the exploratory data, provides some insight on the perception of a person. The two advertisements in the pre-test study varied the situation portrayed: (1) AD I portrayed a woman attired in a pantsuit and set in a business office, and (2) AD II portrayed

a woman attired in a pantsuit and set in a store (refer to Appendix A). It appears that a respondent selecting the model's attire (pantsuit) as a cue then assigns a masculine meaning to that cue. When a respondent selects both the pantsuit and the business setting as cues, they form a total impression of a business woman and expect that she is an executive. However, when the respondent combines the cues, pantsuit and a store, they form a total impression of a working woman but expect that she is either a secretary, a clerk, or possibly an executive.

It appears that the advertising stimuli have a combination of masculine and feminine cues. Shopping in a store is a feminine cue, while a pantsuit and a business office are masculine cues. This relates directly to the deliberate variation of atypical and typical roles in the pre-test study, where a typical female role is considered feminine, and an atypical female role considered the opposite--masculine.

There were four advertisements tested in the expanded study (reported in Chapter IV) varying the attire and situation of the model (refer to Appendix B).

AD I. A pantsuit in a business setting.

AD II. A dress in a business setting.

AD III. A pantsuit in a supermarket.

AD IV. A dress in a supermarket.

The data from the expanded study are the subjects of these person perception analyses.

The hypothesized reaction to the input stimulus (i.e., person information in the form of four print advertisements) is presented under two categories of responses--the attribution of personality characteristics, and expectancies about the person.

#### Attribution of Personality Characteristics

H<sub>1</sub>. An advertisement portraying a woman attired in a pantsuit and set in a business office is a cue to attribute masculine personality traits to the woman.

H<sub>2</sub>. An advertisement portraying a woman attired in a dress and set in a business office is a cue to attribute both masculine and feminine personality traits to the woman.

H<sub>3</sub>. An advertisement portraying a woman attired in a pantsuit and set in a supermarket is a cue to attribute both masculine and feminine personality traits to the woman.

H<sub>4</sub>. An advertisement portraying a woman attired in a dress and set in a supermarket is a cue to attribute feminine personality traits to the woman.

The hypotheses assume that a respondent will attend a combination of cues when presented with person information. This assumption is based on the model and situation interaction reported in the pre-test findings.

#### Expectancies as a Response to Person Information

The expectancies of behavior are directly related to personality characteristics. Broverman (1972) reports

that feminine personality traits are clustered under warmth-expressiveness behavior, while masculine traits cluster under competent behavior; e.g., some feminine characteristics are nurturance, gentleness, and tenderness; and some masculine traits are aggression, competitiveness, and leadership. Feminine traits are associated with typical female behavior, such as shopping for one's family. Masculine traits are associated with an atypical female behavior, such as becoming a successful business executive. Therefore, it is logical to hypothesize that masculine traits are associated with an atypical female occupation, executive, and feminine traits are associated with a typical female occupation, housewife.

The following hypotheses relate the personality characteristics attributed to the woman depicted in the advertisements and the expected occupation, or perceived role, of the woman. The personality characteristics for each advertisement and the expected occupation are outlined in Table F.

H<sub>5</sub>. The perceived role portrayed by the woman who is considered masculine is that of an executive or career woman.

H<sub>6</sub>. The perceived role portrayed by the woman who is considered both masculine and feminine is that of either a secretary, a clerk, or an executive.

H<sub>7</sub>. The perceived role portrayed by the woman who is considered feminine is that of a housewife.

Table F  
 Perception of a Woman: Hypothesized  
 Attributions and Expectancies

Advertisement	Dress by Situation	Personality Attribute	Expected Occupation
AD I	pants suit/ business setting	masculine	executive (career woman)
AD II	dress/business setting	masculine & feminine	either secre- tary, working woman, or executive
AD III	pants suit/ supermarket	masculine & feminine	either secre- tary, working woman, or executive
AD IV	dress/supermarket	feminine	housewife

### Methodology

A complete discussion on the procedures employed in this experimental study is reported in Chapter IV of this dissertation. However, a brief summary of the methodology is mentioned here.

