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Study of Information Specific and Relational Processing through Advertising Messaging Frameworks

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Study of Information Specific and Relational Processing through Advertising Messaging Frameworks

by

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Thesis

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Dedication

To Brennan, my family, my friends, and of course the AdGrads.

Acknowledgements

First, to Dr. Matthew Eastin. You have been my mentor, my professor, my guiding light and my friend. This thesis would not be possible without your unwavering guidance and patience throughout this experience. Dr. Vincent Cicchirillo, your counsel was greatly appreciated throughout this endeavor. To my fellow AdGrads, your greatness was an inspiration and I am thankful to have you all by my side. Finally, to Brennan and my family; your love and unending support is the reason I was able to keep my chin high, work hard, and accomplish this lifelong goal. Thank you to all who were an integral piece to my success.

Abstract

Study of Information Specific and Relational Processing through Advertising Messaging Frameworks

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Abstract: Utilizing the information garnered from research on information processing in the two elaboration types (i.e., item-specific and relational processing) this research examines the influence of gender and advertising narrative effectiveness. Advertising effectiveness is determined by recall and perception from exposure to relational and item-specific developed narratives. Included are literature reviews, supporting data and analysis, results, discussion, and speculations of differing outcomes based on the study conducted.

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Introduction and Literature Review

   Literature Review. How individuals process information has been of interest to many fields of study for several decades. The social sciences have developed and utilized models of how to gauge cognition through a series of channels; visual, audio visual, tactile, etc (Anderson, 1995). Additionally, research has identified that those of different genders process information differently (Burstein, Bank and Jarvik 19890). Speculating that women are more spatial or emotional and men enjoy precise dictations and mile markers in regards to directions. Here, research argues that there are distinct differences in brain patterns that are affected at the chromosomal level, i.e. sex (Putrevu, 2001). Many theories have addressed the differences of information processing between the genders. For instance, the selective hypothesis theory states that men are less likely to engage in messaging, specifically advertising, that is elaborate and comprehensive than women unless they are intrinsically motivated (Kempf, 2006). The current study will further engage these ideas and extend them to differences that exist between item-specific and relational processing. From there differences will be tested across perception and recall of information amongst consumers.

   To this end the aim is to uncover how advertising messages can best be developed to fit the needs of the consumer, regardless of gender, and understand how the information presented is interpreted, recalled, and perceived. Although there are a combination of factors that allow individuals to explain why and how people enjoy not only advertising, but messages in general; it is the goal of this study to further the platform of knowledge that already exists in regards to item-specific and relational processing preferences and habits across gender and potentially discover new ideas that can be later explored within this information context.

Gender Processing Differences. Putrevu (2001) separates men into utilizing, or demonstrating a preference for "item-specific processing" whereas women are "relational processors" (pg 2). Item-specific processing stresses attributes that are unique or distinctive to a particular message, whereas relational processing emphasizes similarities or shared themes among disparate pieces of information. As item-specific processors, men generally focus on specific messages or cues rather than trying to decipher any interrelationships that exist. Further, men are less likely to be motivated intrinsically, are less romantic or emotional cued, and exhibit signs of being less visually oriented than their women (Holbrook, 1986). Women have a tendency to search for interrelationships or distinguish differences in multiple messages exemplifying the idea that women are generally more comprehensive processors compared to men (Kempf, 2006). It has also been suggested that women are easily influenced and likely to conform societally than their men (Aronson 1972; Sistrunk and McDavid 1971). Pioneers of this research in differentiation between processors, Hunt and Einstein (1980) delved deeply into the differences between item-specific and relational processes, where the differences lie, and in what instances the brain utilizes one process in lieu of another. This information will be addressed throughout areas of the review of the literature.

Processing Preference Message Design. Einstein and Hunt (1980) stated that cognitive elaboration is central to the explanation of what impacts and what advertising appeals influence a consumer. This can range from learning that is gained from the message to judgments the consumer develops in regards to the message (Bettmen 1979; Petty and Cacioppo 1986; Tybout and Artz 1994). The type of elaboration that individuals engage in may also reason to explain what and how much of the information presented in the advertisement is recalled in addition to other stimuli presented (Kent and Machleit 1990; Meyers-Levy 1991). Hunt and Einstein (1980)

suggest that elaboration can be separated into two types; item-specific and relational. If information presented can be associated or grouped into particular categories in which a product may belong then the elaboration of the processing performed is likely to be relational (Einstein et al 1990; Hunt and Einstein, 1981; Meyers-Levy 1991). Therefore, it was reasoned that information unique or lacking correlation to other individual items presented within a list of information would belong to the type of processing that is item-specific. The distinction between these two types of processors becomes important because each type of processor has the ability to provide unique information as a learning stimulus (Hunt and Einstein 1981). As stated, men and women are likely to demonstrate a preference for different types of processing. Women, whom are speculated relational processors, are likely to preference information that is not only categorical, but prefer information that is emotional stimulating and identifiable in nature (Holbrook, 1986). Thus, establishing a bridge between the information presented in an advertisement and subsequently connecting it to the self and categorizing it to relevant information already stored within their memory. Men, the item-specific processors, are therefore likely to respond to advertising narratives that are presented objectively, focusing on key details and eliminating erroneous information that is not key to the understanding of the product or service. This includes information about the products size, numerical information fiscally associated with price, and the color of the product. This is reinforced by the selectivity hypothesis which states that unless the condition of a study contextually has high involvement, sex differences and preferences emerge between men and women. Specifically men often focus on highly salient cues in lieu of performing detailed processing that is associated with heightened message elaboration (Putrevu, 2001). Men are not likely to engage in a comprehensive and detailed judgment via all information available before rendering judgment of the information

presented (Meyers-Levy 1989; Meyers-Levy and Maheswaran 1991; Meyers-Levy and Sternthal 1991). Women, on the other hand, attempt to assimilate all information into one message structure before rendering a judgment on the product or service that has been presented (Putrevu, 2001). The impact of this information will yield better results if the woman gains emotional satisfaction from the message and can identify with it on a more personal level (Holbrook, 1986). It is the research provided from Hunt and Einstein (1980) on processing preferences in regards to gender types as well as supporting information that creates the basis for the primary hypotheses posited in this study.

H1: Women will demonstrate a higher preference for relational processing than item specific processing.

H2: Men will demonstrate a higher preference for item-specific processing than relational processing.

H3: Gender will interact with narrative-type for message preference. That is, women will demonstrate greater preference for a relational advertising narrative followed by an item-specific narrative. Men will demonstrate higher preference for an item-specific narrative, followed by a relational narrative.

Perception in Processing. Processing perception is not limited to the messaging framework design of the information. In several cases where the product is perceived to be produced from geographically, either domestically or foreign, has exhibited varying effects. For example, studies on consumer identification has been found to effect domestic perception (Josiassen, 2011) as well as global orientation and world-mindedness can affect attitudes toward global brands (Guo, 2013) and product positioning in advertising (Nijssen and Douglas, 2011). These studies demonstrate the effect of how consumers perceive the value, quality, and availability of their product. As a comparison, past research has focused on studies that evaluate perception in regards to the purchase of vehicles; both foreign and domestic in relation to the

desires of their consumer base. Here, studies have determined that the Country of Origin effect (COO effect) is overall developed on the perceived value of the strengths and weaknesses associated with the products market place economy (Klein and Ettensen, 1999). When conducting a cross cultural comparison, consumer's attitudes demonstrate significant levels of variation depending on how closely the home countries ideals align with the foreign country being examined (Wang and Lamb, 1983; Yavas and Alpay, 1986). These ideals not only include economical similarities, but also religious and political similarities important contextually to the consumer. Given the level of disparity between the United States and Europe across economical norms, it is likely the item-specific processor would find foreign products from this region less appealing. Disparity of cultural and economic norms is unfavorable to the item-specific processor, or men, who do not engage in extensive processing prior to making a judgment. European products favor women, the relational processors as they exhibit and exotic and luxurious appeal. The higher and more in-depth processing needed given the disparities existing between the sociological, political and economic norms would be highly unfavorable to the item-specific processor (i.e., men). Therefore this study hypothesizes the following:

H4: Women will demonstrate more positive affect towards perception of global products compared to perceptions of domestic products.

H5: Men will demonstrate more positive affect towards perception of domestic products compared to perception of global products.

Difference in Processing Recall. Recall of different types of cognitive elaboration and information processing has been linked to a variety of factors. It has been discussed as involving both generative and discriminative processes that prompt elaboration that requires high levels of a specified processing types (Brown, 1976; Hastie and Carlston, 1980). Past research has

discussed that a small set of clustered advertising claims encourages relational processing over item-specific processing (Hunt, Ausley, and Schultz, 1986). In regards to presented information, relational processing has aided recall in instances of information that is holistic, or sensory in nature (Plato, *Charmides*,156b). Item-specific information has consistently found that when only specific characteristics are present, rather than erroneous filler information, higher recall results (Lockhart et al., 1976). Therefore it can be inferred that emotional and self-identifying language used to develop advertising narratives establishes a stronger preference for the relational processor (i.e., women). Additionally, the amount of information recalled would also increase for women when exposed to these relational advertising narrative-types. The item-specific narrative would then favor men as the information presented is designed to provide the consumer specific and differentiating items, exemplifying a particular purpose of factual information within the advertising narrative-type. Thus, the following is hypothesized:

H6: Gender will interact with recall for narrative-type. That is, women will demonstrate higher recall with a relational narrative compared to an item-specific narrative, while men will demonstrate higher recall with an item-specific narrative compared to a relational narrative.

Method and Procedures

   Sample. Data was collected via an online questionnaire distributed to 130 members of

The University of Texas at Austin graduate and undergraduate student population. From this

solicitation, 109 participants completed the questionnaire (84%) comprising of 62 women (57%)

and 48 men (43%). Ethnographic data of the participants yielded Non-Hispanic Whites (56%),

Black or Afro Caribbean (3%), Latino (18%), Asian American (14%), Middle Eastern (3%) and

Native American or Alaskan Native (3%).

   An online questionnaire was distributed using randomization measures to each

participant. The study was separated by gender (i.e., women received a narrative more relevant to

women's purchasing habits and men received a narrative more relevant to men's purchasing

habits) to delineate if either men or women process differently in regards to perception of

product and recall of the advertising narrative-type presented.

