# Be woke, be powerful!

A research on the relationship between woke advertising and consumer preferences for different types of brands

**Master's Thesis in Marketing**


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# A research on the relationship between woke advertising and consumer preferences for different types of brands

*"Do woke advertisements lead to an increased sense of power through abstract thinking, and do woke advertisements influence consumers' preferences for different brand roles?"*

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# Preface

This thesis is written as part of the completion of the master's degree in Marketing at Radboud University. I have been supervised by dr. Nina Belei of Radboud University. The idea for engaging in this research was first provided by my sister, with whom I talked about a new advertisement from Nike starring NFL player Colin Kaepernick. I still remember the thesis market where I spoke with dr. Belei, and I was reluctant to come up with my own proposed topic, since I was afraid it could not be researched on academic level. When introducing this topic, dr. Belei did not hear about woke advertising before so I started doing more research and eventually planned a meeting with dr. Belei to discuss my topic. I still remember that dr. Belei told me: "I will write down in my agenda that I will do some research for you as well. Actually, this is something that I almost never do, but I think your topic is so interesting". Even though it was unknown if I would find sufficient literature, these words motivated me throughout the process to do my best to deliver something special.

In special, I would like to thank dr. Belei for her enthusiasm and for providing me the opportunity to work on this topic and by deciding to add my topic as an extra topic on her list of supervision. She provided me intensive support by inspiring me with various ideas for my thesis that I could not have come up with myself. Moreover, I would like to thank dr. Simone Ritter for her time and effort in reading my thesis critically and for providing me with feedback.

In addition, I would like to thank my fellow student Pieter den Hertog, who took his time and effort to read my thesis carefully and who, throughout the process, helped me out with all my questions. I would also like to thank Fatbardha, who inspired me with this topic, and Myron, who came up with creative ideas and who made the image on my front page. Finally, I would like to thank my parents, sisters and friends, who have supported me throughout my years as a student.

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# Abstract

Over the years, there has been a shift in advertising due to characteristics of the newest generations, who demand transparency and authenticity from brands. This shift has resulted in an importance for brands to have a purpose by being aware of social injustices, an approach named woke advertising. Although many brands participate with this newest form of advertising, little is known about whether woke advertising influences brand role preference. Current research investigates the psychological effects of exposure to woke advertising, by examining what the role of sense of power is in understanding how woke advertisements affect consumers' brand preferences. On top of that, it is the first research that measures brand role preference through woke advertising, construal level theory and sense of power. An experiment evinced that woke advertising induces abstract thinking when controlled for gender. In particular, men seem to think more abstractly after exposure to a woke advertisement compared with women. Abstract thinking also has been found to be an important mediator in the relationship between woke advertising and sense of power, hence exposure to woke advertising resulting in a higher sense of power. This provides valuable insights for brands to make their consumers aware of injustices, as sense of power has been found to be an important determinant of behaviour. Moreover, it appears that woke advertising leads to a preference for partner brands over servant brands. Public policy makers may benefit from this effect by adjusting the tone of their policy as a partner to make a change globally.



**Key words:** woke advertising, construal level theory, abstract thinking, sense of power, brand role preference, servant brand, partner brand

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# 1. Introduction

Our society is shaped by a digital revolution, where technology is embedded in people and society, as can be seen in the number of social media users: 1 billion people use Instagram monthly (Omnicore, 2020). Part of this digital revolution is the importance of brand purpose by means of a strong brand message, where brands must transmit their identity in every message they convey. In order to stand out in this digital era, brands must dare to make bold choices so that the youngest generations, Millennials and Generation Z, have a 360 degrees brand experience. In 2025, Millennials and Generation Z will conduct 90% of the labour and thus it is important for brands to offer these generations the best brand experiences (Dept, 2019). For both generations, brand purpose is an important determinant in their decision to buy from a brand. Millennials and Generation Z therefore demand transparency and authenticity from brands by asking them to take a stand on social issues (Gonçalves, 2018). 64% of the Millennials and Generation Z is a belief-driven buyer and would even boycott a brand based on how a brand profiles itself by taking a stand on specific issues (Edelman, 2019). These consumer expectations have led to a shift in branding with a new form of advertising labelled *Woke Advertising.*

## 1.1 Millennials and Generation Z

Millennials are defined as the generation of people who are born between 1980 and 1990, and they are also called Generation Y (Main, 2017). Compared to previous generations, Millennials are the most diverse generation in terms of race and ethnicity. Even though Millennials lived in a relatively quiet era, they are aware of the 9/11 terrorist attacks. This historical event has shaped the environment in which the Millennials live and led to a broader view on the world. In terms of technology, Millennials are also different from previous generations regarding the fact that they grew up during the internet explosion. Throughout the years, Millennials were introduced with social media and got used to the environment where there is always connectivity with people from all over the world due to the newest technology (Dimock, 2019).

Generation Z (Gen Z) is defined as the generation of people who are born between the late 1990s and 2000 (Business Insider, n.d.). Whereas Generation Y became digital throughout the years, Gen Z was born and raised in the era of social media, smartphones, and the newest technology (Dimock, 2019). The environment in which Gen Z has grown, caused them to be the most diverse and best-educated generation compared to all previous generations (Fry & Parker, 2018). Gen Z is characterised by understanding and acceptance towards different groups

in society and the aim to improve the world. The main characteristic of Gen Z is their quest for honesty from brands, which in turn influences the way brands are perceived (Francis & Hoefel, 2018).

### 1.2 Woke advertising

The term *woke* is derived from its use in the African American community and refers to being awake and aware of the truth and social injustices (Mirzaei, 2019). The definition of the adjective has been further developed in 2017 by Oxford Dictionary who defined it as *"alert to injustice in society, especially racism"* (Finley, 2017).

Woke advertising has become a symbolic approach where brands take a political stand by participating in a political movement against injustices, regarding topics such as the Lesbian, Gay, Bisexual, Transgender community (LGBT), racism towards coloured people and discrimination towards women (Stryker, 2017). Thus, being a woke brand means that a brand shows awareness by paying attention to different oppressed groups in society. As mentioned before, there has been a shift in branding due to Millennials and Gen Z of whom the majority is a belief-driven buyer. Both generations are interested in social movements and are willing to start a dialogue. Brands have countered the interests of both generations by starting a conversation through their advertisements, which has led to the symbolic brand approach woke advertising (Stryker, 2017).

Many well-known brands have had the intention to participate with the woke trend by creating woke advertisements. An example of a successful woke advertisement is from sports brand Nike in collaboration with famous athlete Colin Kaepernick. In 2016, the former National Football League (NFL) athlete refused to stand for the US anthem, by kneeling as a protest against racial injustice and police brutality against black people (Chadwick & Zipp, 2018). His behaviour caused a lot of fuss from fans of NFL, conservative US citizens and even President Donald Trump, who considered the protest as disrespectful to the American flag (Chadwick & Zipp, 2018). Consequently, the NFL banned Kaepernick and since then, he did not get any try-out from any other team (King, 2018). For Nike's JUST DO IT 30th anniversary, the sports brand released a campaign starring Colin Kaepernick, with the message: *"Believe in something, even if it means sacrificing everything".* With this strong message, people were encouraged to follow their dreams which has caused consumers to think about their existing values by increasing awareness for social injustices (Chadwick & Zipp, 2018). Nike's campaign is perceived as inspirational since it reinforces the existing slogan ("*Just Do It"*) that Nike has been known for throughout many years. Eventually, many consumers stated that they would

boycott Nike after the campaign was released (See Appendix 1.1 for Nike-consumer tweets). Nevertheless, on the long-term, Nike had a $163 million increase in earned media, $6 billion brand increase and a 31% boost in sales (Beer, 2019).

Yet, not all brands with an intention to participate in the woke trend have succeeded. A well-known example comes from Gillette. The razor brand has been known for its iconic slogan *"The Best a Man Can Get",* which relates to the superiority of Gillette razors. In 2019, Gillette launched a new campaign with the goal to make consumers aware of the #MeToo movement (Barro, 2019). #MeToo is a movement that encourages victims of sexual violence to support each other by creating a community where experiences can be shared (MeToo, 2018). For the woke campaign, Gillette changed its slogan into "*The Best a Man Can Be"* which implies that men should show specific desirable behaviour such as treating women with respect and stop bullying. Whereas the initial slogan was about men who are provided with the best quality razors, the latter asks men to do something as a favour for the quality that has been delivered by Gillette throughout the years. This led to negative responses since male consumers of Gillette perceived that changing their behaviour regarding women and bullying is not something that the razor brand should impose them (See Appendix 1.2 for Gillette-consumer tweets). Gillette tried to not only make its consumers reflect on their behaviour but also asked them to change their behaviour which caused its consumers to feel blamed (Barro, 2019).

Another example of a brand that failed to create a successful woke advertisement is Pepsi. In 2017, the soda company created an advertisement starring celebrity Kendall Jenner, and the woke advertisement was a reproduction of an earlier protest organised by civil rights movement Black Lives Matter. In the advertisement, Kendall Jenner joins the civil rights movement, but she comes across a policeman who tries to stop her. The celebrity offers the policeman a can of Pepsi, who accepts it, and the protest is ended peacefully (Gonzalez, 2017). There were many negative responses toward the advertisement since consumers perceived that Pepsi did not take the protests by Black Lives Matter seriously (See Appendix 1.3 for Pepsi-consumer tweets). According to the consumers, all the issues and rights that Black Lives Matter fight for cannot be solved by just offering a can of Pepsi to a policeman (Hyde, 2017).

Previous examples show that woke advertising might have negative outcomes for several reasons. Consumers might perceive that a brand participating in the trend of woke advertising does not take social injustices seriously or might feel that they are imposed to change their behaviour. The CEO of Unilever warned for the drawbacks of woke advertising by introducing the phenomenon *woke washing*, which refers to brands giving an impression that they are woke, but at the same time not taking action to resolve social injustices (Christe,

2019). According to the Edelman's Trust Barometer Special Report (Edelman, 2019), consumers are sceptical and only 34% trusts most of the brands they buy or use. *Woke capitalism* occurs whenever an organization takes a political stand by only focusing on making profits from the benefits of woke advertising instead of being woke and willing to make significant changes in society (Athalye, 2019). In the case of Pepsi for instance, the brand dealt with retaliation since its consumers perceived that the brand was only trying to increase the amount of sold soft drinks instead of taking the protests seriously (Hyde, 2017).

Even though consumers notice that some brands participate in woke capitalism, which consecutively might lead to boycotting a brand, many brands continue participating in the woke trend in the interest of making profits. The advantages for a brand to create a woke advertisement that has the potential to be unsuccessful have been found to be twofold. Despite the fact that consumers receive the woke advertisement negatively, the advertisement is still discussed with other consumers. This discussion therafter leads to buzz due to dislikes and shares which subsequently leads to an increased brand awareness (Hearn, 2019).

### 1.3 Construal Level Theory

A theory that might provide an understanding into how consumers perceive brands is *Construal Level Theory (CLT)*. This theory proposes that people form mental construals of predictions and memories, based on the psychological distance from a specific construct. The bigger the psychological distance between a person and a construct, the higher the level of construal (Trope & Liberman, 2010). For instance, when someone thinks about a conference that takes place next year, that person makes use of high-level construals by thinking about the goals that will be achieved when going to the conference, such as acquiring knowledge or meeting new people. A person who thinks about a conference that takes place next day, makes use of low-level construals by thinking about short-term goals such as ironing the clothes that are going to be worn (Förster, Friedman, Liberman; 2004). So, the higher the level of abstractness, the more information about the general feature of the event is processed and the fewer concrete details are dealt with (Trope & Liberman, 2010).

As mentioned before, high-level construals are more abstract and simpler whereas low-level construals are more concrete and complex. The more distant an event, the bigger the probability that abstract thought is triggered, which means that high-level construals are constructed. This works vice versa as well; the more near an event, the bigger the probability that concrete thought is triggered, by means of the construction of low-level construals (Trope & Liberman, 2010).

It can thus be stated that concrete or abstract representations are created in specific situations, depending on the construct that someone encounters, and those representations can be enhanced by certain stimuli. Since woke brands are relatively new, little is known about how they are processed and whether they would induce abstract or concrete thought. As mentioned previously, woke advertisements typically pay attention to different groups in society by showing awareness for injustices (Stryker, 2017). It thus seems that woke advertisements mainly are about values.

Until now, evidence has been found for a relationship between high-level construals and moral judgments. According to Agerström and Björklund (2009), distant behaviour is judged more severely, and abstract thought is triggered mainly when strong moral judgments are made. Since woke advertisements seem to be about values and abstract thinking is situational dependent on moral judgments, abstract thought might be activated when a consumer is exposed to a woke advertisement.

So far, abstract thinking has been found to result in increased perceptions of power (Smith, Wigboldus & Dijksterhuis; 2008). Yet, no research exists on the relationship between woke advertising and power. It is also unknown whether consumers differ in preferences for different types of brands after being exposed to a woke advertisement. This research is aimed at addressing these relationships by finding out whether woke advertising induces abstract thought and leads to a high sense of power. Eventually, it is of interest to explore whether woke advertising, abstract thinking and sense of power influence brand role preferences.

### 1.3 Research aim

The purpose of this study is to find out what the role of power is in understanding how woke advertisements affect consumers' brand preferences. The aim of this research is to investigate whether consumers perceive a high sense of power after being exposed to a woke advertisement and whether sense of power influences consumers' preferences for different brands. Construal Level Theory could establish whether woke advertising triggers abstract thought and whether abstract thought would lead to a high sense of power. Moreover, it is interesting to research if there will be differences in preference within different types of roles that brands can take on in consumers' lives. This study aims to answer the following research question:

*"Do woke advertisements lead to an increased sense of power through abstract thinking, and do woke advertisements influence consumers' preferences for different brand roles?"*

In order to answer this question, the following sub-questions have been formulated:

- *Does exposure to a woke advertisement trigger abstract thought?*
- *Does exposure to a woke advertisement lead to a high sense of power through abstract thinking?*
- *Does exposure to a woke advertisement lead to differing preferences for various brand roles through a high sense of power?*

### 1.4 Theoretical relevance

Extensive literature has been conducted on woke advertising and the effects of woke advertisements in terms of sales, buzz, likes and dislikes of consumers and woke-capitalism (Stryker, 2017; Christe, 2019; Athalye, 2019). Nevertheless, because woke advertising is a relatively new phenomenon, it is unknown how woke advertisements are processed psychologically as to whether they trigger abstract or concrete thought and if exposure consecutively increases sense of power.