A quota sample of 420 respondents were personally interviewed by junior and senior level undergraduate students from Baruch College, City University of New York. During the interviews, the respondents were exposed to one of four experimental advertisements after which they completed a nine part questionnaire. The first part of the questionnaire consisted of a projective tool, storytelling, measuring the motive to avoid success as a reaction to the experimental variable; i.e., the advertisement. This projective measure also served as the base for person perception analysis and is discussed further in the following section.

### Measurements

The stories written in response to the advertising stimuli, presented in Part I of the questionnaire, served as the projective tool to analyze person perception in addition to  $F_S$ . This disguised, non-structured question is assumed to provide a less biased response than a direct categorization of possible cues attended, traits attributed, or dispositions formed in response to person information.

The same two analysts that analyzed the stories for  $F_S$  themes were employed to categorize responses to person

perception information through the content analysis of the stories. The person perception analysis was assigned after the scoring was completed for  $F_s$  thema.

The stories were content analyzed to measure specific variables identified in the Warr and Knapper model of interpersonal perception. Cues attended, dispositional traits attributed, and expectancies about the person, in response to person information presented in the form of advertisements, were extrapolated from the stories.

### Scoring

Specific directions were developed for story analysis (refer to Appendix D). Categories were arranged to identify cues attended in the advertisement and expectancies inferred about the person. The cues attended include: (a) physical appearance (e.g., clothes), (b) things in the office or things in the supermarket, and (c) a combination of physical appearance and surroundings. Additional categories were provided for stories not specifying a cue and stories identifying only perceived personality attributes of the person without referring to cues in the advertisement.

Expectancies about the person, based on pre-test findings and defined in terms of perceived occupation, were classified as follows: (1) executive/career woman, (2) secretary, (3) executive or secretary, (4) housewife, (5) working woman, and (6) not specified.

The dispositional traits attributed to the woman in the advertisements were classified as either feminine or

masculine. A list of stereotypic sex role items developed by Broverman et al. (1972) was used as a criteria for the classification of feminine and masculine attributes identified in the stories (refer to Appendix D). The analysts were instructed to check the story content against the list of sex role items; e.g., If the woman in an advertisement was identified as competitive, the analysts checked the item competitive, which appears as a masculine item on the list.

The number of items checked on the sex role list were individually totaled for each story and the perception of the person then categorized as masculine, feminine, or both masculine and feminine. The categorization of items was based on "if-then" formulas: (1) if the number of feminine sex role items, checked by the analysts, were greater than the number of masculine items identified, then the perception of the person was classified as feminine; (2) if the number of masculine sex role items were greater than the number of feminine items, then the perception of the person was classified as masculine; (3) if there were an equal number of feminine and masculine sex role items identified, then the perception of the person was classified as both feminine and masculine; and (4) if there were no sex role items identified in the story, then the perception of the person was classified as not specified.

### Results

The experimental data, analyzed according to the Warr and Knapper model of interpersonal perception, explain

the interactive effect of the model and situation on the perception of the roles portrayed in the advertisement.

Content analysis of the stories written in response to person information, presented in four print advertisements, identified the following: (a) cues attended in the advertisement, (b) dispositional responses, and (c) expectancies about the stimulus person.

The presentation of the content analyses results is dichotomized into response categories of person information: (a) attribution of personality characteristics, and (b) expectancies as a response to person information. In addition, the cues attended to form a total impression of the stimulus person are discussed after the analysis of response categories.

Bivariate analysis of these data are presented to test the hypotheses.

#### Attribution of Personality Characteristics

The dispositional responses to the stimulus person were analyzed by comparing the stories written in response to the advertisement against a sex role inventory. The content analysts were directed to check the appropriate items in the story against this inventory. The items were totaled and the disposition assigned as masculine, feminine, or both masculine and feminine. Apparently, the instruction to assign only those stories with an equal number of masculine and feminine items to the category of combined traits was ineffective. A majority of those stories, attrib-

uting traits to the person, contained an equal number of characteristics and, therefore, the dispositions were categorized as either masculine or feminine. This dichotomous response causes minor problems in examining the hypothesized relationships between person information and the dispositional response.