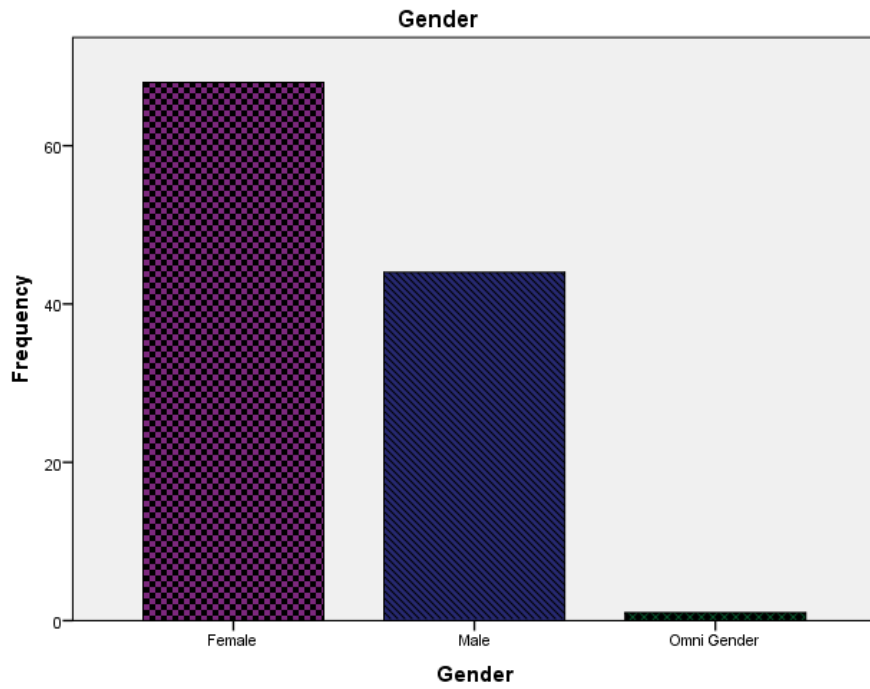Figure 1: Participant Gender Types
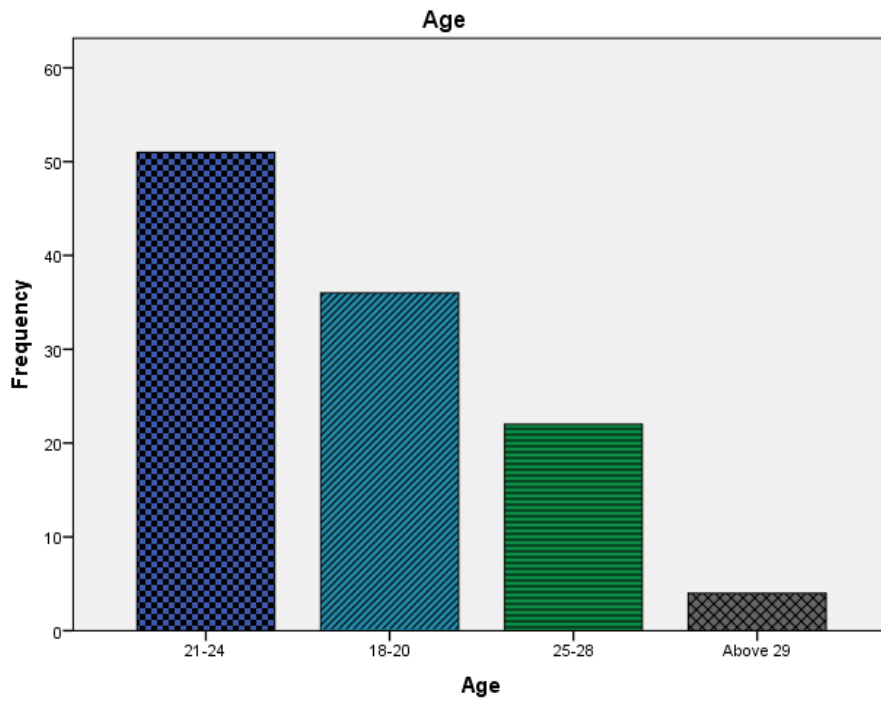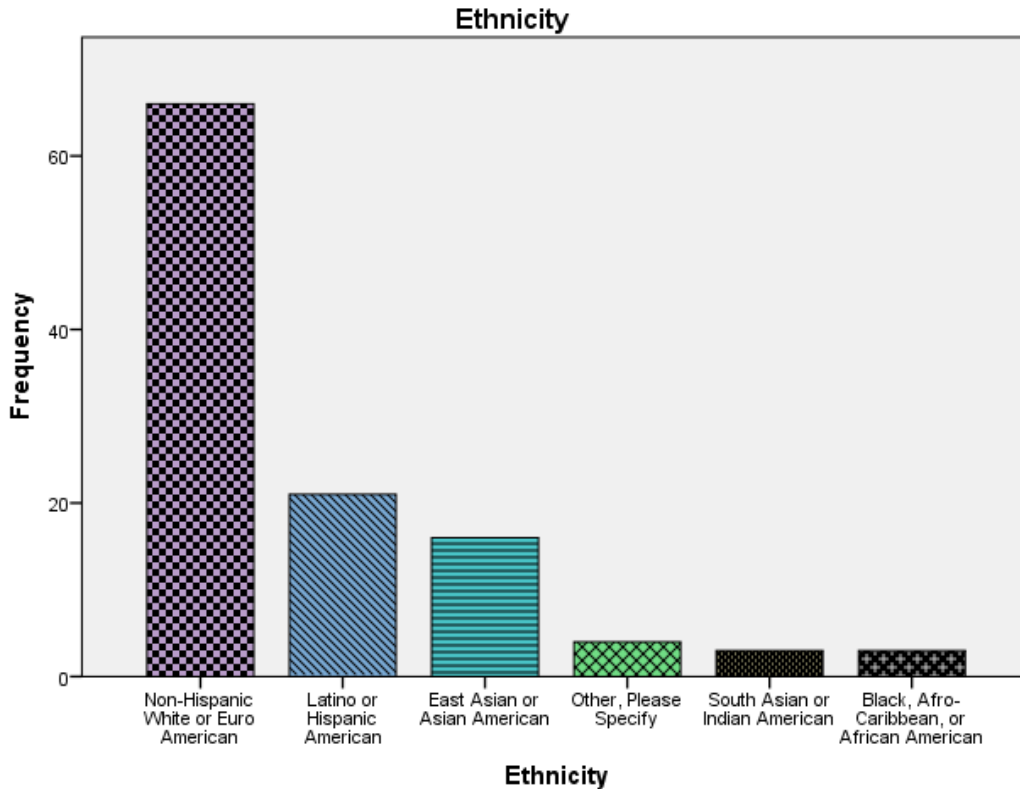

Figure 2: Participant Age Range

Figure 3: Participant Ethnicity Types

Procedures. Students received initial contact asking for their participation in the online survey. Interested students were requested to email the lead researcher directly at a private email address. From there students were randomly assigned one of two advertising narratives; there were four narratives in total that were separated into two categories and were distributed based on gender in random cessation. At the beginning of each questionnaire students were presented with a consent form. After participants had consented, they were asked to complete a current attitude test prior to beginning the pretest stimulus. This test, adapted from the 7 point BMIS scales (Mayor, 1988) was utilized to ensure no preexisting bias of the participant's current attitude would reflect the perception scales that were administered (Mayer & Gaschke, 1988). Following the baseline examination of attitude, participants were provided with a two part

pretest. This pretest was adapted from Hunt & Einstein's (1981) research of item-specific and relational processes, and how information is categorized to not only meet these representations, but outlines how individuals that demonstrate preferences to these processes would fare better in a particular exercise.

Each participant was exposed to two lists of 25 words. One list consisted of words that were non categorical (i.e., item-specific processing) and the other list consisted of 25 items that were categorical (i.e., relational processing). Each word list scale was adapted from Battig and Montague (1969). All words used consisted of one syllable and each word was no more than 5 letters long and no shorter than 4 letters in length. Participants were exposed to each word list for 60 seconds. Following each exposure participants were asked to answer 4 questions about the word lists they had just been exposed to. Of these questions, three were aided recognition multiple choice questions and one was an open ended free recall question. This was repeated twice; one exposure and set of four questions for the item-specific (non-categorical) list, and one exposure and set of four questions for the relational (categorical) list. The participant score from the questions determined which processing group they would be placed in. If the participant correctly answered more questions following the item-specific test, they were identified as an item-specific processor. If the participant correctly answered more questions following the relational test, they were identified as a relational processor.

Following the pretest exercises, participants were exposed to one of two advertising narrative-types. Narratives were separated by gender to provide the most relevant product exposure. The two advertising narrative-types were separated by utilizing different language associated with each processing type (i.e., item-specific and relational). One narrative in each

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sequence (VB1 for women and VB4 for men) was designed to be an item-specific focused narrative.

Petal by VB1

This year's fragrance is floral. The combination of calla lily and grapefruit provides a tart scent with a musk finish that will enter the nostrils. The bottle is shaped to reflect the pistil of the flower, which emits the scent in nature, Petal will not be like any perfume that has been purchased before. Available in 2 ounce, 5 ounce, and 8 ounce sizes, it is designed to meet the floral needs of any customer. Petal, floral fragrance for the inner flower.

You will now be asked a series of questions in relation to the product advertisement narrative above. Please click next to begin.

Aspen by VB4

This year's fragrance is refreshing. The combination of cedar wood chips and pine nettles provides a smoky scent with a crisp finish that will enter the nostrils. The bottle is shaped to reflect the leaf of the tree, which emits the scent in nature, Aspen will not be like any fragrance that has been purchased before. Available in 2 ounce, 5 ounce, and 8 ounce sizes, it is designed to meet the natural needs of any customer. Aspen, a fragrance for the inner woodsman.

You will now be asked a series of questions in relation to the product advertisement narrative above. Please click next to begin.

In this case, language was used only as a descriptor of the product, its' scents, size; and used articles in lieu of personal pronouns to diminish the levels of personal connection and intrinsic value with the advertising narrative-type (Holbrook, 1986).

The second narrative in each sequence (VB2 for women and VB5 for men) was designed to be a relational focused narrative.

Petal by VB2

Your new fragrance is floral. With a delicate combination of calla lily and grapefruit, a tantalizing tart scent balanced with a musk finish enters in your nostrils. The bottle designed to demonstrate the pistil of flower, nature's scent-sational epicenter, Petal will be unlike anything you have purchased before. Available in 2 ounce, 5 ounce, and 8 ounce sizes it is designed to meet all of your floral needs. Petal, floral fragrance for your inner flower.