This study differs from earlier studies that examined how sense of power influences consumers' preferences for different brand roles (Kim & Kramer, 2015; Aggarwal & McGill, 2012), in the way that it tries to understand how woke advertising influences consumers' brand preferences. Given the newness of the trend woke advertising, investigating the research question of this study is important for gaining new knowledge. Therefore, this research is theoretically relevant and will contribute to academic literature.

### 1.5 Practical Relevance

The practical relevance of the phenomenon woke advertising is significant. Our society is shaped by a culture where consumption is very important, and if the consumption process can be influenced by means of this new way of advertising, the phenomenon woke advertising becomes very valuable. As seen in the previous example from Nike (Chadwick & Zipp, 2018; Beer, 2019), a lot of buzz was created around the advertisement with Colin Kaepernick. Such a commercial can turn one of the most powerful countries, such as the United States, upside down. Therefore, it is crucial to obtain more knowledge about woke advertising.

The outcomes of this research could provide brands with guidelines as to whether or not to invest in woke advertisements. If for instance the outcome of this research would be that consumers prefer dominant brands after being exposed to a woke advertisement, dominant brands could choose to become woke as well. Brands will become woke if investing in woke advertising becomes advantageous for their brand image.

## 1.6 Thesis outline

This research is structured as follows:

- Chapter 2 provides an overview of existing literature on woke advertising, construal level theory, sense of power and the different roles that brands can take in consumers' lives. The chapter also presents the hypotheses and the conceptual model.
- Chapter 3 elaborates on the methodology used in this thesis, including the research design, sample, measurement, procedure and research ethics.
- Chapter 4 presents the results from the analysis.
- Chapter 5 provides the conclusion, discussion, limitations and directions for future research.

# 2. Theoretical background

This chapter is aimed at explaining the phenomenon woke advertising in more detail by answering the following sub question: *Does exposure to a woke advertisement trigger abstract thought?* Furthermore, this chapter aims to explore the relationship between woke advertising and sense of power by answering the sub question: *Does exposure to a woke advertisement lead to a high sense of power through abstract thinking?* Finally, this literature review answers the following sub question: *Does exposure to a woke advertisement lead to differing preferences for various brand roles through a high sense of power?*

## 2.1 Woke advertising and values

As mentioned before, woke advertising is a symbolic approach where brands participate in a political movement to raise awareness for different sociocultural issues experienced by different supressed groups in society (Stryker, 2017). The brands that participate in this trend are called woke brands. The issues dealt with in woke advertisements do not only relate to toxic masculinity or members of Black Lives Matter as seen in the previous examples. Some woke brands focus on empowering women, such as personal care brand Dove. Woke brand Dove initiated a Campaign for Real Beauty with an emphasis on different imperfect body shapes of women (Carson, 2019). Other brands have had the intention to be woke by focusing on the Lesbian, Gay, Bisexual and Transgender (LGBT) community such as Marks and Spencer who launched a LGBT+ sandwich (Whitehead, 2019). More examples of woke advertisements can be found in Appendix II.

As mentioned earlier, woke advertising rose due to the characteristics of Millennials and Generation Z. Because of the Internet, both generations are continuously up to date about social injustices, which has led to an interest in movements that pay attention to social injustices (Simmonds, n.d.). Since brands pay an important role in consumers' lives (Fournier, 1998), consumers support brands that also pay attention to social injustices, specifically brands that share the same thoughts as themselves. Brands, on the other hand, want to resemble consumers by becoming woke and showing awareness to different social injustices that are important to their consumers. Brands become woke by positioning themselves regarding specific topics and expressing what values are important. Woke brands do this in a strategic way, by thinking carefully about the social injustices they are going to address (Simmonds, n.d.)

As a result, all woke advertisements have in common that they emphasize contemporary topics that typically are about values. Values are defined as "abstract structures that involve the

beliefs that people hold onto about desirable ways of behaving or about desirable end states" (Feather, 1995, p. 1135). Values are formed by means of gathering past encountered information in the environment. By means of cognitive structures, the collected experiences are organized by individuals and form a value. Whenever people are confronted with new stimuli in their environment, the past experiences (values) serve as a basis for the way new stimuli are evaluated (Rohan, 2000). Values therefore also are defined as schemata that are "active organizations of past experiences" (Bartlett, 1932, p. 201). These schemata are composed over a long time, which causes people to be very attached to them (Feather, 1995).

Values exist in hierarchy, which means that they differ in relative importance to people. Values are not only seen as beliefs about what is right or wrong that people hold onto, but they also serve as motives for specific behaviour. Values are motivational since they influence the way people behave, in the way that they define which types of activities and behaviour are defined as positive or negative. Moreover, values assist people in making choices when being faced with alternatives. When analysing different alternatives, people rely on their past experiences and beliefs in order to evaluate the best outcome (Feather, 1995).

Woke advertising is also defined as values- or cause-based advertising. This is since woke advertisements convey specific values with the intention to create impact on consumers. Woke brands try to align certain brand values with consumer values. The outcome of this form of marketing, also called purpose marketing, is that exposure to woke advertisements leads to consumers reflecting on their values (Adams, 2019). When consumers are exposed to woke advertisements, the values that are salient to them come to mind. Salient values are characterized as the experiences that first come to mind in a specific situation. Salient values come to mind rapidly and automatically and are shaped by experiences in the past. By means of salient values, people make inferences as to which values are important in certain situations (Siegrist, Cvetkovich & Roth; 2000). It can thus be stated that the more salient or accessible a value that is transmitted through a woke advertisement, the more likely it is that someone that will be exposed to that woke advertisement will access that specific value that is transmitted through the advertisement by observing cues that are associated with the value.

As mentioned before, values are motivational since they influence behaviour towards specific activities (Feather, 1995). When a consumer is exposed to a woke advertisement, that person starts thinking about his/her own values and whether the salient values that come to mind correspond with the values that are conveyed by means of the woke advertisement (Siegrist et al., 2000). This reflection of values leads to judgements towards the woke advertisement and the specific issue that is dealt with in the woke advertisement (Eyal,

Liberman & Trope; 2008). Values and judgments consecutively have been linked to Construal Level Theory.

According to Construal Level Theory, level of construal is linked to psychological distance. It has been found that the higher the level of construal, the more abstract the representation of the construal will be. On the other hand, the lower the level of construal, the more concrete the representation of the construal will be (Eyal et al., 2008). Abstract thought is triggered when something is construed as psychologically distant and concrete thought is activated when something is construed as near (Liberman, Sagristano, Trope, 2002). As stated by Liberman and Trope (1998), actions can be construed at different levels of identification: high-level or low-level. When people make use of high-level identification, the focus is on *why* a specific action is performed (abstract thinking – psychologically distant), whereas people that make use of low-level identification focus on *how* a specific action is performed (concrete thinking – psychologically near).

Trope and Liberman (2010) state that people more often rely on their values when situations are psychologically distant due to the abstractness of values. Research from Eyal, Sagristano, Trope, Liberman and Chaiken (2009) proves that values that people hold onto are better reflected in their intentions to behave in a specific manner in the distant future rather than the near future. This is an indication that values are better reflected in the distant future.

Different researchers have found evidence for a relationship between level of construal and moral judgments. According to Eyal et al., (2008) moral judgments are high-level construals due to their abstract nature. They found that moral judgments are stronger when moral behaviour is perceived as psychologically distant. Eyal et al., (2008) state that people base their judgments on norms and principles, rather than focusing on small details of an action, which leads to stronger moral judgments. An example that Eyal et al., (2008) construed in their research was the act of sexual intercourse between siblings. When someone judged the act from a distant perspective, the act was judged as incest without thinking about facts that would make the act less extreme (such as the use of contraceptives). Vice versa, the act was not judged extremely negative and severe when the act was judged from a near perspective.

Mårtensson (2017) found the same relationship by showing that psychological distance has a big influence on the evaluation of specific behaviour in terms of norms and standards. The outcome of her research was that people judge behaviour more negatively when it is perceived as more distant. Agerström and Björklund (2009) also found evidence for the fact that distant behaviour is judged more severely and that abstract thinkers rely more often on strong moral judgments whereas concrete thinkers make fewer moral judgments. In an

experiment, Agerström and Björklund (2009) asked their respondents on their opinions regarding other individuals that are not willing to donate blood to a Swedish hospital during a blood crisis either today or in 2037. The outcome of the experiment was that people make stronger moral judgments when they evaluate behaviour in the distant future rather than the near future.

Considering that woke advertisements are about values and cause consumers to reflect on their values, and since values and moral judgments are linked to high-level (abstract) construals, the following hypothesis has been formulated:

*H1: People who are exposed to woke advertisements are more prone to abstract thinking.*

### 2.2 Sense of power

Different researchers have been looking at how people behave in relationship to others. According to Smith and Trope (2006, p. 578) "having control over other people's outcomes, or having other control your own outcomes, affects the very way you view the world", which makes power an important determinant of people's behaviour in relationship to others. Smith and Trope (2006) made a distinction between leaders and followers. Leaders have vision and attempt to control followers by looking at the bigger picture when translating small organizational activities into a mission. Followers, on the other hand, are occupied with working out details that form the bigger picture in order to create a mission (Smith & Trope, 2006).

Since being powerful means having leadership, Smith and Trope (2006) researched whether power is linked to abstract thinking. They came up with *The Abstraction Hypothesis* to make this link. This hypothesis states that "because power involves a sense of being distinct from others, and thus involves more psychological distance from them, having power, relative to lacking power, leads an individual to process information more abstractly" (Smith & Trope, 2006, p. 580). According to Smith and Trope (2006), abstract information processing causes people with power to focus only on important stimuli by making use of high-level (abstract) construals as a way to look at the bigger picture. High-level construals make it possible to focus on the whole structure of stimuli rather than focussing on details. The Abstraction Hypothesis has been proven to be relevant in different situations by means of different experiments in the research by Smith and Trope (2006). The outcome of their experiments was that when people are primed to have high power roles, they are more prone to think abstractly.

Smith, Wigboldus and Dijksterhuis (2008) did research on power and information processing as well. According to the researchers, examining only actual power is insufficient to gain insight in how people behave when they are powerful. Smith et al. (2008) rather preferred looking at *sense of power* as a determinant of information processing since it has a bigger influence on behaviour and thoughts compared to actual power. Sense of power has been defined as "the perception of one's ability to influence another person or people" (Anderson, John & Keltner; 2012; p. 316). In order to find out how sense of power is affected by cognition, Smith et al. (2008) looked at types of thinking. The same distinction was made as is consistent with Construal Level Theory (Trope & Liberman, 2003). According Smith et al. (2008), concrete thinking is more about details which restricts people in taking risks. In contrast, abstract thinking relates to the generalization of details which makes it possible to liberate thoughts and to enhance flexibility. Smith et al. (2008) conducted an experiment in which individuals were primed to think abstractly or concretely. The outcome of this experiment was that participants felt more powerful whenever they were primed to think abstractly in comparison to being primed to think concrete, or when not being primed at all.

Since the research of Smith et al. (2008) is an extension of the research by Smith and Trope (2006), it has been decided to focus on the research of Smith et al. (2008) further on. Considering that the authors found a causal relationship between abstract thinking and sense of power, the following hypothesis has been formulated:

*H2: Abstract thinking leads to an increased sense of power.*

As indicated previously, it is expected that people that are exposed to woke advertising are more prone to abstract thinking. This is since woke advertisements typically are about values and exposure to woke advertisements causes people to think about their values (Siegrist et al., 2000). The reflection of values leads to judgments about woke advertisements (Eyal et al., 2008). When linking judgements to level of construal, the outcome of various studies was that people make stronger moral judgments when thinking abstractly (Eyal et al., 2008; Mårtensson, 2017; Agerström and Björklund, 2009). When linking the found relationship between abstract thought and sense of power (Smith et al., 2008) to woke advertising, it would be expected that people who are exposed to a woke advertisement are more prone to abstract thought and in turn have a higher sense of power. As a means to understand what the role of power is in consumers' preferences amongst different brands, it is useful to look at consumer-brand relationships, specifically the role brands can take on in consumers' lives.

## 2.3 Consumer-brand relationships

One of the first researchers that acknowledged the importance of brands in consumers' lives is Fournier (1998). According to the author, brands are of bigger importance than they appear to be in first sight since consumers behave in the same way towards brands as they behave towards other people. In order to interact with consumers, many brands are anthropomorphized: brands are humanized to differentiate themselves or to be better remembered by consumers (Aggarwal & McGill, 2012). The addition of human characteristics to brands influences factors that define the relationship that consumers have with brands, such as brand loyalty (Fournier, 1998).

Several researchers came up with different types of social roles a brand can take. According to Fournier (1998), consumer-brand relationships can take on many social roles including arranged marriages, committed partnerships, friendships, flings and secret affairs. Aggarwal (2004) stated that consumers form relationships with brands in the same way as consumers form relationships with each other based on norms. Aggarwal (2004) made a distinction between *exchange relationships* and *communal relationships*. In an exchange relationship, people give benefits to others in order to receive something back (e.g. the relationship between strangers). In a communal relationship, people give benefits to each other to show they are concerned about the other (e.g. the relationship between friends). This distinction is useful since consumers incorporate brands in their lives in the same way as they do with people. Consumers evaluate a brand based on the role it is expected to play in their lives. In an exchange relationship, a brand is expected to be a business partner whereas in a communal relationship, the consumer views the brand as a friend (Aggarwal & McGill, 2012). If a brand disrupts the relationship norms and expectations, the brand is judged negatively and vice versa (Aggarwal, 2004).

Most stream of research that looks at anthropomorphized brands is focused on the role of the brand as a friend or *partner*. When a brand has a partner role, the brand works together with the consumer to create benefits together (Aggarwal & McGill, 2012; Kim & Kramer, 2015). An example of a partner brand is Allianz with the slogan "*Trusted Partner"*, with which the brand tries to assure the customer that it is honest and trustworthy (Aggarwal & McGill; 2012). Another example regarding partner brands can be found in Appendix III.

Yet, little is known about a distinct social role a brand can take: the brand as a *servant*. Whereas a partner brand presents itself as "coproducer of benefits", a servant brand has the role of an "outsourced provider of benefits" (Kim & Kramer, 2015, p. 286). A servant brand presents itself as a leader that works for the consumer (Kim & Kramer, 2015). An example of a servant brand is toilet cleaning gel Scrubbing Bubbles which is known for its slogan "*We Work Hard*

*So You Don't Have To"* (Aggarwal & McGill, 2012). Another example of a servant brand can be found in Appendix III.