The following discussions on Hypotheses 1 through 4 are referring to the data presented in Table G.

H<sub>1</sub>. An advertisement portraying a woman attired in a pantsuit and set in a business office is a cue to attribute masculine personality characteristics to the woman.

The results confirm this hypothesis. In response to AD I (pantsuit/business office), 56 (41.8%) of the respondents attributed masculine personality characteristics to the woman in the advertisement, while only 20 (14.9%) attributed feminine traits.

H<sub>2</sub>. An advertisement portraying a woman attired in a dress and set in a business office is a cue to attribute both masculine and feminine personality traits to the woman.

As noted previously, the combined personality trait category was eliminated from the analysis due to difficulty in assigning the characteristics. However, the results indicate that a similar number of respondents attributed male traits to the woman as attributed female traits. In response to AD II (dress/business office), 23 (21.9%) of the subjects viewing the advertisement attributed masculine personality traits to the woman, and 27 (25.7%)

Table G  
 Attribution of Personality Characteristics to  
 the Stimulus Person in the Advertisements\*

Attributed Personality Traits	Experimental Advertisements							
	AD I n = 134		AD II n = 105		AD III n = 86		AD IV n = 95	
	n	%	n	%	n	%	n	%
Masculine	56	41.8	23	21.9	33	38.4	5	5.3
Feminine	20	14.9	27	25.7	16	18.6	53	55.8
Not Specified	<u>58</u>	<u>43.3</u>	<u>55</u>	<u>52.4</u>	<u>37</u>	<u>43.0</u>	<u>37</u>	<u>39.0</u>
Total	134	100.0	105	100.0	86	100.0	95	100.1

\*Chi square level of significance = .01

\*\*Due to rounding

attributed feminine traits. These results indirectly suggest support for H<sub>2</sub>.

H<sub>3</sub>. An advertisement portraying a woman attired in a pantsuit and set in a supermarket is a cue to attribute both masculine and feminine personality traits to the woman.

Again, there is slight confusion in testing this hypothesis due to the elimination of the combined personality trait category. The results, however, suggest a lack of support for this hypothesis. In response to AD III (pantsuit/supermarket), 33 (38.4%) of the respondents viewing the advertisement attributed masculine personality traits to the woman, while 16 (18.6%) attributed feminine traits. Apparently, the masculine pantsuit is the dominant cue in this advertisement; hence, the attribution of masculine traits.

H<sub>4</sub>. An advertisement portraying a woman attired in a dress and set in a supermarket is a cue to attribute feminine personality traits to the woman.

The results confirm this hypothesis. In response to AD IV (dress/supermarket), 53 (55.8%) of the respondents viewing the advertisement attributed feminine personality traits to the woman, while 5 (5.3%) attributed masculine traits.

#### Expectancies as a Response to Person Information

It was proposed that the perceived occupation, or role, of the woman in the advertisements is associated

with the personality traits attributed to the woman. Masculine traits were considered to be associated with an atypical female occupation, and feminine traits were considered to be associated with a typical female occupation. The perceived occupation of the woman portrayed in the advertisements was defined as the expectancy in response to person information.

Content analysis of the stories written in response to the advertisements resulted in a categorization of both personality and expectancy responses. As noted previously, the combined personality category for feminine and masculine characteristics was eliminated causing some minor problems in the test of hypotheses.

The following discussions on Hypotheses 5 through 7 are referring to the data presented in Table H.

H<sub>5</sub>. The perceived role portrayed by the woman who is considered masculine is that of an executive or a career woman.

The results confirm this hypothesis. Of those respondents attributing masculine personality characteristics to the woman, 79 (67.5%) of them expect that she is an executive, an atypical female occupation. Small percentages of respondents attributing masculine traits to the woman expect that she is a secretary or a housewife, both typical female occupations.