You will now be asked a series of questions in relation to the product description above. Please click next to begin.

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Aspen by VB5

Your new fragrance is refreshing. The rugged combination of charred cedar wood chips and pine nettles, provides a palpable smoky scent balanced with a crisp finish enthralls the nostrils. The bottle designed to demonstrate the leaf of the tree, nature's scent-sational epicenter, Aspen will be unlike anything you have purchased before. Available in 2 ounce, 5 ounce, and 8 ounce sizes it is designed to meet the natural needs of any customer. Aspen, a scent for your inner woodsman.

You will now be asked a series of questions in relation to the product advertising narrative above. Please click next to begin.

The language used was almost identical to the information provided in the first narrative; however slight alterations were made to provide emotionally stimulating descriptors as well as personal pronouns to increase identification for the reader when presented with the relational advertising narrative-type (Holbrook, 1986).

To ensure message relevancy across genders and narrative type, a manipulation check was performed post exposure. Relevancy estimated the perceived message relevance to the participant (Latsovicka, 1983). Narrative relevancy was assessed using a single Likert-type item ranging from strongly disagree (score = 1) to strongly agree (score = 7). Data did not display a significant difference (t = .127, p > .05) across gender for narrative-type (women, M = 3.71, SD = 1.58; men, M = 3.67, SD = 1.82).

After being presented with the product advertising narrative, each participant was given a series of questions to test three dependent variables in relation to the narrative they had just read; perception product by geographic region, processing narrative-type preference, and free recall of the information.

Measures taken during this study includes three dependent measures.

Processing Preference was separated by item-specific and relational processing pretests. The sum of the correct number of free recall item-specific terms comprised the item-specific score. This was separated by gender; women (total terms = 25 N=43 *M*=6.33, *SD*=3.79) and men (total terms = 25 N=67 *M*=7.32, *SD*=3.32). The sum of the correct number of free recall

relational terms comprised the relational score. This was separated by gender; women (total

terms = 25, N=43, *M*= 8.56, *SD*= 3.87) and men (total terms = 25 N=67 *M*=10.18, *SD*= 4.29)

(Battig and Montague, 1969; Hunt and Einstein, 1980).

     Geographical perception was the sum of two, five-item, 10 point Likert scales ranging

from strongly disagree (score = 0) to strongly agree (score = 10). One scale focused on domestic

perception (*M* = 7.15, *SD* = 1.48), the other European product perception (*M* = 7.06, *SD* = 1.67)

(Pisharodi and Parameswaran 1994; Marin and Eroglu 1993).

     Free Recall was the sum of all correct open response items and consisted of five product

categories; name, shape, size, scent, and tagline for both women (*M* = .42, *SD* = .43) and men (*M*

= .40, *SD* = .48).

Data Analysis and Results

   Results. Data indicates a significant difference ($t = -2.00$, $p <.05$) between women and men, however, the direction was not as predicted. Here, men ($M = 10.17$, *SD* 4.29) displayed greater relational recall compared to women ($M = 8.56$, *SD* $= 3.87$), and thus, H1 is not supported. Turning to H2, while means were in the predicted direction, data indicated that men did not significantly differ from women on item-specific recall ($t = -1.46$, $p >.05$).

   Data did not support the predicted interaction for gender by message type ($F(1) = .980$, $p > .05$) and thus, H3 is not supported.

Table 1: Emotional Perception of Narratives Across Gender

Descriptive Statistics

Gender	Mean	Std. Deviation	N
Female	2.7926	.58557	30
Male	3.0133	.64149	50

Figure 4: Emotional Perception of Narratives Across Gender

Estimated Marginal Means of Emotional Perception
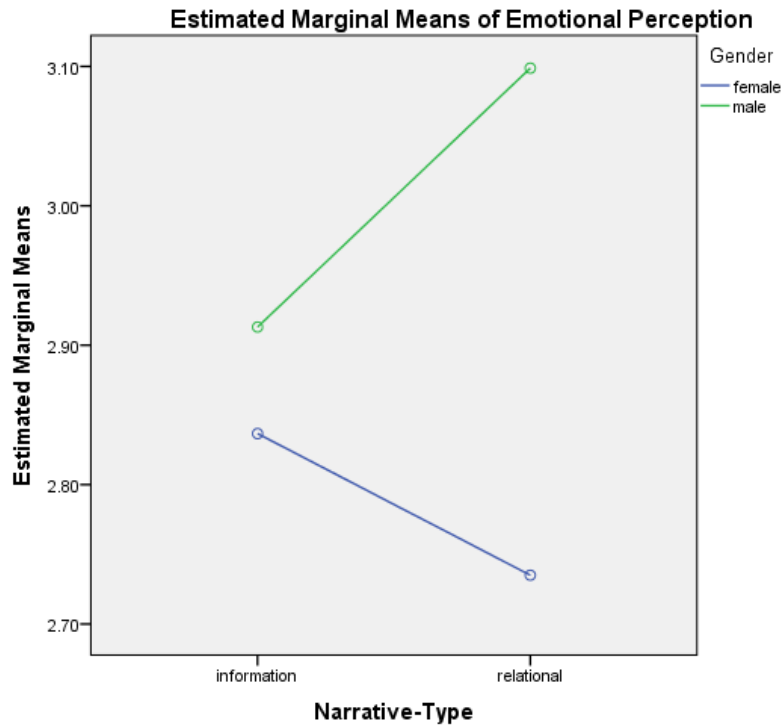
Turning to H4, data did not display a significant effect for gender (Women, $M = 7.15$, $SD = 1.60$; Men, $M = 6.95$, $SD = 1.76$) by perception of global products ($t(= .636$, $p >.05$) as predicted. Further, data did not display a significant effect for gender (Women, $M = 7.06$, $SD = 1.63$; Men, $M = 7.36$, $SD = 1.26$) by domestic product preference ($t = .660$, $p >.05$) as predicted. Thus, H4 and H5 were not supported by the data.

Data did not display a significant interaction ($F(1) = .022$, $p > .05$) for gender by narrative type, thus, not supporting H6.

Discussion

 Discussion. Analyses suggested the role of gender in regards to preference in processing was not present during the study. Men who were posited to prefer item-specific processing in H2 instead demonstrated preference towards relational processing. Women who were posited to prefer relational processing in H1 instead demonstrated preference towards item-specific processing. Other discrepancies were also observed with regards to perception of the narrative-types. Regardless of gender, both men and women demonstrated a higher positive affect towards the item-specific narrative and a lower affect towards the relational narrative. Additionally, the results on global and domestic product perceptions explicated that men had higher affective perceptions than women regardless of the perceived region where the product advertising narrative-type was created.

 The opposite reaction to the item-specific and relational processing preference could be due to the medium that was being utilized for this study. When Hunt and Einstein (1980) performed similar experiments, they were conducted through a face-to-face interaction with the test subjects. This study allowed participants to utilize their personal computer devices and complete the study through an online medium. It is then thought that men could fare better in a digital design framework than women, causing a role reversal. This interpretation is taken from the collective works of Joel Copper and Kimberlee Weaver (2003), who explore how the effect of digital development has created the divide across genders. In their book *Gender and Computers: Understanding the Digital Divide,* Cooper and Weaver discuss a variety of statistics that reaffirm the digital complication that could have occurred during this study. Their work states that women take far less technology classes in high school, leading to less women pursuing collegiate experiences within the IT field (i.e., gaining perspective and familiarity with digital

processing tasks) (Cooper & Weaver, 2003). It is then inferred within the context of this study that the decrease of exposure to women within the digital field has led to a decrease in processes, relative to men (Panteli, Stack, Ramsay, 2001)

The analyses demonstrate that overall men excelled; demonstrating higher recall and exhibiting higher preference than women in regards to both narrative-types presented. Though the gender-based digital divide may have explained why recall and processing types led to different outcomes then stated in the literature, it does not explain the overall higher preferences in affect between the genders. Another explanation could be attention allocation during the task. Women tend to allocate more resources during such tasks and thus, it could be that women had greater elaboration during exposure leading to differing results. Future research should focus on attention allocation during the task to ensure men and women do not differ.

Further Research, Improvements and Conclusion

Purchase Intention through Processing Differences. With regards to gender differences in advertising, Putrevu (2008), furthered his research on item-specific and relational processing by examining the influence of involvement, need for cognition, and sexual versus non-sexual appeals through the role of gender. Three hypothesizes and subcategories were developed across a set of criteria believed to have the greatest effect on sexual or non-sexual appeals (low vs. high involvement, need for cognition, and gender). Within the first two sets of experiments (involvement and NFC) gender was not determined to be an influential factor regardless of whether sexual or non-sexual advertising stimuli was present. Therefore the third set of hypothesizes focused on the role of gender in sexual and non-sexual advertising and how it affects attitudes and purchase intentions. Putrevu (2008) discovered that women responded favorably to advertisements with sexual appeal when they presented a strong fit to the brand while utilizing these appeals. Women also demonstrated higher attitudes towards advertisements and brands as well as increased purchase intentions when the sexual appeals had a strong tie to the brand (Putrevu, 2008). However, this was not present in the data with regards to men. In relation to sexual appeals, men did not exhibit differences in affect in regards to attitude or purchase intention.

Therefore future research should examine the relationship of purchase intention to evaluate if other interrelationships can influence purchase behavior outside of sexual and non-sexual appeals. This could include fiscal responsibility (Spangenberg, 2005) purchase behavior associated with buying brands with perceived status (O'Cass, 2002) and purchase behavior attached to other appeals (i.e., humor, sadness, and guilt) (Manchanda, 2005). If successful it could provide insight into how advertising narratives are read, recalled, and perceived. It could

also provide a potential design framework that would allow advertisers to develop the most effective narratives to benefit both processes and the individuals that demonstrate these preferences subsequent to purchase behaviors.

Further research is also needed in order to determine whether the occurrence of men exhibiting relational processing over item-specific processing is consistent. There is potential that although past tendencies have led to men to process information item-specifically, the growth and development of digital culture could be redeveloping how the brain is processing information across gender. More information is needed not only on the value of digital mediums in society, but how its' development has led to different effects of cognitive elaboration across gender.