Partner brands and servant brands are distinct in hierarchy within the consumer-brand relationship. When looking at a partner brand, the brand is equal to the consumer and tries to form a team with the consumer whereas a servant brand tries to serve the consumer (Dong & Aggarwal, 2016). This implies that a servant brand is lower in hierarchy. Dong and Aggarwal (2016) investigated the influence of hierarchy on both consumer-brand relationships by looking at the stereotype's warmth and competence. The outcome of their research was that partner brands are expected to score high on warmth and servant brands are expected to score high on competence. If these expectations are exceeded, both social roles of the brands are criticized.

When trying to understand what the role of power is in consumers' preferences among different brand roles, it can be argued that people who have a high sense of power might prefer brands that have the role of a partner. A preference for partner brands when having a high sense of power can be explained for different reasons. First, it might be caused due to the fact that people who have a high sense of power are already powerful and dominating in relationship to other people, so they do not experience a need to dominate brands (Kim & Kramer, 2015). Second, Smith et al. (2008) found that a high sense of power leads people to think abstractly which in turn increases sense of power. This relationship continues constantly which consecutively causes people with an increased sense of power to prefer high power roles. Thus, people who have a high sense of power might prefer brands that have the role of a partner since partner brands are on the same level of power as they are.

On the other hand, it can also be argued that people who have a high sense of power would prefer brands that have the role of a servant. As mentioned previously, when a brand has the role of a servant, the brand is lower in hierarchy compared to the consumer (Dong & Aggarwal, 2016). Since the brand serves the consumer, people with a high sense of power want to dominate other people or brands, and they might prefer brands that work for them and that are lower in hierarchy. A servant brand is expected to do the work for the consumer (Aggarwal & McGill, 2012), thus people with a high sense of power would prefer servant brands that are of lesser dominance than themselves. People with a high sense of power want to be masters in their consumer-brand relationship and would thus prefer servant brands (Kim & Kramer, 2015).

The preference for either partner brands or servant brands for people with a high sense of power, was linked to materialists' desire for power and control (Kim & Kramer, 2015). Materialists are defined as consumers who are eager to possess materialistic goods as means of status and to become happy (Richins & Rudmin, 1994). Characteristics of materialists are that

they are not good at maintaining relationships with other people since they only focus on their self-interest (Kim & Kramer, 2015). They also want to have a high status, so they work hard to acquire goods and they judge others by the amount of goods they have (Richins & Dawson, 1992). Materialists seem to be unsatisfied with their lives which makes them lonely and causes them to have a low self-esteem (Tsang, Carpenter, Roberts, Frisch, Carlisle, 2014). Materialistic consumers therefore do not only attempt to dominate goods but also to dominate people (Kim & Kramer, 2015).

Given the beforementioned characteristics of materialists, Kim and Kramer (2015) conducted several experiments in which they expected that materialists would react more favourably to servant brands compared to partner brands. This expectation derived from the fact that materialists are not good at real-life relationships with other people as mentioned before. As such, Kim and Kramer (2015) expected that materialists would rather start a relationship with brands than with people, which corresponds with the finding that consumers behave in the same way towards brands as they behave towards people (Fournier, 1998). This preference for servant brands that materialists can dominate and that are of lesser status than themselves was also expected to exist with brands that materialists engage with and that increase their self-esteem (Kim & Kramer, 2015). Moreover, Kim and Kramer (2015) expected that the preference of materialists for servant brands would not occur when the brand is objectified (not humanized) rather than anthropomorphized. This is because consumer-brand relationships in general require humanization so that the consumer connects with the brand in some way, and objectified brands do not offer the possibility for the consumer to form a relationship with a brand.

Kim and Kramer (2015) tested the expected relationships amongst materialists and non-materialists. The outcome of the experiments was that materialists prefer servant brands over partner brands when brands are anthropomorphized rather than objectified. Compared to non-materialists, materialists also prefer more often servant brands. An addition to existing literature on consumer-brand relationships is that a new social role of brands has been found, which is the “brand as a security provider” (Kim & Kramer, 2015, p. 295). This new brand role applies to materialists who are insecure to make connections with people in real life, and thus try to make a connection with a brand by mastering it (Kim & Kramer, 2015).

Taken together, Kim and Kramer (2015) found that materialists prefer servant brands over partner brands when they anthropomorphize brands, thus give meaning to them. Materialists want to have a high status and to be powerful, so they prefer being masters over brands that serve them. Even though it can be argued that people with a high sense of power

might prefer partner brands that are on the same level as they are, significant differences have been found between materialists' preferences for servant brands over partner brands (Kim & Kramer, 2015). When relating this hypothesis to woke advertisements and to the previous hypotheses, it is expected that people who are exposed to a woke advertisement will have a positive attitude towards brands that are portrayed as servant brands due to their high sense of power. Therefore, the following hypothesis has been formulated:

*H3: Exposure to a woke advertisement leads to a preference for servant brands over partner brands through abstract thinking and a high sense of power.*

### 2.4 Summary of literature review

To conclude, it has been found that woke advertisements typically are about values (Simmonds, n.d.). Brands attempt to become woke by advertising about contemporary topics so that consumers reflect on their values (Adams, 2019). Several authors (Eyal et al, 2008; Mårtensson, 2017; Agerström & Björklund, 2009) found a relationship between values and abstract thinking. They found that people that think abstractly in different situations make stronger moral judgments. Therefore, it is hypothesized that woke advertisements trigger abstract thought.

An important determinant that came across when looking at how people behave in relationship to others, is sense of power. Smith et al. (2008) found that people have a higher sense of power when they are primed to think abstractly. Thus, it has been hypothesized that abstract thinking leads to an increased sense of power. When linking the relationship between abstract thought and sense of power (Smith et al., 2008) to woke advertising, it is expected that people who are exposed to a woke advertisement are more prone to abstract thinking and that they will have a higher sense of power.

To understand the role of power in consumers' preferences among different roles that brands can take on in their lives, research has been conducted on two distinct brand roles: the brand as a partner and the brand as a servant. Kim and Kramer (2015) found that people who want to dominate others favour servant brands over partner brands so they can dominate the brands that serve them and that are lower in hierarchy. Therefore, the final hypothesis is that people with a high sense of power prefer servant brands over partner brands.

The goal of this thesis is to find out whether people with a high sense of power still prefer servant brands after being exposed to a woke advertisement. The aim is thus to find out what the role of power is in understanding how woke advertisements affect consumers'

preferences for brands. Therefore, it is of interest to know whether a woke advertisement triggers abstract thought, if this relationship leads to an increased sense of power, and whether this eventually leads to a preference for brands portrayed as servant brands in general.

### 2.5 Conceptual model

Based on the previous hypotheses, the following conceptual model has been drawn.

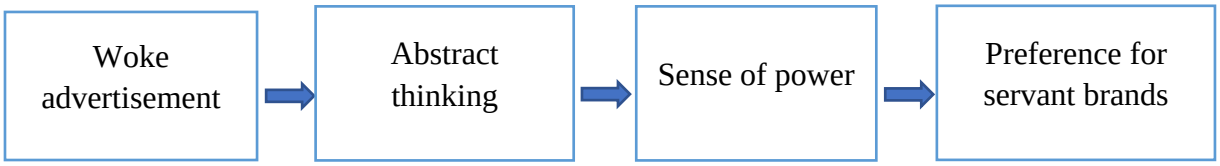


*Figure 1. Conceptual model*

# 3. Method

This chapter elaborates on the chosen methodology that was used in order to come to conclusions regarding the hypotheses mentioned in the previous chapter. It entails the pre-test and the results from the pre-test. Furthermore, this chapter elaborates on the chosen research design, the sample taken and the measurement and operationalization of the dependent and independent variables. Finally, the research procedure and research ethics will be discussed.

## 3.1 Research Design

The aim of this study was to find out whether exposure to a woke advertisement increases sense of power and in turn leads to preferences for different types of brands. Previously it is hypothesised that there is a causal relationship between exposure to woke advertising and a preference for servant brands. To find out whether this relationship exists, an experiment was conducted. An experiment is suitable when a causal relationship is expected due to manipulation of the independent variable to research its effect on the dependent variable (Vennix, 2011). In this case, exposure to a woke advertisement was manipulated to research the effect on brand role preference.

The factor that was manipulated is exposure to an advertisement of sports brand Reebok. Exposure to a Reebok advertisement had two levels – woke Reebok advertisement, and regular Reebok advertisement. With the intention of measuring whether exposure to a woke advertisement led to a preference for servant brands, the second level was useful where participants were exposed to a regular advertisement so that the outcomes could be compared.

This research had an independent-measures design in which participants took part in only one of the two levels, thus they were either exposed to a woke advertisement from Reebok or to a regular advertisement from Reebok (Field & Hole, 2003). To test whether the advertisements were suitable for the actual experiment, a pre-test was conducted to measure whether the advertisements had characteristics that could confound the main study. The pre-test was made on Qualtrics and shared through different online channels.

## 3.2 Pre-test

In order to measure whether the two advertisements had a couple of relevant similarities or possible differences in evaluation that might confound the study, a pre-test was conducted before the actual experiment. Moreover, a pre-test had to be conducted due to the fact that this is the first study that manipulates exposure to a woke advertisement. In the pre-test, respondents

were exposed to either a woke advertisement or a regular advertisement from Reebok. The woke advertisement (Reebok's "Be More Than Human" TV Spot) took 1:01 minute and was part of Reebok's #BeMoreHuman Campaign that is launched in 2018. This campaign featured several athletes and women leaders where consumers were encouraged "to be the best possible version of themselves physically, mentally and socially" (Whitehead, 2019). In the woke advertisement, several athletes were presented who try to reach their goals (Heitner, 2015). The regular advertisement (Reebok x Conor McGregor | Zigurine | Commercial 2020) took 0:46 minute and represented a collaboration between Reebok and MMA fighter Connor McGregor. The collaboration displayed what happens when the MMA fighter wears one pair of Zigs Reebok trainers. The regular advertisement did not convey a message that had to do with values, but it only encouraged consumers to purchase Reebok trainers from the collaboration (Reebok, 2020). The rest of the of the pre-test remained the same for both levels.

An independent-measures design made it possible to assign each participant to one of the two levels. The means from both independent groups were compared by means of a t-test (Hair, Black, Babin, Anderson & Tatham; 2014). The participants were asked to rate the advertisement on familiarity, overall liking, likeability, and the feelings that exposure evoked. All concepts were measured on a 5-point Likert Scale. The pre-test can be found in Appendix V.

Familiarity with the advertisement was measured by means of the question "How familiar are you with the advertisement?" (1 = Not familiar at all and 5 = Extremely familiar). Overall liking of the advertisement was measured with the question "To what extent do you like the advertisement?" (1 = Dislike a great deal and 5 = Like a great deal).

Likeability of the advertisement was measured by means of rating on the following aspects: enjoyable, entertaining, fun, appealing, interesting, engaging, informative and original (Marketing Analytics, n.d.). Respondents were asked to rate to what extent the eight aspects applied to the advertisement on a 5-point Likert Scale (1 = Strongly disagree, 5 = Strongly agree).

To measure whether both advertisements facilitated different moods, the Positive and Negative Affect Schedule (PANAS Scale) was used. The PANAS Scale is a mood scale that makes a distinction between Positive Affect and Negative Affect. "Positive Affect reflects the extent to which a person feels enthusiastic, active and alert" … "Negative Affect is a general dimension of subjective distress and unpleasurable engagement" (Watson, Clark & Tellegen; 1998). In order to measure positive and negative affect, Watson et al. (1998) came up with two 10-item mood scales. Positive affect was measured by means of the items: attentive, active,

alert, excited, enthusiastic, determined, inspired, proud, interested and strong. Negative affect was measured by means of the items: hostile, irritable, ashamed, guilty, distressed, upset, scared, afraid, jittery and nervous.

However, the PANAS Scale from Watson et al. (1998) has some drawbacks. First, it has been found that the scale makes use of items that are not understood internationally. Second, the scale has been found to be too lengthy for use (Thompson, 2007). Therefore, Thompson (2007) came up with a shorter scale that was not ambiguous and that could be used in many domains. The short-form PANAS scale was used for the pre-test. The shorter form of the Positive and Negative Affect Schedule contained 10 PANAS-items rather than 20 that represent Positive and Negative Affect. The items were measured on a 5-point Likert Scale (1 = None at all and 5 = A great deal) as measured by Thompson (2007). Respondents were asked to define how they felt after watching the advertisement. The items can be found in Table 1.

| **Construct** | **Items** | **Source** |
|---|---|---|
| | After watching the advertisement, I feel … | Thompson (2007) |
| **Positive Affect** | Alert (1 = Not at all, 5 = A great deal) | |
| | Inspired (1 = Not at all, 5 = A great deal) | |
| | Determined (1 = Not at all, 5 = A great deal) | |
| | Attentive (1 = Not at all, 5 = A great deal) | |
| | Active (1 = Not at all, 5 = A great deal) | |
| **Negative Affect** | Upset (1 = Not at all, 5 = A great deal) | |
| | Hostile (1 = Not at all, 5 = A great deal) | |
| | Ashamed (1 = Not at all, 5 = A great deal) | |
| | Nervous (1 = Not at all, 5 = A great deal) | |
| | Afraid (1 = Not at all, 5 = A great deal) | |

*Table 1. Measurement items of Positive Affect and Negative Affect*

### 3.2.1 Pre-test procedure

In the introduction of the pre-test, participants were asked to read the instructions carefully and to answer every question with honesty. Also, the participants were informed about the fact that their answers would be used for the study anonymously and confidentially.

First, the participants were randomly exposed to either the woke advertisement or regular advertisement. Next, they were asked to rate the advertisement on familiarity and overall liking on a 5-point Likert Scale (1 = not at all, 5 = very much). In the next block, the participants were asked to rate the advertisement on eight items regarding *likeability*, on a 5-

point Likert Scale (1 = not at all, 5 = very much). Mood was measured by means of the PANAS-scale. Participants were asked to answer the question "After watching the advertisement, I feel …" and this statement was followed by ten items of the short-form PANAS-scale (Thompson, 2007). Finally, some demographic questions were asked regarding gender, age, and level of education.