H<sub>6</sub>. The perceived role portrayed by the woman who is considered both masculine and feminine is that of either a secretary, a clerk, or an executive.

Table H  
 Attributed Personality Traits Related  
 to Perceived Occupation (Role)

Perceived Occupation (Role)	Personality Traits					
	Masculine n = 117		Feminine n = 116		Not Specified n = 187	
	n	%	n	%	n	%
Executive	79	67.5	39	33.6	91	48.6
Secretary/Clerk	9	7.7	22	19.0	44	23.5
Secretary or Executive	7	6.0	1	.9	8	4.2
Housewife	5	4.3	35	30.2	14	7.4
Not Specified	<u>17</u>	<u>14.5</u>	<u>19</u>	<u>16.4</u>	<u>30</u>	<u>16.1</u>
Total	117	100.0	116	100.1	187	99.8*

\*Due to rounding

The results indicate a lack of support for this hypothesis. The combined personality trait category was eliminated from these analyses. Therefore, the results are an indirect test of the hypothesis. The findings indicate that significantly fewer respondents associate personality traits, male or female, with the person perceived to be a secretary or an executive. However, of those respondents attributing feminine traits to the woman, 22 (19%) perceived her occupation to be a secretary, while only 9 (7.7%) attributing masculine traits perceived the woman to be a secretary.

H<sub>7</sub>. The perceived role portrayed by the woman who is considered feminine is that of a housewife.

There is no evidence of support for this hypothesis. Although 35 (30.2%) of the respondents attributing feminine traits to the woman perceive her to be a housewife, an additional 39 (33.6%) perceive her to be an executive.

#### Cues Attended: Association with Perceived Occupation

The classification of the cues attended by the respondents viewing the experimental advertisements resulted in four categories: (1) physical appearance (including facial expression and clothes), (2) a combination of physical appearance and surroundings, (3) only personality traits attributed, and (4) not specified.

The results of classifying the cues attended indicate support for the proposition that the model's attire is dominant in altering the perception of the woman in the

advertisements. Physical appearance was the main cue associated with all the perceived occupational expectancies (refer to Table I). The dominant influence of the model over the situation explains some of the variations in person perception; e.g., the woman in AD III, attired in a pantsuit, is perceived to be an executive/career woman although she is situated in a supermarket (refer to Table 14 in Chapter V). In addition, masculine personality traits are attributed to the woman in AD III (refer to Table G).

#### Summary

The perception of the person in the experimental advertisements, as portraying a typical or an atypical role, is the result of a combined model and situation effect. It is inferred from these findings that the attribution of masculine personality traits and the perceived executive/career role is a function of the masculine cues in the advertisement; e.g., the masculine pantsuit/masculine business office in AD I and the masculine pantsuit/feminine supermarket in AD III. It is also inferred that the attribution of feminine personality traits and the perceived female occupations are a function of the feminine cues in the advertisement; e.g., the feminine dress/masculine business office in AD II and the feminine dress/feminine supermarket in AD IV. The attire is the dominant factor in the perception of a person; i.e., feminine dress/feminine person, and masculine dress/masculine person.

Table I  
 Cues Attended in an Advertisement Related  
 to Perceived Occupation (Role)

Cues Attended	Executive n = 209		Secretary n = 75		Executive or Secretary n = 16		Housewife n = 54		Not Specified n = 66	
	n	%	n	%	n	%	n	%	n	%
Physical Appearance	88	42.1	38	50.6	9	56.3	30	55.5	27	41.9
Combination of Physical Appearance and Surrounding	76	36.3	18	24.0	7	43.8	14	25.9	22	33.3
Only Personality Traits Attributed	36	17.2	16	21.3	0	0.0	9	16.7	11	16.7
Not Specified	9	4.3	3	4.0	0	0.0	1	1.9	6	9.1

Therefore, the typical female role is perceived in AD II and AD IV, while the atypical female role is perceived in AD I and AD III (refer to Table 14 in Chapter V).

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