Improvements. A variety of improvements and considerations are needed to best evaluate the results gathered. Rather than allowing students to take the test on their own personal computers, future research should have the examiner present. Although this may cause participants to be less honest given the close proximity to the evaluator, it would eliminate the possibility of little to no consideration of statements utilized to measure aspects of perception. Evaluator presence would increase the degree of seriousness involved with participating in the survey. The device in which the participants conduct the study should also be taken into consideration. Given the survey was dispersed through an online medium, and taken without the direct presence of the evaluator, it is then possible that rather than completing the study on a personal computer, the participant utilized their smartphone technology to complete the study. Proposed changes would be feasible if the appropriate resources are available to the individual administering the study. Resources being, a computer lab that participants would come to in

order to participate in the online survey examination and an appropriate sample size that would attend and complete the study within the area confines.

Conclusion. In summation, the results of this study did not follow the same gender predictions stated in the literature. This could have been a result of the study being conducted across a digital medium rather than with face-to-face interaction. With face-to-face interactions women are relational processors and men are item-specific processors; however, a digital medium expressed these processing types in an unequal and opposite reaction than what was speculated by Hunt and Einstein (1980). The results when analyzed found that men exceeded women in perception and recall of both types of advertising narratives. In sum, this could have been a result of the medium, or the extent to how accurate the narrative-types were, or the result of the sample collected and utilized within this research.

Further research should be conducted in purchase behavior perceptions as well as the gender factor of processing in a digital context. An evaluation of the narratives used to determine the optimum effectiveness to represent both and item-specific and relational processing should also be conducted. This research is important for advertising to determine the most effective narrative for future advertisers and the consumers of the advertising content.

Appendices

Appendix 1: Relational Pretest Item

Directions: You will be presented with a list of words on a computer screen to read. **This is a timed exercise and will forward you automatically.** *Following this exercise you will be asked a question to test your recall abilities.*

Please click next when you are read to begin this timed activity.

Hand	Knee	Chest	Teeth	Thigh
Nose	Neck	Back	Wrist	Lips
Ears	Brain	Ankle	Bone	Lung
Mouth	Hair	Face	Nail	Torso
Heart	Elbow	Liver	Eyes	Hips

Appendix 2: Item-Specific Pretest Item

Directions: You will be presented with a list of words on a computer screen to read. **This is a timed exercise and will forward you automatically.** *Following this exercise you will be asked a question to test your recall abilities.*

Please click next when you are read to begin this timed activity.

Ruby	Cloth	Apple	Ruler	Cave
Hour	Green	Stick	Pope	Rugby
Aunt	Fork	Mayor	Salt	Snow
Mile	Home	Wine	Wood	Skirt
Tiger	Shelf	Brazil	Nurse	Door

Appendix 3: Relational Female Narrative Manipulation

Petal by VB2

Your new fragrance is floral. With a delicate combination of calla lily and grapefruit, a tantalizing tart scent balanced with a musk finish enters in your nostrils. The bottle designed to demonstrate the pistil of flower, nature's scent-sational epicenter, Petal will be unlike anything you have purchased before. Available in 2 ounce, 5 ounce, and 8 ounce sizes it is designed to meet all of your floral needs. Petal, floral fragrance for your inner flower.

You will now be asked a series of questions in relation to the product description above. Please click next to begin.

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Appendix 4: Item-Specific Female Narrative Manipulation

Petal by VB1

This year's fragrance is floral. The combination of calla lily and grapefruit provides a tart scent with a musk finish that will enter the nostrils. The bottle is shaped to reflect the pistil of the flower, which emits the scent in nature, Petal will not be like any perfume that has been purchased before. Available in 2 ounce, 5 ounce, and 8 ounce sizes, it is designed to meet the floral needs of any customer. Petal, floral fragrance for the inner flower.

You will now be asked a series of questions in relation to the product advertisement narrative above. Please click next to begin.

Appendix 5: Relational Male Narrative Manipulation

Aspen by VB5

Your new fragrance is refreshing. The rugged combination of charred cedar wood chips and pine nettles, provides a palpable smoky scent balanced with a crisp finish enthralls the nostrils. The bottle designed to demonstrate the leaf of the tree, nature's scent-sational epicenter, Aspen will be unlike anything you have purchased before. Available in 2 ounce, 5 ounce, and 8 ounce sizes it is designed to meet the natural needs of any customer. Aspen, a scent for your inner woodsman.

You will now be asked a series of questions in relation to the product advertising narrative above. Please click next to begin.

Appendix 6: Item-Specific Male Narrative Manipulation

Aspen by VB4

This year's fragrance is refreshing. The combination of cedar wood chips and pine nettles provides a smoky scent with a crisp finish that will enter the nostrils. The bottle is shaped to reflect the leaf of the tree, which emits the scent in nature, Aspen will not be like any fragrance that has been purchased before. Available in 2 ounce, 5 ounce, and 8 ounce sizes, it is designed to meet the natural needs of any customer. Aspen, a fragrance for the inner woodsman.

You will now be asked a series of questions in relation to the product advertisement narrative above. Please click next to begin.

Appendix 7: Survey Test

Consent to Participate in Research

Identification of Investigator and Purpose of Study
You are invited to participate in a research study, entitled "Perfume and Cologne Message Test." The study is being conducted by a team of researchers at The University of Texas at Austin, Department of Advertising & Public Relations.

First, you must be at least 18 years old to participate in the following study. The purpose of this research study is to examine the effects cologne or perfume advertising in regards attitudes and brand perceptions. Your participation in the study will contribute to better understanding the scent messaging framework design and how to best influence individuals to purchase particular scents based on verbiage. You are free to contact the investigator at the address and phone number listed below to discuss the study.

If you agree to participate:
· You will complete a pretest to determine how you best effectively process information presented to you.
· You will then be asked to participate in a survey that will take 30 minutes to complete. This study will feature either perfume or cologne messaging. You may be exposed to repeat messages within this survey. The survey will be testing preference and accuracy in remembering information about the cologne or perfume products that you have been exposed too.

Risks/Discomfort
There are no anticipated risks or discomforts from taking part in this survey greater than those associated with everyday media message consumption. If at any time during this study you would like to end your participation, you may do so with no penalty and you will still be able to receive credit for participating in research.

Benefits/Compensation
There will be no cost for participating in this research. Upon completion of the pretest and the survey, you will be given credit at the discretion of your professor for your participation in both the pretest and the survey. If you would like to receive credit but do not want to participate in this study, please talk to your instructor about completing the alternative assignment. The alternative assignment should be equivalent in time and effort that would be needed to participate in this study.

Confidentiality
All data obtained from participants will be kept confidential and will only be reported in an aggregate format (reporting only combined results and never reporting individual ones). All surveys will be kept in a password protected file and only the primary investigator and assistant researcher listed below will have access to them. Any hard copies of the survey will be kept in the locked office of Dr. Matthew Eastin in the Belo Center for New Media room 4.324. Contact information will only be collected for purposes of giving the participant credit upon completion.

Participation
Participation in this research study is completely voluntary. You have the right to withdraw at any time. If you desire to withdraw, your responses will be reviewed and may be accepted or rejected at the researchers' discretion. Withdrawal will not affect your relationship with The University of Texas in anyway.

Questions about the Research
If you have any questions about the study, you may contact the researchers:

Dr. Matthew Eastin	Victoria Barbeisch	Office of Research Support
Belo Center for New Media (BMC)	Belo Center for New Media (BMC)	Peter T. Flawn Academic Center (FAC)
300 West Dean Keeton, A1200	300 West Dean Keeton, A1200	2400 Inner Campus Dr., Suite 426
Austin, TX 78712	Austin, TX 78712	Austin, TX 78712
(512) 471-1101	(512) 471-1101	(512) 471-8871
matt.eastin@mail.utexas.edu	vbarbeisch@utexas.edu	orsc@uts.cc.utexas.edu

Your willingness to participate in this research study is implied if you click the link below to proceed with completing this survey.

○ Yes I agree to participate

Click the response on the scale below that indicates how well each adjective describes your present mood:

	Please Click Which Best Describes your Mood						
	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree Nor Disagree	Somewhat Agree	Agree	Strongly Agree
Lively	○	○	○	○	○	○	○
Drowsy	○	○	○	○	○	○	○
Happy	○	○	○	○	○	○	○
Grouchy	○	○	○	○	○	○	○
Sad	○	○	○	○	○	○	○
Peppy	○	○	○	○	○	○	○
Tired	○	○	○	○	○	○	○
Nervous	○	○	○	○	○	○	○
Caring	○	○	○	○	○	○	○
Calm	○	○	○	○	○	○	○
Content	○	○	○	○	○	○	○
Loving	○	○	○	○	○	○	○
Gloomy	○	○	○	○	○	○	○
Fed Up	○	○	○	○	○	○	○
Jittery	○	○	○	○	○	○	○
Active	○	○	○	○	○	○	○

Directions: You will be presented with a list of words on a computer screen to read. **This is a timed exercise and will forward you automatically**. Following this exercise you will be asked a question to test your recall abilities.

Please click next when you are read to begin this timed activity.

Ruby	Cloth	Apple	Ruler	Cave
Hour	Green	Stick	Pope	Rugby
Aunt	Fork	Mayor	Salt	Snow
Mile	Home	Wine	Wood	Skirt
Tiger	Shelf	Brazil	Nurse	Door

Which of the following was *not* presented in the list you just saw?

○ hour
○ brazil
● green
○ judge
○ fork

Which animal was present in the list you just saw?

○ bear
● lion
○ tiger
○ wolf
○ snake

The sequence in the 3rd column was as follows: Apple, Stick, _____, Wine, Brazil. What is the missing word?

○ mayor
○ pope
○ snow
● wood
○ cloth

Directions: Write all of the words you remember from the previous timed exercise then click next.

○ Please List all the words you remember in the text box below

[   ]

Directions: You will be presented with a list of words on a computer screen to read. **This is a timed exercise and will forward you automatically.** *Following this exercise you will be asked a question to test your recall abilities.*

Please click next when you are read to begin this timed activity.

Hand	Knee	Chest	Teeth	Thigh
Nose	Neck	Back	Wrist	Lips
Ears	Brain	Ankle	Bone	Lung
Mouth	Hair	Face	Nail	Torso
Heart	Elbow	Liver	Eyes	Hips

Which of the following was *not* present in the list you just saw?