### 3.2.2 Results pre-test

Eighteen respondents were exposed to the woke advertisement whereas nineteen respondents were exposed to the regular advertisement from Reebok. The advertisements were rated on *familiarity, overall liking, likeability* and *mood.*

#### 3.2.2.1 Familiarity and overall liking

An independent samples t-test was conducted to compare familiarity and overall liking between the regular advertisement ($N$ = 19) and the woke advertisement ($N$ = 18). The outcomes are summated in Table 2. In terms of familiarity, Levene's test was non-significant, thus equal variances can be assumed. The t-test also was non-significant, $t$ (35) = .29, $p$ = .772. For overall liking, Levene's test was non-significant, thus equal variances can be assumed. The t-test was statistically significant, with the woke advertisement ($M$ = 4.11, $SD$ = 1.08) being liked more than the regular advertisement ($M$ = 3.32, $SD$ = 1.00); $t$ (35) = -2.32, $p$ = .026.

| **Condition** | **Regular advertisement** ***M*** **(SD)** | **Woke advertisement** ***M*** **(SD)** |
|---|---|---|
| **Familiarity** | 1.16 (.50) | 1.11 (.47) |
| **Overall liking** | 3.32 (1.00) | 4.11 (1.08) |

*Table 2: Mean score of Familiarity and Overall Liking per condition on a 5-point Likert Scale*

#### 3.3.2.2 Likeability

An independent samples t-test was conducted to compare likeability of the regular advertisement ($n$ = 19) with the woke advertisement ($n$ = 18). Likeability was measured by means of different items, which are *enjoyable, entertaining, fun, appealing, interesting, engaging, informative* and *original* (Marketing Analytics, n.d.).

For the variable *enjoyable*, Levene's test was non-significant, thus equal variances can be assumed. There was no significant effect, $t$(35) = -1.93, $p$ = .062, despite the woke

advertisement (*M* = 4.28, *SD* = .752) being evaluated as more enjoyable than the regular advertisement (*M* = 3.79, *SD* = .79).

For the variable *entertaining*, Levene's test was non-significant, thus equal variances are assumed. There was no significant t-test, *t*(35) = -.17, *p* = .866, despite the woke advertisement (*M* = 4.00, *SD* = 1.03) attaining higher scores than the regular advertisement (*M* = 3.95, *SD* = .85).

For the variable *fun*, Levene's test was non-significant, thus equal variances were assumed. The t-test was non-significant, despite the regular advertisement (*M* = 3.95, *SD* = .71) scoring higher on the variable fun compared with the woke advertisement (*M* = 3.44, *SD* = .98); *t*(35) = 1.80, *p* = .081.

The variable *appealing* showed a non-significant Levene's test, thus equal variances can be assumed. There was a significant difference in scores for the woke advertisement (*M* = 3.94, *SD* = .94) and the regular advertisement (*M* = 3.11, *SD* = 1.15); *t*(35) = -2.43, *p* = .021.

For the variable *interesting*, Levene's test was significant, thus equal variances cannot be assumed. The t-test was statistically significant, with the woke advertisement (*M* = 4.17, *SD* = .86) being evaluated as more interesting than the regular advertisement (*M* = 3.26, *SD* = 1.24); *t*(32.10) = -2.59, *p* = .014.

For the variable *engaging*, Levene's test was non-significant, thus equal variances can be assumed. The t-test was statistically significant with the woke advertisement (*M* = 4.22, *SD* = 1.00) being perceived as more engaging, than the regular advertisement (*M* = 2.89, *SD* = 1.05); *t*(35) = -3.93, *p* <.001.

For the variable *interesting*, Levene's test was non-significant, which means that equal variances can be assumed. There was no significant t-test, despite the woke advertisement (*M* = 2.61, *SD* = 1.20) attaining higher scores than the regular advertisement (*M* = 2.05, *SD* = 1.03); *t*(35) = -1.53, *p* = .136.

Finally, for the variable *interesting*, Levene's test was non-significant, thus equal variances can be assumed. There was no significant t-test, despite the regular advertisement (*M* = 4.11, *SD* = .99) being evaluated as more original, compared to the woke advertisement (*M* = 3.67, *SD* = .91); *t*(35) = 1.40, *p* = .171.

#### 3.3.2.3 Mood

Mood was measured by means of the short form of the PANAS Scale, where a distinction is made between Positive Affect and Negative Affect (Thompson, 2007).

#### 3.3.2.3.1 Mood regular advertisement

To investigate the underlying structure of a ten-item questionnaire assessing mood that the regular advertisement evoked, data collected from nineteen participants were subjected to principal axis factoring with oblique rotation. The Kaiser-Meyer Olkin measure verified the sampling adequacy for the analysis, KMO = .747, which is well above the acceptable limit of .5 (Field, 2013). The overall correlation between the items was desirable because Bartlett's test of sphericity was significant ($p < .001$). An initial analysis was run to obtain eigenvalues for each factor in the data. Two factors had eigenvalues over Kaiser's criterion of 1 and in combination explained 78.75 % of the variance. The scree plot also showed that it was suitable to retain two factors. The communalities were all above the required value of .5. Table 4 shows the factor loadings after rotation. The items that cluster on the same factor suggest that factor 1 represents 'Negative Affect' whereas factor 2 represents 'Positive Affect'.

| | **Loadings** | |
|---|---|---|
| **Item** | **Factor 1[a]** | **Factor 2[b]** |
| Ashamed | .96 | |
| Afraid | .93 | |
| Hostile | .76 | |
| Nervous | .72 | |
| Upset | .67 | |
| Attentive | | .89 |
| Active | | .85 |
| Inspired | | .83 |
| Alert | | .75 |
| Determined | | .74 |
| | | |
| Percentage of variance | 58.21 % | 20.54% |

*Table 4: Promax Rotated Factor Structure of the Ten-item PANAS Scale.*

*Note [a] = "negative affect"; [b] = "positive affect". Factor loadings <.3 have been suppressed.*

Negative Affect had a very high reliability, with a Cronbach's alpha of α = .919. After deleting items, Cronbach's alpha did not increase. Positive Affect also had a very high reliability with a Cronbach's alpha of α = .927. The results of the reliability analysis have been summated in Table 5.

| Construct | Cronbach's alpha | Items |
|---|---|---|
| Positive Affect | .927 | 5 |
| Negative Affect | .919 | 5 |

*Table 5: Cronbach's alpha per construct*

#### 3.3.2.3.2 Mood woke advertisement

To investigate the underlying structure of the 10-item questionnaire assessing mood that the woke advertisement evoked, data collected from eighteen participants were subjected to principal component analysis with orthogonal rotation (Varimax). The Kaiser-Meyer-Olkin measure verified the sampling adequacy for the analysis, KMO = .606, which was above the acceptable limit of .5 (Field, 2013). The overall correlation between the items was good since Bartlett's test of sphericity was significant ($p < .001$). Four factors (with eigenvalues exceeding 1) were identified as underlying the ten questionnaire items (Table 6). In total these factors accounted for 87.39% of the variance in the questionnaire data. The scree plot also showed that it is suitable to retain four factors. The communalities were all above the required value of .5.

| | Loadings | | | |
|---|---|---|---|---|
| **Items** | **Factor 1** | **Factor 2** | **Factor 3** | **Factor 4** |
| Ashamed | 1.036 | | | |
| Afraid | .870 | | | |
| Determined | -.757 | | .348 | |
| Upset | .607 | .416 | | .302 |
| Hostile | | 1.001 | | |
| Nervous | | .857 | | |
| Attentive | .306 | | .944 | |
| Active | -.432 | | .750 | |
| Alert | | | | .933 |
| Inspired | | -.565 | | |
| | | | | |
| Percentage of variance | 42.83% | 19.50 % | 13.80% | 11.28% |

*Table 6: Promax rotated Factor Structure of the ten-item PANAS-Scale.*

Since it was expected that there would only be two factors, positive affect and negative affect, and there turned out to be four for the woke advertisement, the factors were oblique rotated to

see if there would be fewer double loaders. Nevertheless, there were many double loaders with oblique rotation and there were even more double loaders than with orthogonal rotation. It was decided to retain orthogonal rotation and to conduct a reliability analysis per factor (Table 7).

Factor 1 consisted of the items *upset, ashamed, determined,* and *afraid.* This factor had a reliability of Cronbach's α = .138 which was very low. Since the item *determined* loaded on multiple factors and since this item is the only item that reflects Positive Affect, it was decided to remove this item first. Cronbach's alpha increased to .849 when the item determined was removed.

Factor 2 consisted of the items *upset, hostile, nervous and inspired.* Cronbach's alpha for the second factor was .293, which was low. A closer examination of the questionnaire item-total statistics indicated that alpha would increase to α = .844 if item *inspired* were removed. When looking at this item in relationship to the other items making up factor 2, *inspired* is the only word that reflects positive affect compared to the other items. Consequently, this item was dropped from the factor. Since the item *inspired* loaded on another factor as well, a closer look was taken later at the factor where this item loaded as well. The item *upset* also loaded on factor 1, so it was decided to drop this item as well, with which Cronbach's alpha increased to .895. Factor 2 consisted thus of the items *hostile* and *nervous*.

Factor 3 consisted of the items *determined, attentive* and *active.* Cronbach's alpha for the factor was .733. Although this can be considered adequate for research purposes, a closer examination was taken at whether Cronbach's alpha would increase when deleting an item. This was not the case, thus factor 3 remained the same.

Factor 4 consisted of the items *alert* and *inspired.* Cronbach's alpha for the construct was .607, which is acceptable, since it is above .5 (Hair et al., 2010). Since this factor consisted of only two items, dropping an item the factor would only consist of a single item. Therefore, this factor was considered as reasonably reliable.

| **Construct** | **Cronbach's alpha** | **Items** |
|---|---|---|
| 1 | .849 | 3 |
| 2 | .895 | 2 |
| 3 | .733 | 3 |
| 4 | .607 | 2 |

*Table 7: Cronbach's alpha per construct*

#### 3.3.2.3.3 Descriptive statistics of mood

Afterwards, the mean score and standard deviation for each construct for every condition was analysed. The results have been summated in Table 8. Exposure to the woke advertisement evoked more positive feelings ($M$ = 2.78, $SD$ = .67) compared to exposure to the regular advertisement ($M$ = 2.14, $SD$ = .91). This difference is significant $t(35) = -2.43$, $p = .020$.

Furthermore, exposure to the woke advertisement led to the arousal of more negative emotions ($M$ = 1.48, $SD$ = .70) compared to exposure to the regular advertisement ($M$ = 1.44, $SD$ = .63). This difference is not significant $t(35) = -.16$, $p = .872$.

| **Condition** | **Regular advertisement** ***M*** **(SD)** | **Woke advertisement** ***M*** **(SD)** |
|---|---|---|
| **Positive Affect** | 2.14 (.91) | 2.78 (.67) |
| **Negative Affect** | 1.44 (.63) | 1.48 (.70) |

*Table 8: Mean score of PANAS-scale per condition on a 5-point Likert scale.*

### 3.4.4 Pre-test important findings

The pre-test has shown some significant differences between the woke advertisement and the regular advertisement which were important to consider. The results from the pre-test showed that the woke advertisement scored significantly higher on overall liking compared to the regular advertisement. In terms of items regarding *likeability*, significant differences were found for the items *appealing*, *interesting* and *engaging*. The woke advertisement was evaluated as more appealing, interesting, and engaging compared to the regular advertisement. Finally, there were significant differences for positive affect: the woke advertisement evoked more positive feelings compared to the regular advertisement. The outcomes from the pre-test showed that it would be useful to look into a different regular advertisement that might evoke different feelings. The new advertisement should also be perceived as more appealing, interesting and engaging, and should score higher on overall liking.

Since the regular advertisement that was tested during the pre-test was about promoting a collaboration between Connor McGregor and Reebok, it did not really tell a story; it was mainly about giving consumers an incentive that would lead to purchasing the newest shoe. The woke advertisement, on the other hand, had a powerful message were different athletes were presented. Therefore, a new advertisement had to be found in terms of content and vibe.

As a researcher, it was understood where the problems were and that a new regular advertisement had to be found and tested again by means of another pre-test. The pre-test for

the new regular advertisement would consist of the same questions as the current pre-test that has been conducted, to measure whether the new regular advertisement would lead to non-significant differences between the woke advertisement and the new regular advertisement. Nevertheless, within the scope of this research and with the limited resources, it was decided to find a new regular advertisement suitable for the main experiment that would be more comparable to the woke advertisement without pre-testing it.

### 3.4 Main experiment

A survey-based experiment was conducted for the main experiment, due to the manipulation of the independent variable *exposure to woke advertising*. The main experiment also had an independent-measures design in which participants took part in only one of the two levels, thus either the woke advertisement from Reebok or the new regular advertisement from Reebok (Field & Hole, 2003).

As mentioned previously, in finding a new regular advertisement, the content and vibe of the advertisement were very important. Since many non-woke advertisements from Reebok present different athletes who tell their story, there was a risk that these kinds of advertisement would influence the variable "sense of power" that would be measured in the experiment as well. Therefore, the new regular advertisement had to be selected with caution. Since the initial regular advertisement with Connor McGregor was quite upbeat, it was decided to select an advertisement with a totally different vibe, that would not be about power. The advertisement "Reebok | Back where we started |" was chosen (Reebok, 2019). This advertisement reintroduced Reebok's sneaker from the 80s, called Club C, and was part of the 'Sport the Unexpected' global campaign. It featured a female protagonist, who in a backwards motion technique, placed the sneaker in an environment of past and present icons and reinforced the position of Reebok as a modern classic brand (Reebok, 2019).

The observation method for the main experiment was an online experiment with a survey made by means of Qualtrics (See Appendix IV). The experiment-based survey was shared through different online channels since in this way it was easier to reach many participants simultaneously and within a short time. In order to increase generalizability of the results and to reduce disturbance of external factors, participants were assigned randomly to one of the two conditions (Vennix, 2011). In the survey, respondents were asked about their preferences towards different brands and about their current feelings. A survey-based experiment was therefore also valid, to measure these attitudes and feelings (Vennix, 2011).

### 3.5 Sample

As mentioned before, the research had an independent-measures design with two conditions. For the experiment-based survey, the minimum sample size was set at 60 per condition, since every group should have at least 30 respondents in order to conduct an Analysis of Variance (ANOVA) (Hair et al., 2014). The experiment was only in English, since it was expected that the respondents had a sufficient level of English to understand the experiment. Eventually, 162 people participated in the experiment-based survey.

### 3.6 Measurement and operationalization

The constructs that were measured throughout the experiment were *brand preference, abstract thinking* and *sense of power*. For all constructs, a theoretical definition is provided including the measurement and operationalization of each construct. Also, the control variables are discussed.

#### 3.6.1 Brand role preference

In the previous chapter, it was decided that for the construct *brand preference*, a distinction would be made for two various brand roles: partner brands versus servant brands. Partner brands were defined as brands that work together with the consumers in order to create benefits together (Aggarwal & McGill, 2012; Kim & Kramer, 2015). On the other hand, servant brands were defined as brands that work for the consumer (Kim & Kramer, 2015). Whereas a partner brand presents itself as "coproducer of benefits", a servant brand has a role as "the outsourced provider of benefits" (Kim & Kramer, 2015, p. 286).

In this experiment, brand preference was measured by means of two existing sustainable brands which were 24 Bottle and Mama Wata. Aggarwal and McGill (2012) as well measured differences in preference between partner and servant brands. In their research, they manipulated brand role for Volvo. In the partner brand role condition, Volvo was assigned the slogan "Volvo. Works for You. Helping You Take Care of What's Important" and in the servant brand role condition Volvo was assigned slogan "Volvo. Works for You. Taking Care of What's Important to You." (Aggarwal & McGill, 2012, p. 318). The same slogans were used for both brand roles in the experiment for this research. Both brands and bottles, looked alike, except for the fact that the brand *24 Bottle* had a logo attached on the bottle. Since the logo could influence the attractiveness of the bottle and could bias the results, it was decided to select the bottle from *Mama Wata* for both brands roles, which was plain green. Mama Wata had various

colours for their bottles. For the experiment, the green bottle from Mama Wata was chosen, since green is associated more with sustainability (Chu & Rahman, 2010; DeLong & Goncu-Berk, 2012). Since both brands and bottles looked alike in terms of sustainability and colour, the brands were randomly assigned either a partner brand slogan or a servant brand slogan. Sustainable brand *24 Bottle* was assigned a partner role, whereas *Mama Wata* was assigned a servant role. Participants were asked which of the two sustainable brands they would prefer if they were in need of a water bottle. The selection between one of the two brands defined participant's preference for partner versus servant brands. The measurement of the construct brand preference can be found in Table 9.

| **Construct** | **Items** | **Source** |
|---|---|---|
| **Brand preference** | (Partner brand) – *24 Bottle*. Works With You. Helping You Take Care of What's Important. (Servant brand) – *Mama Wata*. Works for You. Taking Care of What's Important to You. | Aggarwal & McGill, 2012 |

*Table 9. Measurement items of construct "Brand preference".*

### 3.6.2 Abstract thinking

Abstract thinking was defined as "focusing on primary aspects of stimuli and detecting patterns and structure to extract the gist, as well as categorizing stimuli at higher level" (Smith & Trope, 2006, p. 578). For this research, abstract thinking was measured by means of the Behaviour Identification Form (BIF) as composed by Vallacher and Wegner (1987). This theory states that behaviour can be construed in two levels of identification: low-level or high-level. When an individual makes use of low-level identification, the main focus is on *how* an action is performed. On the other hand, when an individual makes use of high-level identification, the focus is on *why* an action is performed. This corresponds with research from Liberman and Trope (1998) who linked concrete thought with the use of low-level construals and abstract thought with the use of high-level construals. The Behaviour Identification Form consists of 25 activities that go along with different identifications that someone should choose from. One identification about the activity relates to the concrete aspect *(how)* of the activity and the other relates to the abstract aspect *(why)*. The choice that is made between the two identifications defines whether someone makes use of concrete versus abstract thought. An example of one of the activities from BIF is "making a list". The behaviour might be identified as "getting organized" (focus on *why*) versus "writing things down" (focus on *how*). The choice that

someone makes defines whether the activity is identified high-level or low-level (Vallacher & Wegner, 1987).

As mentioned before, the Behaviour Identification Form consists of 25 activities that people should identify (Vallacher & Wegner, 1987), which is a quite extensive list. Slepian, Masicampo and Ambady (2015) made the BIF more compact for their experiment by selecting ten out of twenty-five activities that best represent the Behaviour Identification Form. For this research, the same ten activities were used as in the research from Slepian et al. (2015). The operationalisation of the construct *abstract thinking* as is consistent with the compact BIF by Slepian et al. (2015) is shown in Table 10. As can be seen in Table 10, one of the two identifications per item had a *, which meant that this was an abstract representation of the underlined activity, also called a higher-level alternative (Vallacher & Wegner, 1989). To find out whether someone identifies the different activities abstractly, a mean score per respondents is composed ranging from 1 (concrete thinking) to 2 (abstract thinking).

| **Construct** | **Items** | **Source** |
|---|---|---|
| **Abstract thinking** | Picking an apple – Getting something to eat* OR pulling an apple off a branch<br>Painting a room – Applying brush strokes OR making the room look fresh*<br>Locking a door – Putting a key in the lock OR securing the house*<br>Voting – Influencing the election* OR marking a ballot<br>Filling out a personality test – Answering questions OR revealing what you're like*<br>Greeting someone - Saying hello OR showing friendliness*<br>Taking a test – Showing one's knowledge* OR answering questions<br>Resisting temptation – Saying "no" OR showing moral courage*<br>Traveling by car – Following a map OR seeing countryside*<br>Talking to a child – Teaching a child something* OR using simple words. | Slepian et al. (2015). |

*Table 10: Measurement items of construct "Abstract thinking".* (* Higher level alternative.)

### 3.6.3 Sense of power

Sense of power was defined as "the perception of one's ability to influence another person or people" (Anderson, John & Keltner; 2012; p. 316). In order to measure this construct, Anderson et al. (2012) came up with the Sense of Power Scale. The Sense of Power Scale consists of eight items that measure specific beliefs that people have about their sense of power. The scale is derived from an extensive scale made earlier by Keltner, Gruenfeld and Anderson (2003) which contains 28 items. For this research, it was decided to adopt the Sense of Power Scale by Anderson et al. (2012) to make the measurement of the construct *sense of power* easier and to make the experiment less time-consuming for participants. Table 11 displays eight items that were measured on a 7-point Likert Scale (1 = Disagree strongly and 7 = Agree strongly). Four items out of eight were reversed which is displayed by (r).

| Construct | Items | Source |
|---|---|---|
| **Sense of power** | I can get people to listen to what I say (1 = Disagree strongly, 7 = Agree strongly). | Anderson et al. (2010). |
| | My wishes do not carry much weight (r) (1 = Disagree strongly, 7 = Agree strongly). | |
| | I can get people to do what I want (1 = Disagree strongly, 7 = Agree strongly). | |
| | Even if I voice other people, my views have little sway (r) (1 = Disagree strongly, 7 = Agree strongly). | |
| | I think I have a great deal of power (1 = Disagree strongly, 7 = Agree strongly). | |
| | My ideas and opinions are often ignored (r) (1 = Disagree strongly, 7 = Agree strongly). | |
| | Even when I try, I am not able to get my way (r) (1 = Disagree strongly, 7 = Agree strongly). | |
| | If I want to, I get to make the decisions (1 = Disagree strongly, 7 = Agree strongly). | |

*Table 11: Measurement items of construct "Sense of power".*

### 3.6.4 Control variables

With the intention to reduce noise, some control variables were added to the experiment (Table 12). Since the new regular advertisement was not tested by means of a pre-test, both advertisements were compared by controlling for familiarity with the advertisement, where 1 =

Not familiar at all and 7 = Very familiar. Another control variable was included regarding the woke topic. For both conditions, the participants were asked the following: "How engaging is the content of the advertisement to you?", where 1 = Not at all and 7 = Very much.

As stated previously, there were insufficient time and resources available to conduct another pre-test for the new regular advertisement. The woke advertisement was significantly more likeable, appealing, interesting, engaging and evoked more positive feelings compared with the first regular advertisement that was used in the pre-test. Therefore, it was decided to control for these variables with the new regular advertisement, by testing these variables again by means of asking the same questions as in the pre-test. These questions are summated in Table 12. Initially in the pre-test, these items were measured on a 5-point Likert Scale. Yet, since the main experiment consisted of a 7-point Likert scale, these items were measured on a 7-point Likert Scale in the main experiment as well. Finally, participants were asked about their involvement with the woke topic, their familiarity with the brand Reebok, and about their affinity with sports.

| **Construct** | **Items** |
|---|---|
| **Control variables** | How familiar are you with the advertisement from Reebok? (1 = Not at all, 7 = Very familiar). |
| | How engaging is the content of the advertisement to you? (1 = Not at all, 7 = Very much). |
| | How much do you like the advertisement? (1 = Not at all, 7 = Very much). |
| | The advertisement is appealing (1 = Strongly disagree, 7 = Strongly agree). |
| | The advertisement is interesting (1 = Strongly disagree, 7 = Strongly agree). |
| | The advertisement is engaging (1 = Strongly disagree, 7 = Strongly agree). |
| | After watching the advertisement, I feel alert. (1 = Strongly disagree, 7 = Strongly agree). |
| | After watching the advertisement, I feel determined (1 = Strongly disagree, 7 = Strongly agree). |
| | After watching the advertisement, I feel active (1 = Strongly disagree, 7 = Strongly agree). |
| | How familiar are you with the brand Reebok? (1 = Not at all, 7 = Very familiar). |
| | How often do you watch sports? (Daily, 3-4 times a week, Once a week, Once a month, A few times per year, Never). |

| | |
|---|---|
| | How often do you exercise? (Daily, 3-4 times a week, Once a week, Once a month, A few times per year, Never). |

*Table 12: Measurement items of control variables.*

### 3.7 Procedure

In the introduction of the survey, participants were asked to read the instructions carefully and to answer every question with honesty. Also, the participants were informed about the fact that their answers would be used for the study anonymously and confidentially. The first question that was asked to respondents was whether they had participated in the pre-test previously. If their answer was yes, they were thanked for participating. If they did not participate before, they were allowed to continue with the experiment. Participants were told that they would be exposed to an advertisement of sports brand Reebok. The survey can be found in Appendix VI.

*Exposure to advertisement Reebok.* In the second part of the survey, participants were randomly assigned by Qualtrics to fall either in the woke advertisement group or the regular advertisement group. Participants were not given any details or extra information regarding the video. The participants were only asked to watch the video carefully. The woke advertisement was part of Reebok's #BeMoreHuman campaign and was an inspirational campaign representing different athletes, which took 1:01 minute (Heitner, 2015; Whitehead, 2019). The regular advertisement was part of Reebok's 'Sport the Unexpected' campaign, and was campaign that reintroduced *Club C*, Reebok's iconic shoe from the 80s, and took 1:00 minute (Reebok, 2019).

*Preference for different brand roles.* In the next section, participants were exposed to two different sustainable brands that produce water bottles. The first one was partner brand *24 Bottle* with slogan "Works With You. Helping You Take Care of What's Important." The second one was servant brand *Mama Wata* with slogan "Works For You. Taking Care of What's Important to You." Participants were asked to select one of the two sustainable brands if they were in need of a new water bottle.

*Construal mind-set.* After choosing the brand of their preference, participants were asked to complete a task relating to the evaluation of behaviour. This task was adapted from Slepian et al. (2015). An explanation of the task can be found in sub-paragraph 3.6.2. Participants were presented with ten behaviours as mentioned previously in the research from Slepian et al. (2015).

*Sense of power*. In this section, participants were told that some personal questions would be asked regarding their relationships with others. Eight statements were presented to them as composed by Anderson et al. (2012) as discussed in sub-paragraph 3.6.3.

*Control variables.* The online questionnaire was rounded off with several questions that included some control variables. First of all, participants were asked to rate familiarity with the advertisement. Also, they were asked about whether the content of the advertisement was engaging for them. Moreover, overall liking, likeability (Marketing Analytics, n.d.) and Positive Affect (Thompson, 2007) were measured on a 7-point Likert Scale. Finally, participants were asked to rate familiarity with the brand Reebok, and they were asked about how often they watch sports and how often they exercise.

*Demographical questions.* The final part of the experiment consisted of some demographical questions, regarding gender, age, and educational level. Afterwards, they were thanked for participating.

### 3.8 Research ethics

Ethical requirements were considered throughout the experiment. According to Smith (2003), it was important to inform participants about that the fact that their participation would be voluntarily. The participants were informed about the purpose of the research, the expected duration, and the possibility to quit participation if they would desire. Also, contact details were provided in case participants would have questions (Smith, 2003).

Moreover, it was of importance to inform the participants that their answers would be used anonymously to protect sensitive data. They were also notified about their answers being used for research purposes only. Confidentiality and privacy were crucial according to the APA Ethics code (American Psychological Association, n.d.).

# 4. Results

This chapter presents the results from the analysis that has been discussed in the previous chapter and elaborates the confirmation or rejection of the hypotheses. First, the woke advertisement will be compared with the new regular advertisement that was not pretested. Second, results from the main experiment will be presented including the composed hypotheses.

## 4.1 Sample

162 people participated in the main experiment. Twelve respondents had participated in the pre-test previously, thus were excluded from the sample. Due to missing cases, 29 respondents were deleted, which led to a sample of 121 respondents. Unequal group sizes were due to the exclusion of some respondents. The descriptive data are summated in Table 13.

| **Descriptive factor** | ***n* (%)** |
|---|---|
| **Condition** | |
| Regular advertisement | 60 (49.6) |
| Woke advertisement | 61 (50.4) |
| **Gender** | |
| Male | 35 (28.9) |
| Female | 85 (70.2) |
| Other | 1 (.80) |
| **Age** | |
| < 20 years | 5 (4.1) |
| 21 – 25 years | 78 (64.5) |
| 26 – 30 years | 32 (26.4) |
| 31 – 40 years | 2 (1.7) |
| 41 – 55 years | 2 (1.7) |
| > 56 years | 2 (1.7) |
| **Level of education** | |
| MBO | 3 (2.5) |
| HBO | 24 (19.8) |
| WO Bachelor | 24 (19.8) |
| WO Master | 70 (57.9) |

*Table 13: Descriptive statistics of the sample population (N = 121).*

### 4.2 Comparison woke advertisement and new regular advertisement

As mentioned in the previous chapter, a new regular advertisement was found and used for the main experiment without pre-testing it. Initially, the advertisements differed in terms of *overall liking*, the items *appealing*, *interesting* and *engaging*, and *positive affect*. Before conducting the main analysis, the new regular advertisement that was chosen for the experiment was compared with the woke advertisement and controlled for these variables. The item *familiarity* was also tested again to find out whether the participants were equally familiar with the new regular advertisement and the woke advertisement.

#### 4.2.1 Familiarity and overall liking

Two one-way Analysis of Variances were conducted to compare the items familiarity and overall liking between the two advertisements (Appendix 7.1, 7.2). Both items were measured on a 7-point Likert scale. The regular advertisement ($M$ = 2.07, $SD$ = 1.70) was perceived as more familiar than the woke advertisement ($M$ = 1.93, $SD$ = 1.60). However, the differences between the advertisements were non-significant, $F(1,119) = .20$, $p = .657$. Moreover, the woke advertisement ($M$ = 4.64, $SD$ = 1.61) scored higher on overall liking than the regular advertisement ($M$ = 4.38, $SD$ = 1.57). Nevertheless, these differences were also non-significant $F(1,119) = .78$, $p = .379$.