○ Mouth

○ Torso

○ Heart

○ Butt

○ Liver

What category could all the above words from the exercise be included in?

○ A gemstone

○ A body part

○ An automobile

○ A geographic location

○ A natural earth formation

The sequence in the 3rd column was as follows: Chest, Back, _____, Face, Liver. Which is the missing word?

○ ankle

○ bone

○ lung

○ brain

○ ears

Directions: Write all of the words you remember from the previous timed exercise then click next.

○ Please List all the words you remember in the text box below

[   ]

The following messaging discusses a product that could be purchased by either gender; this could be for self purpose or as a gift for someone else. Please read the message carefully and respond to the questions that follow.

Petal by VB1

This year's fragrance is floral. The combination of calla lily and grapefruit provides a tart scent with a musk finish that will enter the nostrils. The bottle is shaped to reflect the pistil of the flower, which emits the scent in nature, Petal will not be like any perfume that has been purchased before. Available in 2 ounce, 5 ounce, and 8 ounce sizes, it is designed to meet the floral needs of any customer. Petal, floral fragrance for the inner flower.

You will now be asked a series of questions in relation to the product advertisement narrative above. Please click next to begin.

We would like you to tell us how the ad you just read made you *feel*. We are interested in your reactions to the ad, not how you would describe it. Please tell us how much you felt each of these feelings while you were reading this advertisement.

	Not At All	Not Very Strongly	Somewhat Strongly	Strongly	Very Strongly
attentive	○	○	○	○	○
happy	○	○	○	○	○
pleased	○	○	○	○	○
annoyed	○	○	○	○	○
sad	○	○	○	○	○
bored	○	○	○	○	○
calm	○	○	○	○	○
touched	○	○	○	○	○
irritated	○	○	○	○	○
satisfied	○	○	○	○	○

In regards to the advertisement you just read and your preferences towards purchase decisions, please answer the following questions below:

	Strongly Disagree	Disagree	Disagree Somewhat	Undecided	Agree Somewhat	Agree	Strongly Agree
I am very concerned about low prices, but I am equally concerned about product quality.	○	○	○	○	○	○	○
I am not willing to go the extra effort to find lower prices.	○	○	○	○	○	○	○
Redeeming Coupons make me feel good	○	○	○	○	○	○	○
I am more likely to buy this product if it is on sale.	○	○	○	○	○	○	○
Generally speaking, the higher the price of the product, the higher the quality	○	○	○	○	○	○	○
I enjoy the prestige of buying a high priced product	○	○	○	○	○	○	○

Using the scale below please answer the following questions below:

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
During the ad, I thought about how the product might be useful to me	○	○	○	○	○	○	○
The ad was meaningful to me	○	○	○	○	○	○	○
The ad had nothing to do with me or my needs	○	○	○	○	○	○	○

Imagine the product presented in the messaging prior was made in the **United States.**
Please provide feedback on your perception of the region and the product:

	Not at All Likely	-	-	-	Neutral	-	-	-	-	Very Likely
The region is friendly and likable	○	○	○	○	○	○	○	○	○	○
The region is well educated	○	○	○	○	○	○	○	○	○	○
The region achieves a high standard of living	○	○	○	○	○	○	○	○	○	○
The region participates in international affairs	○	○	○	○	○	○	○	○	○	○
This product is unreasonably expensive	○	○	○	○	○	○	○	○	○	○
This product is an imitation	○	○	○	○	○	○	○	○	○	○

Imagine the product presented in the messaging prior was made in the **Europe.**
Please provide feedback on your perception of the region and the product:

	Not at All Likely	-	-	-	Neutral	-	-	-	-	Very Likely
The region is friendly and likable	○	○	○	○	○	○	○	○	○	○
The region is well educated	○	○	○	○	○	○	○	○	○	○
The region achieves a high standard of living	○	○	○	○	○	○	○	○	○	○
The region participates in international affairs	○	○	○	○	○	○	○	○	○	○
This product is unreasonably expensive	○	○	○	○	○	○	○	○	○	○
This product is an imitation	○	○	○	○	○	○	○	○	○	○

Please rate the advertisement you just read from important to unimportant 1-10

Important   Unimportant
    0   1   2   3   4   5   6   7   8   9   10
    ○   ○   ○   ○   ○   ○   ○   ○   ○   ○   ○

Please rate the advertisement you just read from interesting to boring 1-10

Interesting   Boring
    0   1   2   3   4   5   6   7   8   9   10
    ○   ○   ○   ○   ○   ○   ○   ○   ○   ○   ○

Please rate the advertisement you just read from relevant to irrelevant 1-10

Relevant   Irrelevant
    0   1   2   3   4   5   6   7   8   9   10
    ○   ○   ○   ○   ○   ○   ○   ○   ○   ○   ○

Please rate the advertisement you just read from unexciting to exciting 1-10

Unexciting   Exciting
    0   1   2   3   4   5   6   7   8   9   10
    ○   ○   ○   ○   ○   ○   ○   ○   ○   ○   ○

Please rate the advertisement you just read from fascinating to mundane 1-10

Fascinating   Mundane
    0   1   2   3   4   5   6   7   8   9   10
    ○   ○   ○   ○   ○   ○   ○   ○   ○   ○   ○

In one word, what was the name of the product? If you don't remember please write "I don't know."

In one word, what was the shape of the product you read about? If you don't remember please write "I don't know."

What sizes does the product come in? If you don't remember please write "I don't know."

What two scents were present in the messaging you read about earlier? If you don't remember please write "I don't know."

Please fill in the blank for the sentence provided below, If you don't remember please write "I don't know."

Fragrance for the/your inner _____

Were any important or notable figures presented in the messaging of the product, if so who? If not, please write "none"

Which of the following genders do you associate yourself with?

○ Male
○ Female
○ Transgender
○ Omni gender
○ Prefer not to answer

To which age range do you belong?

○ 18-20
○ 21-24
○ 25-28
○ Above 29

What racial or ethic background do you consider yourself to be most associated with?

○ Non-Hispanic White or Euro American
○ Black, Afro-Caribbean, or African American
○ Latino or Hispanic American
○ East Asian or Asian American
○ South Asian or Indian American
○ Middle Eastern or Arab American
○ Native American or Alaskan Native
○ Other, Please Specify

Are you a UT of Austin student?

○ Yes
○ No

If yes, what is your current status? Please click all that apply

☐ Part Time

☐ Full Time

☐ Non Traditional

☐ Bachelors

☐ Masters

☐ Doctoral

Please Specify for which Professor you are taking this survey for:

○ Dr. Matthew Eastin

○ Dr. Vincent Cicchirillo

○ Dr. John Murphy

○ Dr. Anthony Dudo

○ Other Please Specify

```
[                    ]
```

In the text below please provide the following to receive appropriate credit/compensation that has been discussed at the discretion of your Professor.

- UT EID
- Course you are completing survey for (i.e. Professors name and Course number)

```
[                                                            ]
```

Campus contacts and resources

Thank you for participating in this study. If you have any additional questions about the aims of this study, you may contact the investigators or the Office of Research Support:

Dr. Matthew Eastin	Victoria Barbeisch	Office of Research Support
Belo Center for New Media (BMC)	Belo Center for New Media (BMC)	Peter T. Flawn Academic Center (FAC)
300 West Dean Keeton, A1200	300 West Dean Keeton, A1200	2400 Inner Campus Dr., Suite 426
Austin, TX 78712	Austin, TX 78712	Austin, TX 78712
(512) 471-1101	(512) 471-1101	(512) 471-8871
matt.eastin@mail.utexas.edu	vbarbeisch@utexas.edu	orsc@uts.cc.utexas.edu

If you would like to speak to someone about your experience, there are resources available to you on The University of Texas at Austin campus:

Behavioral Concerns Advise Line (BCAL): An individual can either call the line anonymously at 512-232-5050 or report their concerns anonymously using the online submission form available at http://www.utexas.edu/safety/bcal

UT Counseling and Mental Health Center: Main line, (512) 471-3515
24-hour/7 days a week confidential telephone counseling, (521) 471-CALL (2255)

When you have read over the above information please click the button to submit your survey responses.

◯ I have read and understood the information above.

T-Test

Group Statistics

	Gender	N	Mean	Std. Deviation	Std. Error Mean
Item_Recog	female	44	1.3636	.96668	.14573
	male	68	1.8235	.96105	.11654
Total_Correct_Item	female	43	6.3256	3.79675	.57900
	male	67	7.3284	3.32296	.40596
Relational_Recog	female	44	2.3409	.56828	.08567
	male	68	2.4118	.55275	.06703
Total_Correct_Relational	female	43	8.5581	3.86869	.58997
	male	67	10.1791	4.29561	.52479

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	113	96.6
	Excluded[a]	4	3.4
	Total	117	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.810	.814	9

Item Statistics

	Mean	Std. Deviation	N
Q63_2	2.42	.943	113
Q63_3	2.62	1.055	113
Q63_7	3.03	1.161	113
Q63_8	1.76	.899	113
Q63_10	2.34	1.057	113
Q63_1	2.58	.914	113
Q63_4	4.05	1.051	113
Q63_6	3.42	1.171	113
Q63_9	4.32	1.011	113

Inter-Item Correlation Matrix

	Q63_2	Q63_3	Q63_7	Q63_8	Q63_10	Q63_1	Q63_4	Q63_6	Q63_9
Q63_2	1.000	.756	.340	.542	.590	.460	.148	.304	.091
Q63_3	.756	1.000	.453	.619	.684	.553	.204	.356	.165
Q63_7	.340	.453	1.000	.425	.400	.347	.248	-.008	.190
Q63_8	.542	.619	.425	1.000	.555	.397	-.024	.165	-.102
Q63_10	.590	.684	.400	.555	1.000	.509	.088	.302	.033
Q63_1	.460	.553	.347	.397	.509	1.000	.014	.353	.138
Q63_4	.148	.204	.248	-.024	.088	.014	1.000	.366	.673
Q63_6	.304	.356	-.008	.165	.302	.353	.366	1.000	.458
Q63_9	.091	.165	.190	-.102	.033	.138	.673	.458	1.000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Q63_2	24.12	27.192	.638	.591	.776
Q63_3	23.92	25.181	.762	.720	.757
Q63_7	23.51	27.520	.451	.399	.800
Q63_8	24.78	28.745	.498	.493	.793
Q63_10	24.20	26.503	.619	.539	.777
Q63_1	23.96	28.249	.543	.420	.788
Q63_4	22.49	29.395	.339	.513	.812
Q63_6	23.12	27.621	.436	.426	.802
Q63_9	22.22	29.710	.329	.551	.813