#### 4.2.2 Appealing, interesting and engaging

Three one-way ANOVA's were conducted to compare the woke advertisement with the regular advertisement on the items *appealing*, *interesting* and *engaging*, which were measured on a 7-point Likert scale. The woke advertisement ($M$ = 5.07, $SD$ = 1.47) was evaluated as more appealing compared with the regular advertisement ($M$ = 4.87, $SD$ = 1.21). These differences in evaluation were non-significant, $F(1,119) = .66$, $p = .419$ (Appendix 7.3)

The woke advertisement ($M$ = 5.18, $SD$ = 1.35) was evaluated as more interesting than the regular advertisement ($M$ = 5.03, $SD$ = 1.39). Results showed that the advertisements did not differ significantly, $F(1,119) = .35$, $p = .556$ (Appendix 7.4).

A significant difference was found for the item engaging (Appendix 7.5). The woke advertisement ($M$ = 5.20, $SD$ = 1.36) was rated as more engaging than the regular advertisement ($M$ = 4.23, $SD$ = 1.60), $F(1,119) = 12.73$, $p < .05$.

### 4.2.3 Positive Affect

In the pre-test, all items composing Positive Affect for the regular advertisement appeared to load on one factor. Yet, for the woke advertisement Positive Affect, consisting of five items, turned out to load on two factors. Moreover, in the pre-test, Positive Affect was measured on a 5-point Likert scale whereas in the main experiment a 7-point Likert Scale was used to comply with the scales for the variables abstract thinking and sense of power. Therefore, it was decided to conduct a factor analysis for both the new regular advertisement and the woke advertisement.

#### 4.2.3.1 Regular advertisement

To investigate the underlying structure of the five-items measured on a 7-point Likert scale assessing feelings towards the new regular advertisement, data collected from 60 participants were subjected to principal axis factoring with Promax rotation, so that the factors were allowed to correlate (Field, 2013). The first criterium that was met is independence, since each participant participated only once in the experiment and was exposed to either the regular advertisement of the woke advertisement. For a sufficient sample size, a minimum of five participants per variable is required. This assumption was also met since 60 people participated in the first condition. Prior to running the analysis, examination of the data indicated that not every variable was perfectly normally distributed (Appendix 7.6). Given the robust nature of factor analysis, these deviations were not considered problematic.

The Kaiser-Meyer-Olkin measure verified the sampling adequacy for the analysis, KMO = .768, which is well above the acceptable limit of .5 and suggests that the data is suitable for factor analysis (Field, 2013). Bartlett's test of Sphericity was also significant, $p < .001$. One factor (with eigenvalue exceeding 1) was identified and accounted for 48.12% of the variance. The items that cluster on the same factor suggest that factor 1 represents "Positive Affect". Cronbach's alpha for the 5-item Positive Affect questionnaire was .813. After deleting items, Cronbach's alpha did not increase.

#### 4.2.3.2 Woke advertisement

To investigate the underlying structure of the five-items measured on a 7-point Likert scale assessing feelings towards the woke advertisement, data collected from 61 participants were subjected to principal axis factoring with Promax rotation, so that the factors were allowed to correlate (Field, 2013). The first criterium that was met is independence, since each participant participated only once in the experiment and was exposed to either the regular advertisement

of the woke advertisement. For a sufficient sample size, a minimum of five participants per variable is required. This assumption was also met since 61 people participated. Prior to running the analysis, examination of the data indicated that not every variable was perfectly normally distributed (Appendix 7.7). Given the robust nature of factor analysis, these deviations were not considered problematic.

The Kaiser-Meyer-Olkin measure verified the sampling adequacy for the analysis, KMO = .842, which is well above the acceptable limit of .5 and suggests that the data is suitable for factor analysis (Field, 2013). Bartlett's test of Sphericity was also significant, $p < .001$. One factor (with eigenvalue exceeding 1) was identified and accounted for 59.07 % of the variance. The items that cluster on the same factor suggest that factor 1 represents "Positive Affect". Cronbach's alpha for the 5-item Positive Affect questionnaire was .867. After deleting items, Cronbach's alpha did not increase.

Responses to the 7 items consisting Positive Affect were averaged together and a new variable was composed ($\alpha = .81$). A one-way ANOVA was conducted to compare Positive Affect for the regular advertisement and the woke advertisement (Appendix 7.8). The one-way ANOVA was statistically significant, with the woke advertisement ($M = 4.47$, $SD = 1.27$) evoking more positive feelings than the regular advertisement ($M = 3.71$, $SD = 1.13$), $F(1,119) = 12.27$, $p < .05$.

### 4.2.4 Implications for the main experiment

When comparing previous findings from the pre-test, it can be concluded that the new regular advertisement scores better compared to the old regular advertisement regarding some aspects. Whereas initially there were significant differences in terms of overall liking between the old regular advertisement and the woke advertisement, ($F(1,35) = 5.40$, $p = .026$), in the main experiment, no significant differences were found between the new regular advertisement and the woke advertisement, $F(1,119) = .78$, $p = .379$. Moreover, for the variable *appealing*, at first significant differences were found between the advertisements, $F(1,35) = 5.88$, $p = .021$. Yet, with the new regular advertisement there were no significant differences in the evaluation of the advertisements for the variable appealing, $F(1,119) = .66$, $p = .419$. Significant differences were found in the pre-test for the variable *interesting*, $F(1,35) = 6.57$, $p = .015$. In the main experiment, no significant differences were found in the evaluation of the advertisements, $F(1,119) = .35$, $p = .556$.

Even though no significant differences were found in the first place in terms of familiarity between the advertisements in the pre-test ($F(1,35) = .09$, $p = .772$), in the main

experiment there was controlled again for familiarity. This is due to the fact that it could influence the results if the participants in the main experiment would be familiar with the new regular advertisement. No significant differences were found again between the advertisements, $F(1,119) = .20$, $p = .657$.

Nevertheless, there remained some significant differences between the new regular advertisement and the woke advertisement. For the item *engaging* there were still significant differences between the new regular advertisement and the woke advertisement, $F(1,119) = 12.73$, $p < .05$. For Positive Affect, there also still were significant differences between the advertisements, $F(1,119) = 12.27$, $p < .05$. Altogether, it was concluded that the new regular advertisement scored significantly better than the old regular advertisement, which made the new regular advertisement suitable for use in the main experiment.

### 4.3 Data analysis

The first two hypotheses were analysed with an Analysis of Variance (ANOVA) since multiple constructs were compared with each other for the woke advertisement and the new regular advertisement. There was independence since the respondents either participated in the woke condition or in the regular condition. It was possible to conduct an ANOVA since the independent variable *construal level* was categorical and the dependent variable *sense of power* was metrically scaled. The relationship between the woke advertisement and brand role preference was measured by means of binary logistic regression since the dependent variable *brand role* was nominal and consisted of two levels (Allen, Bennett & Heritage, 2014).

### 4.4 Woke advertisement x Abstract thinking

The first hypothesis was: *People who are exposed to woke advertisements are more prone to abstract thinking.* As mentioned in the previous chapter, abstract thinking was measured by means of the Behaviour Identification Form consisting of 10 activities as composed by Slepian et al., (2015). Before measuring the level of construal according to the Behaviour Identification Form, participants who were exposed to the regular advertisement were coded by 1 and participants who were exposed to the woke advertisement, were coded by 2.

As shown in sub-paragraph 3.6.2, the higher-order answer categories from the short Behaviour Identification Form (BIF) which represented abstract thought were identified with a * (Slepian et al., 2015). The answer categories that were low in level were coded by 1 whereas the answer categories high in level (*) were coded by 2. First, the answer categories belonging

with the behaviours *picking an apple, voting, taking a test* and *talking to a child* were reversed in order to make it possible to code the lower-level alternatives by 1 and the higher-level alternative identifications by 2. For each participant, a mean score of the in total ten behaviours was calculated to create an index of the level of construal, with a potential range from 1 to 2. For example, if someone would identify eight times the behaviours abstractly and two times concretely, that person would have a mean score of 1.8 ((8*2 + 2*1)/10), which was an indication of that person processing information abstractly. The closer the score to 2, the more of an indication that someone made use of high-level construals, thus thought abstractly.

A one-way analysis of variance (ANOVA) was conducted to test whether there was a significant difference between the two independent groups: *regular advertisement* (group 1) and *woke advertisement* (group 2). The SPSS outputs can be found in Appendix 7.9. Before conducting an ANOVA, the assumptions were tested. For the regular group, Shapiro-Wilk was not significant ($p$ =.168) thus the assumption of normality was not violated. For the woke group, Shapiro-Wilk was significant ($p$ = .014) which indicated that the sample was not normally distributed. Yet, Hair et al. (2014) state that the scores of skewness and kurtosis can also be evaluated in order to check if the normality assumption is valid enough to execute an ANOVA. To establish normality, the maximum score for skewness can range between -1 and +1 (Hair et al., 2014), and for kurtosis the maximum score for normality can range between -3 and +3 (McNeese, 2016). For the woke group *Skewness* = .17, *SE Skewness* = 31, *Kurtosis* = -1.00, *SE Kurtosis* = .61. These values were within the acceptable boundaries of -1/+1 and -3/+3 as stated by Hair et al. (2014) and McNeese (2016). Therefore, it was concluded that the normality assumption is sufficient to continue with. Levene's Test of Homogeneity of Variances was non-significant, $F(119) = 1.63$, $p = .204$, thus the assumption of homogeneity was not violated.

First of all, no outliers were found in the dataset. As predicted, participants who were exposed to the woke advertisement ($M$ = 1.58, $SD$ = 2.45) identified the behaviours more abstractly than the participants who were exposed to the regular advertisement ($M$ = 1.51, $SD$ = .22). Yet, the ANOVA showed that this difference is not significant, $F(1,19) = 2.53$, $p = .114$.

Next, the control variables that could influence the relationship between the woke advertisement and abstract thinking were taken into account. After controlling for *gender*, the ANOVA revealed a statistically significant main effect for type of advertisement, $F(1,116) = 5.94$, $p < .05$. Participants who were exposed to the woke advertisement ($M$ = 1.61, $SD$ = .08) reported a higher score level of construal than the participants who were exposed to the regular advertisement ($M$ = 1.50, $SD$ = .03) when controlling for the Estimated Marginal Mean Plot. Moreover, a significant interaction effect was found for *type of advertisement* and *gender* on

level of construal, $F(1,116) = 4.39$, $p < .038$. Specifically, gender had a statistically significant effect on type of advertisement for the regular advertisement, $F(1,116) = 7.22$, $p < .05$. Females ($M = 1.52$, $SD = .04$) reported a higher level of construal for the regular advertisement than males ($M = 1.49$, $SD = .05$). Furthermore, within the woke group, males ($M = 1.70$, $SD = .06$) reported a statistically higher level of construal than females ($M = 1.53$, $SD = .03$). After controlling for *age*, no significant interaction effect was found, $F(3,111) = .62$, $p = .602$. After controlling for *level of education*, no significant effect was found, $F(2,114) = .90$, $p = .412$. Finally, after controlling for *involvement with the woke topic*, no significant effect was found, $F(6, 107) = .79$, $p = .580$.

Even though initially there were no significant differences between the advertisements, the mean scores per condition after controlling for gender showed that exposure to the woke advertisement leads to a higher level of construal compared with exposure to the regular advertisement. Therefore, hypothesis 1 is supported when controlling for gender.

### 4.5 Abstract thinking x Sense of power

The second hypothesis was: *Abstract thinking leads to an increased sense of power.* Participants who were exposed to the regular advertisement were again coded by 1 whereas participants who were exposed to the woke advertisement were coded by 2. The independent variable *abstract thinking* was measured by means of the BIF Scale that was used in the same way as measured for the first hypothesis, where a minimum score of 1 indicated a low-construal level and a maximum score of 2 indicated a high-construal level (Slepian et al., 2015).

The dependent variable *sense of power* was measured by means of the Sense of Power Scale, which measured specific beliefs that the participants had about their sense of power, as composed by Anderson et al. (2012). The participants were asked to respond on eight statements that were all measured on a 7-point scale. First, the items *My wishes do not carry much weight, Even if I voice other people my views have little sway, My ideas and opinions are often ignored* and *Even when I try, I am not able to get my way* were reversed since these statements were negatively stated. An individual mean score was composed per participant based on the given answer in order to create an index of the sense of power per participant.

A one-way analysis of variance (ANOVA) was conducted to investigate the relationship between the independent variable *level of construal* and the dependent variable *sense of power* (See Appendix 7.10). A median split was conducted regarding level of construal (median = 1.50) in order to make two separate groups for low construal and high construal. Participants with a mean score below 1.50, indicating low construal, were coded by 1.00 whereas

participants with a mean score of 1.50 and higher, indicating high construal, were coded by 2.00. Level of construal was measured on a 10-point scale where 1.00 indicated low-level construal and 2.00 indicated a high-level construal. Sense of power was measured on a 7-point scale where 1 marked a low sense of power and 7 marked a high sense of power. The Shapiro-Wilk and Levene's test statistic were used to test the assumptions of normality and homogeneity of variance. Shapiro's-Wilk was not significant and Levene's test was also non-significant, $F(9,110) = 1.24$, $p = .276$. The assumptions for the one-way ANOVA thus were not violated.

The ANOVA revealed no statistically significant effect for sense of power, $F(1,119) = 2.70$, $p = .103$. None of the control variables influenced the relationship between abstract thought and sense of power. Even though no significant relationship was found, the outcomes indicated that high construal ($M = 5.06$, $SD = .63$) leads to a higher sense of power than low construal ($M = 4.85$, $SD = .72$).

### 4.5.1 Woke advertisement x Abstract thinking x Sense of power

Eventually, the relationship of interest was whether exposure to a woke advertisement would lead to a high sense of power through abstract thinking. To define the relationship between the independent variables *type of advertisement* and *level of construal* and the dependent variable *sense of power*, the same measures were used. The group that was exposed to the regular advertisement was coded by 1 whereas the group that was exposed to the woke advertisement was coded by 2. Level of construal was measured by means of the median split of the BIF-score where 1.00 was an indication of low-construal level and 2.00 was an indication of high-construal level. Sense of power was measured by means of the Sense of Power Scale where 1 represented low sense of power and 7 represented high sense of power.

A between group analysis of variance (ANOVA) was conducted to investigate the effects of type of advertisement and level of construal on sense of power (Appendix 7.11). Shapiro-Wilk was non-significant thus the assumption of normality was not violated. Levene's test was also non-significant, $F(3,117) = .46$, $p = .711$, suggesting that the assumption of normality was not violated. A statistically significant interaction indicated that the effects of level of construal on sense of power depend on type of advertisement, $F(1,117) = 7.65$, $p < .05$. This indicated that the effect of level of construal was different for the woke advertisement compared to the regular advertisement.

Specifically, type of advertisement had a significant positive effect on sense of power for a low construal level, $F(1,117) = 5.83$, $p <.05$. For a low construal level (1.00), exposure to

regular advertisement (*M* = 5.08, *SD* = .14) led to a higher sense of power than exposure to the woke advertisement (*M* = 4.60, *SD* = .14).

Furthermore, high construal level had a statistically significant effect on sense of power for participants who were exposed to the woke advertisement, $F(1,117) = 9.99$, $p < .05$. Participants within the woke group that had a high construal level (*M* = 5.16, *SD* = .10) reported a significantly higher sense of power than participants within the woke group with a low construal level (*M* = 4.60, *SD* = .14). The nature of this interaction is also illustrated in Figure 2. After controlling for the variables, *involvement with the woke topic*, *gender*, *age* and *level of education*, no significant effects were found.

To summarize, these outcomes from the ANOVA indicated first of all that there were significant differences between the participants who were exposed to the woke advertisement and participants who were exposed to the regular advertisement. Exposure to the regular advertisement led to a higher sense of power for people that made use of low construals (BIF 1.00). Exposure to the woke advertisement led to a low sense of power for people that made use of low construals (BIF 2.00). Second, for participants within the woke group the outcomes indicated that the lower the level of construal, the lower the sense of power, whereas the higher the level of construal, the higher the sense of power. These findings proved that exposure to a woke advertisement leads to a high sense of power for people who think abstractly, thus hypothesis 2 was supported.

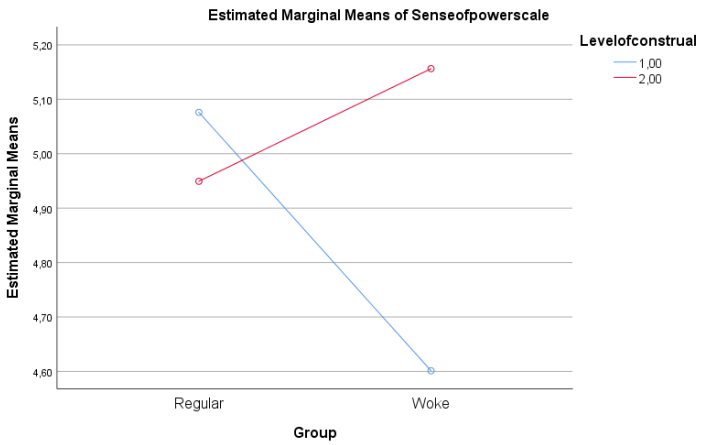


*Figure 2.* The effects of type of advertisement and construal level on sense of power.

### 4.6 Woke advertisement x Abstract thinking x Sense of power x Brand role

The final hypothesis was: *Exposure to a woke advertisement leads to a preference for servant brands over partner brands through abstract thinking and a high sense of power.* For this hypothesis regarding the independent variables *exposure to advertisement*, *construal level* and *sense of power* and the dependent variable *brand role*, it was decided to conduct a binary logistic regression. This method was chosen since binary logistic regression was suitable to predict whether the choice for a servant brand (versus a partner brand), could be predicted by the level of construal and sense of power (Hair et al., 2014).

The first assumption of binary logistic regression was that the dependent variable should be nominal, which was the case since brand preference had two categories that are dichotomous and each level of brand role (partner versus servant) represented membership in either of the groups that is mutually exclusive (Field, 2013). The second assumption was that the dependent variable needed to be coded so that the desired outcome would be coded by 1 (Field, 2013). In this case, the partner brand was coded by 0 and the servant brand was coded by 1. The third assumption was that a minimum sample size of 20 respondents was required per predictor (Allen et al., 2014). Three predictors were included in the model, thus at least 60 respondents were required. A total of 121 (valid) respondents participated with the experiment so this assumption was also met. The fourth assumption was that there should be no multicollinearity between the independent variables (predictors) so that the model would be stable. As none of the correlations between predictors was significant ($p < .05$), it was assumed that multicollinearity would be no issue with the dataset (Appendix 7.13, Table 50). Multicollinearity was also measured by means of the tolerance and VIF values (Field, 2013). Since the tolerance values were bigger than 0.1 and the VIF values were less than 10, multicollinearity was no issue (Appendix 7.13, Table 51).

Before including the control variables in the model to check whether the model's predictive ability regarding the dependent variable *brand preference* would improve, the control variables had to be tested to check whether they correlated with the dependent variable *brand role.* The control variables that were tested were *involvement with the woke topic, familiarity with the advertisement, familiarity with Reebok, frequency of watching sports* and *frequency of exercising*. Also, the demographic control variables *gender, age* and *level of education* were included. The outcomes from SPSS regarding the control variables can be found in Appendix 7.12.

Kendall's tau-b indicated that the correlation between involvement with the woke topic and brand role was non-significant, $\tau = .53$, $p = .532$. Kendall's tau-b indicated that the

correlation between familiarity with the advertisement and brand role also was non-significant, $\tau = .06$, $p = .501$. For the correlation between familiarity with Reebok and brand role, Kendall's tau-b also was non-significant, $\tau = 1$, $p = .223$. Kendall's tau-b indicated that the correlation between frequency of watching sports and brand role was negative and non-significant, $\tau = -.11$, $p = .166$. The correlation between frequency of exercising and brand preference was negative and non-significant, $\tau = -.14$, $p = .090$. For the correlation between gender and brand role, Cramer's *V* test indicated that the correlation was non-significant, $V(1, N = 121) = .16$, $p = .234$. For the correlation between age and brand role, Cramer's *V* test indicated that the correlation was non-significant, $V(1, N = 121) = .27$, $p = .106$. Finally, Cramer's *V* test indicated that the correlation between level of education and brand role was non-significant, $V(1, N = 121) = .20$, $p = .196$. Since none of the control variables has a correlation with the dependent variable *brand role*, they would also explain no variance in the regression model. As a result, the control variables were not included in the main model.

The probability of a preference for a servant brand over a partner brand was estimated using the data on type of advertisement, level of construal and sense of power (Appendix 7.13). The omnibus model for the logistic regression analysis was not significant, $\chi^2(df = 3, N = 121) = 2.34$, $p = .505$, Cox and Snell $R^2 = .02$, Nagelkerke $R^2 = .03$. The model was 67.8% accurate in its predictions of brand role preference. Hosmer and Lemeshow test results confirmed that the model was a good fit for the data, $\chi^2(df = 8, N = 121) = 4.49$, $p = .811$. Coefficients for the model's predictors are presented in Table 14.

| | ***B*** | ***SE (b)*** | ***p*** | ***Exp(B)*** **[95 % *CI*]** |
|---|---|---|---|---|
| **Constant** | .16 | 1.93 | .935 | - |
| **Group** | -.53 | .40 | .184 | .59 [.270, 1.286] |
| **BIF score** | -.41 | .87 | .642 | .667 [.121, 3.668] |
| **Sense of power** | .10 | .30 | .733 | 1.107 [.619, 1.979] |

*Table 14. Predictor Coefficients for the Model Predicting Brand Role Preference (N = 121)*

As demonstrated in Table 14, no predictor significantly improved the model's predictive capability. Type of advertisement, construal level and sense of power did not appear to significantly influence the probability of respondents selecting a servant brand.

To conclude, the model was found to be non-significant and the control variables would not influence the predictive power of the main model, which was an indication of the

independent variables being no good predictors for the preference of a servant brand. A Pearson's chi-square test of contingencies was conducted to evaluate whether type of advertisement was related to brand role preference. The chi-square test was non-significant, $\chi^2$ (1, $N$ = 121) = 2.03, $p$ = .154, and the association between type of advertisement and brand role preference was very small, $\Phi$ = .13. As illustrated in Appendix 7.13 (Figure 7), partner brand 24 Bottle was significantly more likely to be selected than servant brand Mama Wata. After all, within the woke group ($N$ = 61), 45 respondents selected the partner brand 24 Bottle whereas 16 respondents preferred the servant brand Mama Wata. Within the regular group ($N$ = 60), 37 respondents selected partner brand 24 Bottle while 23 respondents favoured servant brand Mama Wata. This was an indication that exposure to a woke advertisement leads to a preference for a partner brand instead of a servant brand.

Initially, for the relationship between woke advertising and construal level, differences were found between men and women (See sub-paragraph 4.4). Therefore, it was decided to explore whether gender would also influence brand role preference. To control for gender, a Pearson's chi-square test of contingencies was conducted to evaluate whether gender was related to brand role preference. The chi-square was non-significant, $\chi^2$(1, $N$ = 121) = 2.91, $p$ = .234 and the association between gender and brand role preference was small, $\Phi$ = .16. The findings indicated that out of the 35 men that participated, 20 men chose partner brand 24 Bottle whereas 10 men chose servant brand Mama Wata. Out of 85 women that participated, 61 selected partner brand 24 Bottle whereas 24 selected servant brand Mama Wata. As can be seen in Appendix 7.13 (Figure 8), for men the differences between the selected partner and servant brands was very small, whereas for women it can be concluded that the majority (71.76%) selected partner brand 24 Bottle over servant brand Mama Wata. Nevertheless, no significant differences were found thus hypothesis 3 was not supported.

# 5. Conclusion and Discussion

This chapter provides the main conclusions and discussions of this research. Furthermore, this chapter provides theoretical and practical implications. Based on the limitations of this research, directions for further research will be elaborated upon.

## 5.1 Conclusion

Woke advertising goes along with a digital revolution where brands take a political stand by participating in a movement against injustices in society. The relevance of contemporary topics dealt with in woke advertisements, has caused many brands to participate with this trend with the purpose of reaching consumers by becoming woke, thus awake and aware of social injustices (Stryker, 2017). However, little was known about the underlying mechanisms that go along with woke advertising. The first aim of this research therefore was to find out whether woke advertising would lead to high-level construal. Moreover, since woke advertisements typically are about values, this thesis was aimed at finding out whether woke advertisements eventually lead to an increased sense of power. Finally, the aim was to find out what the role of power is in understanding how woke advertisements affect consumers' brand preferences. The research question that was central to this thesis is:

*"Do woke advertisements lead to an increased sense of power through abstract thinking, and do woke advertisements influence consumers' preferences for different brand roles?"*

First of all, it was expected that exposure to the woke advertisement would lead to abstract thinking. This research has found empirical evidence for a relationship between the woke advertisement and abstract thinking, when controlled for gender. Results indicate that men report a higher level of construal after exposure to the woke advertisement compared with men exposed with the regular advertisement. Conversely, women report a higher level of construal after exposure to the regular advertisement whereas they report a lower level of construal after exposure to the woke advertisement. It should be noted that the expected relationship between woke advertising and abstract thinking is only supported when controlled for gender.

Second, it was predicted that exposure to the woke advertisement would lead to a high sense of power through abstract thinking, thus a high level of construal. The outcomes from the experiment supported this relationship. Specifically, differences are found between the regular advertisement and woke advertisement. People who were exposed to the regular advertisement

and who reported a low construal level, perceived a higher sense of power compared to people with a low construal level who were exposed to the woke advertisement. In addition, the findings indicate that exposure to a woke advertisement leads to a high sense of power for people who think abstractly, whereas it leads to a low sense of power for people who think concrete.

Third, it was hypothesized that exposure to the woke advertisement would lead to a preference for servant brands through abstract thinking and a high sense of power. Noteworthy, the model including all variables was non-significant, indicating that exposure to a woke advertisement, abstract thinking and sense of power do not explain the preference for a servant brand. Eventually, it is found that the majority of people that is exposed to the woke advertisement prefers a partner brand over a servant brand. The same holds for exposure to the regular advertisement; altogether the partner brand is mainly preferred over the servant brand.

### 5.2 Discussion

Woke advertising is also defined as values or cause-based advertising (Adams, 2019) since woke advertisements typically are about values that are conveyed to consumers. Based on existing research on Construal Level Theory which states that people rely more often on their values when situations are psychologically distant (Trope & Liberman, 2010; Eyal et al., 2008), and the finding that abstract thinkers rely more often on moral judgments (Mårtensson, 2017; Agerström & Bjorklund, 2009), it was expected that exposure to the woke advertisement would induce abstract thought. Interestingly, the findings suggest that there is no direct relationship between woke advertising and abstract thinking, unless controlled for gender. Men seem to think more abstractly after exposure to the woke advertisement, compared with women, which implies that men make stronger moral judgments (Agerström & Bjorklund, 2009). This finding provides a new insight in how men differ in the inferences and moral judgments they make compared with women.

Following previous research (Smith & Trope, 2006; Smith et al., 2008) on the Abstraction Hypothesis, which states that people with power make use of high-level construals, it was expected that abstract thinking would lead to an increased sense of power. Considering that Smith et al., (2008) found a causal relationship between abstract thinking and sense of power, it is remarkable that the outcomes of current research revealed no relationship between people who make use of high-level construals and a high sense of power, also when taking into account the control variables. The absence of a relationship between abstract thinking and sense of power could be explained by the fact that Smith et al., (2008) primed their participants to

think abstractly by asking them to complete various tasks. In the current experiment participants were not primed to think abstractly, since they were just exposed with the woke advertisement.

Yet, when looking at whether exposure to the woke advertisement induces abstract thought, and eventually leads to a high sense of power, a significant relationship is found. People who are exposed to the woke advertisement, with a high-level construal, report a higher sense of power than people who are exposed to the woke advertisement, with a low-level construal. This finding is remarkable since previously no relationship was found between the woke advertisement and abstract thinking (without the control variables), and no significant relationship was found between abstract thinking and sense of power. A possible explanation for the presence of a significant relationship between abstract thinking and sense of power after exposure to the woke advertisement can be found in the fact that the woke advertisement indirectly serves as a cue for abstract thought. Just as Smith et al., (2008) primed their participants to think abstractly by asking them to conduct different tasks beforehand, in the current research the woke advertisement has primed the participants to think abstractly. Hence, this finding signifies that exposure to a woke advertisement might induce abstract thinking even when not controlling for gender.