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Scale: ALL VARIABLES

Case Processing Summary

		N	%
	Valid	113	96.6
Cases	Excluded[a]	4	3.4
	Total	117	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.839	.840	6

Item Statistics

	Mean	Std. Deviation	N
Q73	6.45	2.413	113
Q74	6.21	2.534	113
Q76	6.05	2.507	113
Q77	6.34	2.344	113
Q78	6.27	2.471	113
Q80	5.73	2.189	113

Inter-Item Correlation Matrix

	Q73	Q74	Q76	Q77	Q78	Q80
Q73	1.000	.468	.644	.339	.395	.391
Q74	.468	1.000	.368	.523	.645	.445
Q76	.644	.368	1.000	.359	.331	.421
Q77	.339	.523	.359	1.000	.596	.570
Q78	.395	.645	.331	.596	1.000	.497
Q80	.391	.445	.421	.570	.497	1.000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Q73	30.59	84.065	.592	.482	.817
Q74	30.83	80.016	.654	.492	.805
Q76	30.99	84.384	.551	.453	.826
Q77	30.71	83.548	.631	.475	.810
Q78	30.78	80.781	.657	.524	.804
Q80	31.32	86.362	.612	.410	.814

Between-Subjects Factors

		Value Label	N
Gender	1	female	30
	2	male	50
InformationRelationalCombination	1.0	information	40
	2.0	relational	40

Descriptive Statistics

Dependent Variable: Feelings

Gender	InformationRelationalCombination	Mean	Std. Deviation	N
female	information	2.8366	.49553	17
	relational	2.7350	.70352	13
	Total	2.7926	.58557	30
male	information	2.9130	.59643	23
	relational	3.0988	.67680	27
	Total	3.0133	.64149	50
Total	information	2.8806	.55034	40
	relational	2.9806	.69816	40
	Total	2.9306	.62664	80

Tests of Between-Subjects Effects

Dependent Variable: Feelings

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	1.418[a]	3	.473	1.213	.311
Intercept	620.435	1	620.435	1592.814	.000
Gender	.896	1	.896	2.300	.134
InformationRelationalCombinatio n	.033	1	.033	.084	.773
Gender * InformationRelationalCombinatio n	.382	1	.382	.980	.325
Error	29.604	76	.390		
Total	718.074	80			
Corrected Total	31.022	79			

a. R Squared = .046 (Adjusted R Squared = .008)

Estimated Marginal Means

1. Grand Mean

Dependent Variable: Feelings

Mean	Std. Error	95% Confidence Interval	
		Lower Bound	Upper Bound
2.896	.073	2.751	3.040

2. Gender

Dependent Variable: Feelings

Gender	Mean	Std. Error	95% Confidence Interval	
			Lower Bound	Upper Bound
female	2.786	.115	2.557	3.015
male	3.006	.089	2.830	3.182

3. InformationRelationalCombination

Dependent Variable: Feelings

InformationRelationalCombinatio n	Mean	Std. Error	95% Confidence Interval	
			Lower Bound	Upper Bound
information	2.875	.100	2.676	3.074
relational	2.917	.105	2.707	3.127

4. Gender * InformationRelationalCombination

Dependent Variable: Feelings

Gender	InformationRelationalCombination	Mean	Std. Error	95% Confidence Interval	
				Lower Bound	Upper Bound
female	information	2.837	.151	2.535	3.138
	relational	2.735	.173	2.390	3.080
male	information	2.913	.130	2.654	3.172
	relational	3.099	.120	2.860	3.338

Profile Plots
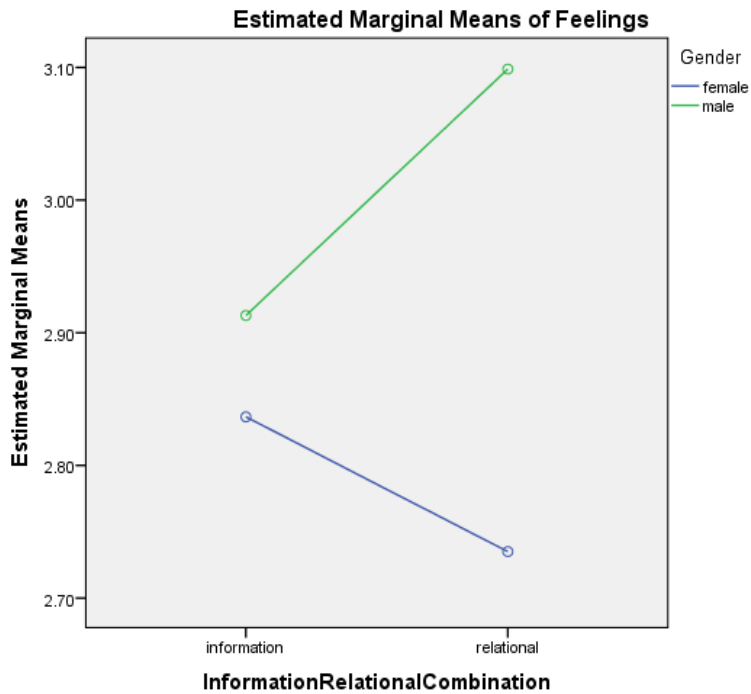
Between-Subjects Factors

		Value Label	N
Gender	1	female	30
	2	male	50
InformationRelationalCombination	1.0	information	40
	2.0	relational	40

Descriptive Statistics

Dependent Variable: Perception

Gender	InformationRelationalCombination	Mean	Std. Deviation	N
female	information	6.8039	1.68040	17
	relational	7.0256	2.18035	13
	Total	6.9000	1.88084	30
male	information	5.8406	1.26279	23
	relational	5.8519	1.88807	27
	Total	5.8467	1.61478	50
Total	information	6.2500	1.51347	40
	relational	6.2333	2.03698	40
	Total	6.2417	1.78305	80

Tests of Between-Subjects Effects

Dependent Variable: Perception

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	21.167[a]	3	7.056	2.332	.081
Intercept	3011.960	1	3011.960	995.282	.000
Gender	21.119	1	21.119	6.979	.010
InformationRelationalCombination	.251	1	.251	.083	.774
Gender * InformationRelationalCombination	.205	1	.205	.068	.795
Error	229.994	76	3.026		
Total	3367.833	80			
Corrected Total	251.161	79			

a. R Squared = .084 (Adjusted R Squared = .048)

Estimated Marginal Means

1. Grand Mean

Dependent Variable: Perception

Mean	Std. Error	95% Confidence Interval	
		Lower Bound	Upper Bound
6.380	.202	5.978	6.783

2. Gender

Dependent Variable: Perception

Gender	Mean	Std. Error	95% Confidence Interval	
			Lower Bound	Upper Bound
female	6.915	.320	6.277	7.553
male	5.846	.247	5.355	6.338

3. InformationRelationalCombination

Dependent Variable: Perception

InformationRelationalCombination	Mean	Std. Error	95% Confidence Interval	
			Lower Bound	Upper Bound
Information	6.322	.278	5.768	6.876
Relational	6.439	.294	5.854	7.024

4. Gender * InformationRelationalCombination

Dependent Variable: Perception

Gender	InformationRelationalCombination	Mean	Std. Error	95% Confidence Interval	
				Lower Bound	Upper Bound
female	Information	6.804	.422	5.964	7.644
	Relational	7.026	.482	6.065	7.987
male	Information	5.841	.363	5.118	6.563
	Relational	5.852	.335	5.185	6.519

Profile Plots
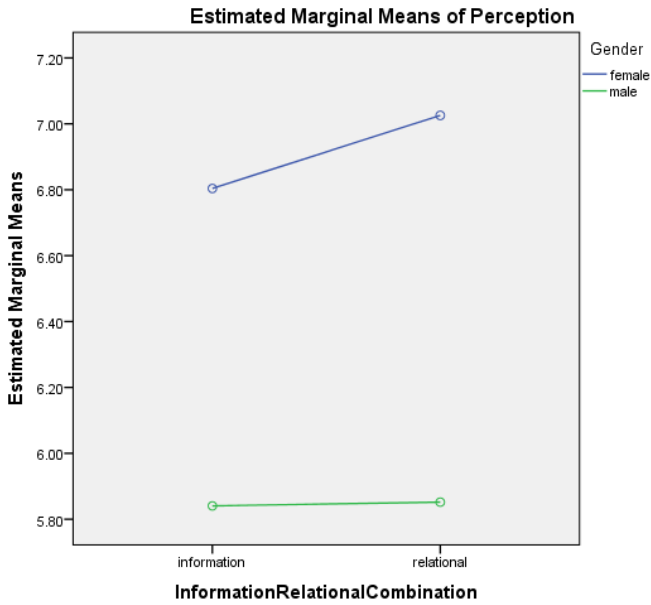
Estimated Marginal Means of Perception

Between-Subjects Factors

		Value Label	N
Gender	1	female	30
	2	male	50
InformationRelationalCombination	1.0	information	40
	2.0	relational	40

Descriptive Statistics

Dependent Variable: domesticminus5

Gender	InformationRelationalCombination	Mean	Std. Deviation	N
female	information	7.1176	1.51068	17
	relational	6.9808	1.82421	13
	Total	7.0583	1.62508	30
male	information	7.3587	1.05212	23
	relational	7.3519	1.94795	27
	Total	7.3550	1.58443	50
Total	information	7.2563	1.25510	40
	relational	7.2313	1.89330	40
	Total	7.2438	1.59607	80

Tests of Between-Subjects Effects

Dependent Variable: domesticminus5

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	1.789[a]	3	.596	.227	.877
Intercept	3837.737	1	3837.737	1462.303	.000
Gender	1.733	1	1.733	.660	.419
InformationRelationalCombination	.096	1	.096	.036	.849
Gender * InformationRelationalCombination	.078	1	.078	.030	.863
Error	199.458	76	2.624		
Total	4399.000	80			
Corrected Total	201.247	79			

a. R Squared = .009 (Adjusted R Squared = -.030)

Estimated Marginal Means

1. Grand Mean

Dependent Variable: domesticminus5

Mean	Std. Error	95% Confidence Interval	
		Lower Bound	Upper Bound
7.202	.188	6.827	7.577

2. Gender

Dependent Variable: domesticminus5

Gender	Mean	Std. Error	95% Confidence Interval	
			Lower Bound	Upper Bound
female	7.049	.298	6.455	7.644
male	7.355	.230	6.898	7.813

3. InformationRelationalCombination

Dependent Variable: domesticminus5

InformationRelationalCombinatio n	Mean	Std. Error	95% Confidence Interval	
			Lower Bound	Upper Bound
information	7.238	.259	6.722	7.754
relational	7.166	.273	6.622	7.711

4. Gender * InformationRelationalCombination

Dependent Variable: domesticminus5

Gender	InformationRelationalCombinatio n	Mean	Std. Error	95% Confidence Interval	
				Lower Bound	Upper Bound
female	information	7.118	.393	6.335	7.900
	relational	6.981	.449	6.086	7.876
male	information	7.359	.338	6.686	8.031
	relational	7.352	.312	6.731	7.973

Profile Plots
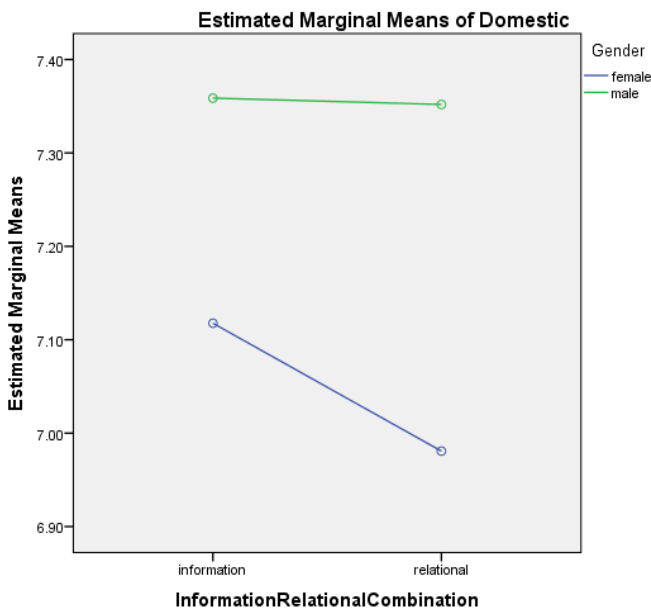
45

Between-Subjects Factors

		Value Label	N
Gender	1	female	30
	2	male	50
InformationRelationalCombination	1.0	information	40
	2.0	relational	40

Descriptive Statistics

Dependent Variable: Globalminus5

Gender	InformationRelationalCombination	Mean	Std. Deviation	N
female	information	5.1029	1.34356	17
	relational	5.1731	1.08678	13
	Total	5.1333	1.21898	30
male	information	5.3696	.96492	23
	relational	5.4352	1.32214	27
	Total	5.4050	1.16046	50
Total	information	5.2563	1.13297	40
	relational	5.3500	1.24267	40
	Total	5.3031	1.18248	80

Tests of Between-Subjects Effects

Dependent Variable: Globalminus5

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	1.474[a]	3	.491	.343	.795
Intercept	2054.910	1	2054.910	1432.937	.000
Gender	1.293	1	1.293	.901	.345
InformationRelationalCombination	.085	1	.085	.059	.808
Gender * InformationRelationalCombination	9.429E-005	1	9.429E-005	.000	.994
Error	108.988	76	1.434		
Total	2360.313	80			
Corrected Total	110.462	79			

a. R Squared = .013 (Adjusted R Squared = -.026)

Estimated Marginal Means

1. Grand Mean

Dependent Variable: Globalminus5

Mean	Std. Error	95% Confidence Interval	
		Lower Bound	Upper Bound
5.270	.139	4.993	5.547

2. Gender

Dependent Variable: Globalminus5

Gender	Mean	Std. Error	95% Confidence Interval	
			Lower Bound	Upper Bound
female	5.138	.221	4.699	5.577
male	5.402	.170	5.064	5.741

3. InformationRelationalCombination

Dependent Variable: Globalminus5

InformationRelationalCombination	Mean	Std. Error	95% Confidence Interval	
			Lower Bound	Upper Bound
information	5.236	.192	4.855	5.618
relational	5.304	.202	4.902	5.707

4. Gender * InformationRelationalCombination

Dependent Variable: Globalminus5

Gender	InformationRelationalCombination	Mean	Std. Error	95% Confidence Interval	
				Lower Bound	Upper Bound
female	information	5.103	.290	4.524	5.681
	relational	5.173	.332	4.512	5.835
male	information	5.370	.250	4.872	5.867
	relational	5.435	.230	4.976	5.894

Profile Plots

Estimated Marginal Means of Global

Between-Subjects Factors

		Value Label	N
Gender	1	female	30
	2	male	50
InformationRelationalCombinatio n	1.0	information	40
	2.0	relational	40

Descriptive Statistics

Dependent Variable: Product_Name

Gender	InformationRelationalCombinatio n	Mean	Std. Deviation	N
female	information	.5294	.51450	17
	relational	.6154	.50637	13
	Total	.5667	.50401	30
male	information	.4348	.50687	23
	relational	.5556	.50637	27
	Total	.5000	.50508	50
Total	information	.4750	.50574	40
	relational	.5750	.50064	40
	Total	.5250	.50253	80

Tests of Between-Subjects Effects

Dependent Variable: Product_Name

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	.319[a]	3	.106	.412	.745
Intercept	21.080	1	21.080	81.609	.000
Gender	.110	1	.110	.427	.515
InformationRelationalCombination	.198	1	.198	.765	.384
Gender * InformationRelationalCombination	.006	1	.006	.022	.883
Error	19.631	76	.258		
Total	42.000	80			
Corrected Total	19.950	79			

a. R Squared = .016 (Adjusted R Squared = -.023)

Estimated Marginal Means

1. Grand Mean

Dependent Variable: Product_Name

Mean	Std. Error	95% Confidence Interval	
		Lower Bound	Upper Bound
.534	.059	.416	.651

2. Gender

Dependent Variable: Product_Name

Gender	Mean	Std. Error	95% Confidence Interval	
			Lower Bound	Upper Bound
female	.572	.094	.386	.759
male	.495	.072	.352	.639

3. InformationRelationalCombination

Dependent Variable: Product_Name

InformationRelationalCombination	Mean	Std. Error	95% Confidence Interval	
			Lower Bound	Upper Bound
information	.482	.081	.320	.644
relational	.585	.086	.415	.756

4. Gender * InformationRelationalCombination

Dependent Variable: Product_Name

Gender	InformationRelationalCombination	Mean	Std. Error	95% Confidence Interval	
				Lower Bound	Upper Bound
female	information	.529	.123	.284	.775
	relational	.615	.141	.335	.896
male	information	.435	.106	.224	.646
	relational	.556	.098	.361	.750

Profile Plots

Estimated Marginal Means of Product_Name

Between-Subjects Factors

		Value Label	N
Gender	1	female	30
	2	male	50
InformationRelationalCombination	1.0	information	40
	2.0	relational	40

Descriptive Statistics

Dependent Variable: Product_Shape

Gender	InformationRelationalCombination	Mean	Std. Deviation	N
female	information	.8235	.39295	17
	relational	.4615	.51887	13
	Total	.6667	.47946	30
male	information	.4348	.50687	23
	relational	.3333	.48038	27
	Total	.3800	.49031	50
Total	information	.6000	.49614	40
	relational	.3750	.49029	40
	Total	.4875	.50300	80

Tests of Between-Subjects Effects

Dependent Variable: Product_Shape

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	2.634[a]	3	.878	3.845	.013
Intercept	19.493	1	19.493	85.369	.000
Gender	1.236	1	1.236	5.412	.023
InformationRelationalCombination	.993	1	.993	4.349	.040
Gender * InformationRelationalCombination	.314	1	.314	1.375	.245
Error	17.354	76	.228		
Total	39.000	80			
Corrected Total	19.988	79			

a. R Squared = .132 (Adjusted R Squared = .098)

Estimated Marginal Means

1. Grand Mean

Dependent Variable: Product_Shape

Mean	Std. Error	95% Confidence Interval	
		Lower Bound	Upper Bound
.513	.056	.403	.624

2. Gender

Dependent Variable: Product_Shape

Gender	Mean	Std. Error	95% Confidence Interval	
			Lower Bound	Upper Bound
female	.643	.088	.467	.818
male	.384	.068	.249	.519

3. InformationRelationalCombination

Dependent Variable: Product_Shape

InformationRelationalCombination	Mean	Std. Error	95% Confidence Interval	
			Lower Bound	Upper Bound
information	.629	.076	.477	.781
relational	.397	.081	.237	.558

4. Gender * InformationRelationalCombination

Dependent Variable: Product_Shape

Gender	InformationRelationalCombination	Mean	Std. Error	95% Confidence Interval	
				Lower Bound	Upper Bound
female	information	.824	.116	.593	1.054
	relational	.462	.133	.198	.725
male	information	.435	.100	.236	.633
	relational	.333	.092	.150	.516

Profile Plots
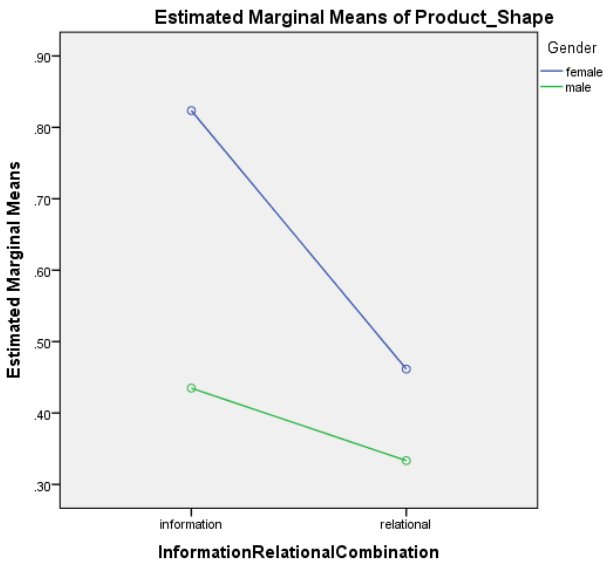
Estimated Marginal Means of Product_Shape

Between-Subjects Factors

		Value Label	N
Gender	1	female	30
	2	male	50
InformationRelationalCombinatio n	1.0	information	40
	2.0	relational	40

Descriptive Statistics

Dependent Variable: Product_Size

Gender	InformationRelationalCombination	Mean	Std. Deviation	N
female	information	.2353	.43724	17
	relational	.2308	.43853	13
	Total	.2333	.43018	30
male	information	.3043	.47047	23
	relational	.4444	.50637	27
	Total	.3800	.49031	50
Total	information	.2750	.45220	40
	relational	.3750	.49029	40
	Total	.3250	.47133	80

Tests of Between-Subjects Effects

Dependent Variable: Product_Size

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	.647[a]	3	.216	.970	.411
Intercept	6.824	1	6.824	30.685	.000
Gender	.370	1	.370	1.662	.201
InformationRelationalCombinatio n	.085	1	.085	.382	.538
Gender * InformationRelationalCombinatio n	.097	1	.097	.435	.512
Error	16.903	76	.222		
Total	26.000	80			
Corrected Total	17.550	79			

a. R Squared = .037 (Adjusted R Squared = -.001)

Estimated Marginal Means

1. Grand Mean

Dependent Variable: Product_Size

Mean	Std. Error	95% Confidence Interval	
		Lower Bound	Upper Bound
.304	.055	.195	.413

2. Gender

Dependent Variable: Product_Size

Gender	Mean	Std. Error	95% Confidence Interval	
			Lower Bound	Upper Bound
female	.233	.087	.060	.406
male	.374	.067	.241	.508

3. InformationRelationalCombination

4. Gender * InformationRelationalCombination

Dependent Variable: Product_Size

Gender	InformationRelationalCombination	Mean	Std. Error	95% Confidence Interval	
				Lower Bound	Upper Bound
female	information	.235	.114	.007	.463
	relational	.231	.131	-.030	.491
	information	.304	.098	.108	.500
		.444	.091	.264	.625
male	relational				

InformationRelationalCombination	Mean	Std. Error	95% Confidence Interval	
			Lower Bound	Upper Bound
information	.270	.075	.120	.420
relational	.338	.080	.179	.496

Profile Plots

Estimated Marginal Means of Product_Size

Between-Subjects Factors

		Value Label	N
Gender	1	female	30
	2	male	50
InformationRelationalCombination	1.0	information	40
	2.0	relational	40

Descriptive Statistics

Dependent Variable: Product_Scent

Gender	InformationRelationalCombination	Mean	Std. Deviation	N
	information	.0588	.24254	17
female	relational	.0769	.27735	13
	Total	.0667	.25371	30
	information	.2174	.42174	23
male	relational	.2593	.44658	27
	Total	.2400	.43142	50
	information	.1500	.36162	40
Total	relational	.2000	.40510	40
	Total	.1750	.38236	80

Tests of Between-Subjects Effects

Dependent Variable: Product_Scent

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	.588[a]	3	.196	1.358	.262
Intercept	1.734	1	1.734	12.022	.001
Gender	.537	1	.537	3.726	.057
InformationRelationalCombination	.017	1	.017	.115	.735
Gender * InformationRelationalCombination	.003	1	.003	.018	.893
Error	10.962	76	.144		
Total	14.000	80			
Corrected Total	11.550	79			

a. R Squared = .051 (Adjusted R Squared = .013)

Estimated Marginal Means

1. Grand Mean

Dependent Variable: Product_Scent

Mean	Std. Error	95% Confidence Interval	
		Lower Bound	Upper Bound
.153	.044	.065	.241

2. Gender

Dependent Variable: Product_Scent

Gender	Mean	Std. Error	95% Confidence Interval	
			Lower Bound	Upper Bound
female	.068	.070	-.071	.207
male	.238	.054	.131	.346

3. InformationRelationalCombination

Dependent Variable: Product_Scent

InformationRelationalCombination	Mean	Std. Error	95% Confidence Interval	
			Lower Bound	Upper Bound
information	.138	.061	.017	.259
relational	.168	.064	.040	.296

4. Gender * InformationRelationalCombination

Dependent Variable: Product_Scent

Gender	InformationRelationalCombination	Mean	Std. Error	95% Confidence Interval	
				Lower Bound	Upper Bound
female	information	.059	.092	-.125	.242
	relational	.077	.105	-.133	.287
male	information	.217	.079	.060	.375
	relational	.259	.073	.114	.405

Profile Plots

Estimated Marginal Means of Product_Scent
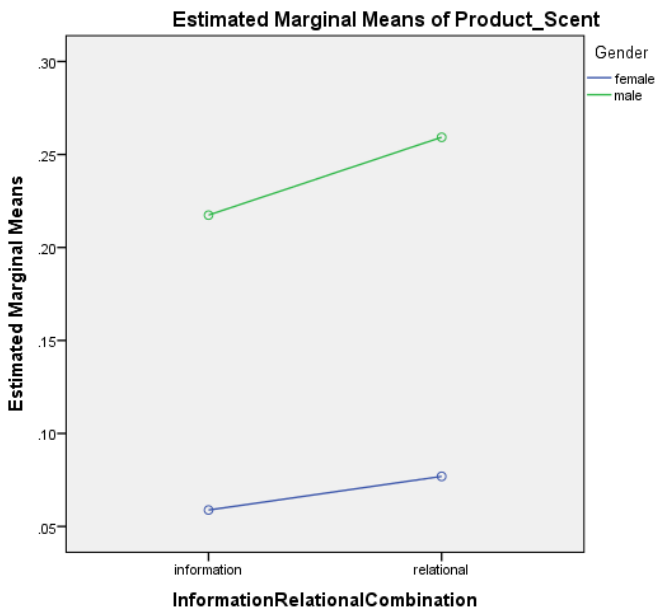
Univariate Analysis of Variance

Between-Subjects Factors

		Value Label	N
Gender	1	female	30
	2	male	50
InformationRelationalCombinatio n	1.0	information	40
	2.0	relational	40

Descriptive Statistics

Dependent Variable: Product_Tagline

Gender	InformationRelationalCombination	Mean	Std. Deviation	N
	information	.5882	.50730	17
female	relational	.5385	.51887	13
	Total	.5667	.50401	30
	information	.4783	.51075	23
male	relational	.5185	.50918	27
	Total	.5000	.50508	50
	information	.5250	.50574	40
Total	relational	.5250	.50574	40
	Total	.5250	.50253	80

Tests of Between-Subjects Effects

Dependent Variable: Product_Tagline

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	.122[a]	3	.041	.156	.926
Intercept	20.850	1	20.850	79.918	.000
Gender	.078	1	.078	.299	.586
InformationRelationalCombination	.000	1	.000	.002	.968
Gender * InformationRelationalCombination	.037	1	.037	.144	.706
Error	19.828	76	.261		
Total	42.000	80			
Corrected Total	19.950	79			

a. R Squared = .006 (Adjusted R Squared = -.033)

Estimated Marginal Means

1. Grand Mean

Dependent Variable: Product_Tagline

Mean	Std. Error	95% Confidence Interval	
		Lower Bound	Upper Bound
.531	.059	.413	.649

2. Gender

Dependent Variable: Product_Tagline

Gender	Mean	Std. Error	95% Confidence Interval	
			Lower Bound	Upper Bound
female	.563	.094	.376	.751
male	.498	.072	.354	.643

3. InformationRelationalCombination

Dependent Variable: Product_Tagline

InformationRelationalCombination	Mean	Std. Error	95% Confidence Interval	
			Lower Bound	Upper Bound
information	.533	.082	.371	.696
relational	.528	.086	.357	.700

4. Gender * InformationRelationalCombination

Dependent Variable: Product_Tagline

Gender	InformationRelationalCombination	Mean	Std. Error	95% Confidence Interval	
				Lower Bound	Upper Bound
female	information	.588	.124	.342	.835
	relational	.538	.142	.256	.821
male	information	.478	.107	.266	.690
	relational	.519	.098	.323	.714

Profile Plots

Estimated Marginal Means of Product_Tagline
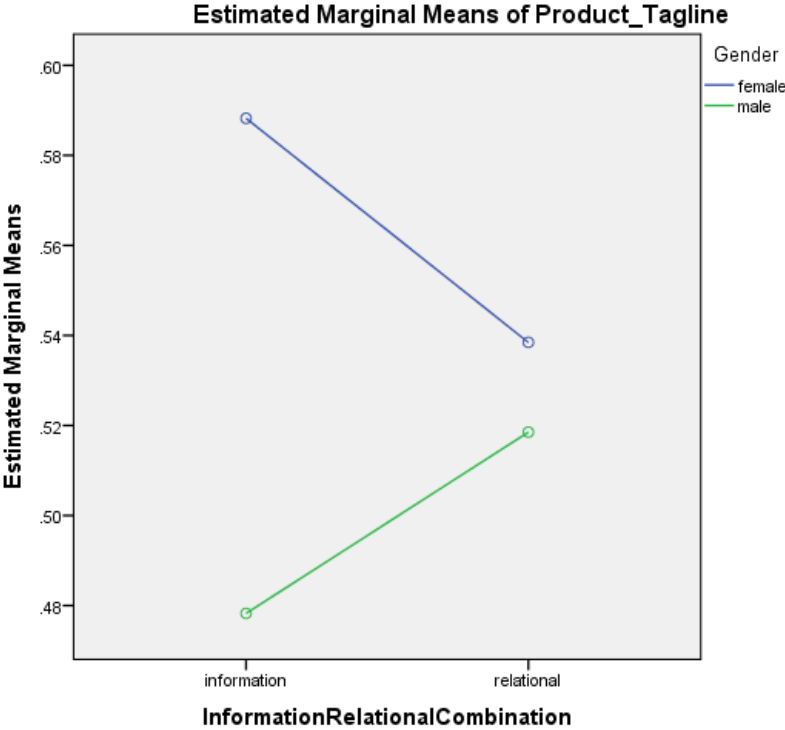
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Vita

Victoria Elizabeth Barbeisch was born in Oyster Bay, New York. After completing her high school education at Greene Central School, Greene, New York, in 2008, she entered The State University of New York College at Cortland in Cortland, New York. In 2012, she received the degree of Bachelor of Arts in Communication Studies with a Concentration in Public Relations and Advertising and a Minor in Business Management. That following fall she entered into the Graduate School at The University of Texas at Austin to pursue a Master's Degree in Advertising. She is expected to complete this degree plan in May of 2014.

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This thesis was typed by Victoria Elizabeth Barbeisch