After all, it was argued that people with a high sense of power would prefer servant brands over partner brands. This was due to servant brands being lower in hierarchy (Dong & Aggarwal, 2016), so that the brands can serve people with a high sense of power (Aggarwal & McGill, 2012). Several researchers (Kim & Kramer, 2015; Aggarwal & McGill, 2012) conducted multiple experiments and found evidence for the fact that people with a high sense of power prefer servant brands. Nonetheless, results from this research opposed this relationship, since the majority of people with a high sense of power preferred partner brands over servant brands. An explanation for the fact that no significant effect was found is that in the research by Aggarwal and McGill (2012) different experiments were conducted that prove why people with a high sense of power prefer the brand as a servant. However, for this thesis, only one out of four ways of measuring brand role as conducted by Aggarwal and McGill (2012) is adopted, which might be an insufficient measure to find a significant relationship.

The absence of a significant causal relationship for exposure to the woke advertisement leading to a preference for servant brands, through abstract thinking and a high sense of power, adds around the uncertainty about the relationship between woke advertising and brand role preference, but a few findings have the potential to offer more clarity. Another possible explanation as given by Kim and Kramer (2015), is that people with a high sense of power might prefer partner brands over servant brands since they already are very powerful and

dominating in relationship to other people, so they do not feel the need to dominate brands. Moreover, Smith et al., (2008) state that people with a high sense of power might prefer brands that have the role of a partner since partner brands are on the same level of power as they are. In conclusion, the results of current research seem to resonate with previous explanations (Kim & Kramer, 2015; Smith et al., 2008), although more research could be conducted to gain more insights as to whether exposure to a woke advertisement leads to a preference for partner brands.

### 5.3 Theoretical implications

Woke advertising is a topic that has gained a lot of popularity over the past years. Yet, almost no academic literature exists on woke advertisements. This study is the first to examine the influence of woke advertisements on construal level theory, specifically on abstract thinking. It was already known that exposure to a woke advertisement leads to consumers reflecting on their values (Adams, 2019). Abstract thinking also has been linked to values and moral judgements before (Eyal et al., 2008; Mårtensson, 2017; Agerström & Björklund, 2009)). Yet, no study so far has proven that a woke advertisement that is about strong values, induces abstract thought. This study contributes also by indicating that the effects of woke advertising differ across gender, which has not been suggested so far.

Moreover, this study contributes to research in the domain of woke advertising and sense of power by proving that abstract thinking is an important mediator in the relationship between woke advertising and sense of power. Woke advertising is beneficial to prime people to think abstractly in order to measure sense of power, which could be an addition to existing research by Smith et al., (2008) who measured sense of power by priming respondents in different ways to think abstractly.

Lastly, the conclusion that exposure to a woke advertisement leads to a preference for a partner brand as opposed to the previously hypothesized relationship that it would lead to a preference for a servant brand, contributes to the debate of whether sense of power leads to favouring partner (versus servant) brands. Relying on the same method as conducted in previous research (Kim & Kramer, 2015), this thesis has proven that sense of power does not lead to a significant preference for servant brands, which resonates with findings from Dong and Aggarwal (2016).

### 5.4 Practical implications

In an era of woke advertising, it is important to understand interactions between brands and consumers. Reaching out the newest generations, Millennials and Generation Z, which are generations that are born and raised with social media, or got used with the social media environment throughout the years, remains a challenge for many brands (Dimock, 2019). Consumers are more socially aware than before (Gonçalves, 2018), as is displayed by the characteristics of Generation Z, who have an understanding and acceptance towards different groups in society leading to an aim of improving the world (Francis & Hoefel, 2018). This social awareness has urged brands to convey a social message to try to sell a product. As stated by Smith et al., (2008) sense of power has a bigger influence on behaviour and thoughts compared to actual power. Now that a relationship is found between woke advertising and sense of power, brands can invest in woke advertising to make a change and speak up about social injustices. Just five days after the death of African-American George Floyd by Minneapolis police, Nike spoke out by publishing a 60-seconds video with white text on a black background by changing their iconic slogan *Just Do It* and stating among the following: "*For once, don't do it.*" (See Appendix IV for full statement), and by adding the hashtag #UntilWeAllWin (Roberts, 2020). With such a powerful message, knowing that woke advertisement leads to a high sense of power, and sense of power being an important determinant of behaviour, consumers will be encouraged to make a change and to wake up.

The woke culture also goes along with complexities: being woke can backfire if woke messages are not taken seriously, but not being woke can also backfire due to a lack of awareness towards injustices. Considering the worldwide concerns regarding racism to different oppressed groups in society, the results of this study provide an important implication for public policy makers. The finding that exposure to a woke advertisement eventually leads to a preference for partner brands, has public policy implications on a national and even international level. When thinking on a national level about for instance police in the Netherlands, policemen can be presented as a brand. If policemen in the Netherlands create a woke campaign creating awareness for racism, with the tone of a partner brand, the campaign will be more appealing to Dutch people and eventually will lead to a change in their behaviour in a positive way. When thinking even bigger on an international level, considering for example presidential elections, a presidential candidate that is woke could design his/her campaign in such a way that the tone of a partner is conveyed to its citizens. An example of a campaign could be: *We act together as a country with urgency against racism*. Being aware of injustices as a country helps to tackle them, which is a first step in making a change internationally.

### 5.5 Limitations and suggestions for future research

This research also has some limitations that need to be addressed as they offer opportunities for future research. The outcomes from the pre-test showed that the regular advertisement differed significantly from the woke advertisement, hence it was decided to find a new regular advertisement. Due to limited time and resources it was decided to use a different regular advertisement for the main experiment without pre-testing it. Nevertheless, the regular advertisement still differed from the woke advertisement in evaluation for the item *engaging* and for *positive affect*. These differences might have influenced the actual outcomes for abstract thinking, sense of power and brand role preference. Future research could benefit from finding a different regular advertisement in order to obtain more significant outcomes.

Different researchers (Kim & Kramer, 2015; Aggarwal & McGill, 2012) measured brand role preference by means of multiple experiments where they also pre-tested whether a specific brand could be assigned a servant/partner brand role to make the results valid. For this thesis, brand role preference was measured by means of two different brands that either got assigned a partner role or a servant role. The brands did not differ at all in appearance, but only in terms of name and slogan, which corresponds with research from Aggarwal and McGill (2012). However, brand role preference was only measured by asking respondents which brand they preferred, since the experiment already was quite extensive and consisted of multiple elements and items to measure abstract thinking and sense of power. As shown in the results, the majority of the people that was exposed to the regular advertisement and woke advertisement selected the partner brand over the servant brand. This might be explained by the position of the brands on the screen throughout the experiment: the partner brand was located on the left side whereas the servant brand was located on the right side. Perhaps the participants noticed little differences between the brand roles, thus selected the brand that was presented to them first (partner brand). Since this is only an assumption, and since the relationship between woke advertising, abstract thinking and sense of power is already established throughout this thesis, future research could be allocated in such a way that less attention is paid to measuring abstract thinking and sense of power. Hence, more attention could be paid towards measuring brand role preference by setting up multiple elements that measure brand role preference. Future research could also benefit from measuring brand role preference by means of anthropomorphized brand roles.

In addition, the method that has been chosen to conduct the survey and the demographic statistics that go along with the method must be addressed. The decision to distribute the survey online was chosen to reach respondents more easily. However, this has resulted in respondents

found from the researcher's network thus the sample was not homogenous. The majority of the respondents was female (70.2%), was between 21 to 23 years old (64.5%) and had a master's degree (57.9%). Since the population sample was not really diverse and since the survey is only taken in Dutch, the results cannot be generalized. For further research, it would be interesting to conduct a study among an older and more diverse population.

Considering that there appeared to be differences between men and women, more research could be conducted on several aspects. As is proven that exposure to the woke advertisement causes males to think more abstractly than females, new research could be conducted where both genders will be exposed to only a woke advertisement instead of dividing the participants into two groups where one group is exposed to a woke advertisement and the other (control) group is exposed to a regular advertisement. Future research could benefit from dividing two groups based on gender but showing them the same woke advertisment. Moreover, even though gender was not related to brand role preference, the findings indicated that men overall select both brand roles equally whereas women tend to prefer the partner brand over the servant brand. It would be worthwhile to do more research on differences in values between men and women and how those values affect the evaluation of woke advertisements and brand role preferences.

To conclude, the woke advertisement that was exposed to half of the respondents, was part of the #BeMoreHuman campaign from Reebok, where consumers are encouraged to show their full potential. Different athletes expressed their stories to motivate consumers. Yet, woke advertisements deal with various topics, such as racism, LGBT and women empowerment (Chadwick & Zipp, 2018; Whitehead, 2019; Carson, 2019). For future research it would be interesting to show people a woke advertisement that is about a different topic than the one that is dealt with in the Reebok campaign, to see whether differences would occur in the constructs that are measured throughout this thesis. As a final remark, little research has been done on this new form of advertising. In a social environment where there is so much going on, woke advertising is a big opportunity for brands to stand up and make a change by making people reflect on their values. Brands, be woke and make people powerful!

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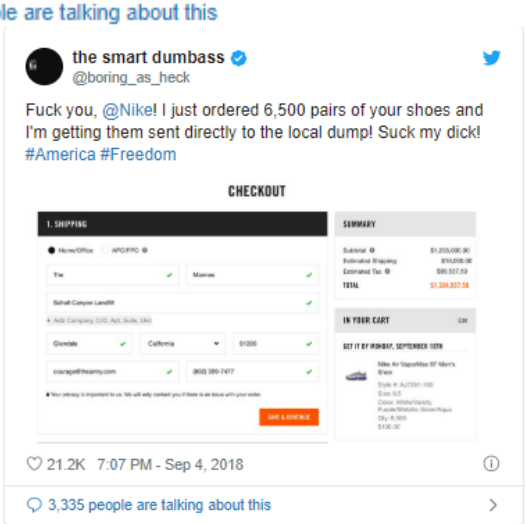
# Appendix I – Buzz around woke campaigns Nike, Gillette and Pepsi

## 1.1 Nike




(Darville, 2018)

### 1.2 Gillette

**A. Mathura**
@ptmathura

I won't be buying Gillette and other P&G products again. A company that has built its empire thanks to men buying its products for decades now dares to spit on masculinity in the new commercial. I'm done! #BoycottGillette

321 2:10 AM - Jan 15, 2019

173 people are talking about this

**GregGutfeld**
@greggutfeld

the only ones lauding the Gillette ad work in media/advertising. everyone else sees it for what it is: a smarmy, condescending virtue signal aimed at the hardworking decent men they been price-gouging for years.

21.9K 4:34 AM - Jan 15, 2019

6,562 people are talking about this

**Piers Morgan**
@piersmorgan

*NEW COLUMN*
I'm so sick of this war on masculinity & I'm not alone - with their pathetic man-hating ad, Gillette have just cut their own throat.
dailym.ai/2ALTCWm

1,116 4:35 PM - Jan 15, 2019

1,101 people are talking about this

**Chuck Woolery**
@chuckwoolery

I'd like to thank Gillette for reminding me how horrible it is to be man. This should sit well with your customers. NOT.

8,687 1:53 AM - Jan 15, 2019

2,594 people are talking about this

**Rule The Wasteland**
@MongoAggression

@Gillette has made it clear they do not want the business of masculine men.

I will grant their wish.

I have used #Gillette razors since they sent me a free sample on my 18th birthday, and will no longer buy any of their products.

257 12:59 AM - Jan 15, 2019

251 people are talking about this

**Ary**
@ary31574363

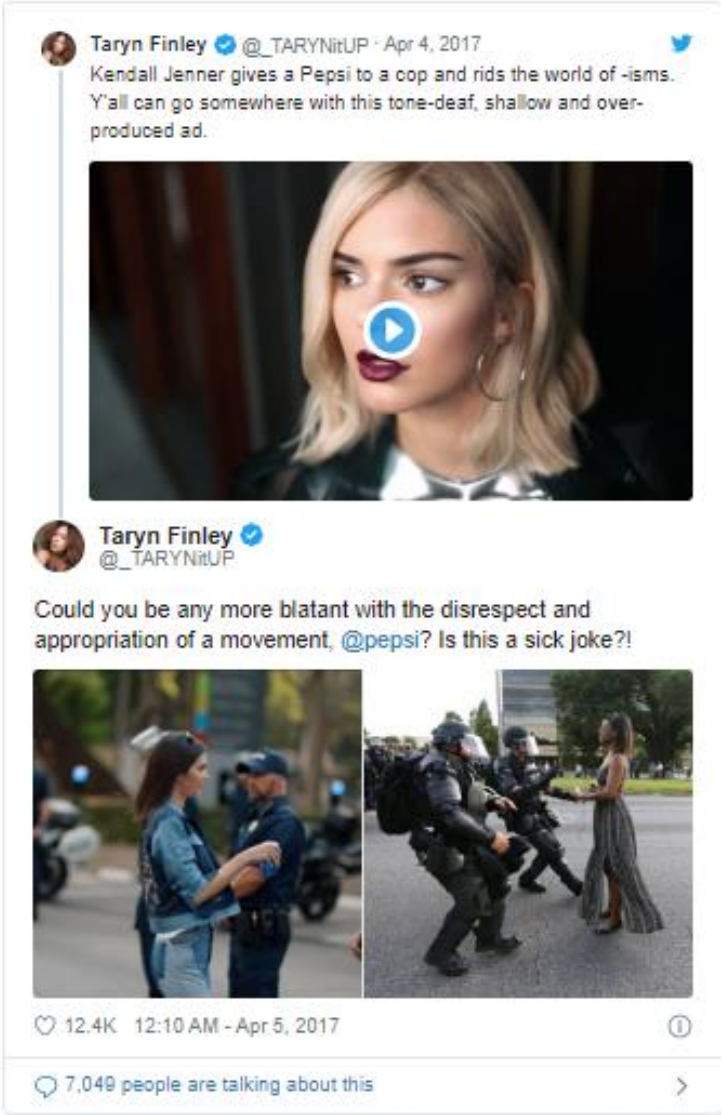
I've been shaving since I was 12, since the beginning I used Gillette because that's what my father used, now I will never use it again, and neither will my father, collectively been your customers for 50+ years never again #BoycottGillette #Gillette

2,351 5:11 AM - Jan 15, 2019

818 people are talking about this

(Royle, 2019; Baggs, 2019)

### 1.3 Pepsi



(Handley, 2017; McNeal, 2017)

# Appendix II – Examples woke advertisements

**Listerine: Rainbow-coloured mouthwash bottle**

(Whitehead, 2019)

**BrewDog: Pink BrewDog Beer ("Beer for girls … to fight against gender inequality")**

(Whitehead, 2019)

**Reebok: #BeMoreHuman campaign**

(Whitehead, 2019)

# Appendix III – Examples brand roles

**Partner brand: Lowe's Home Improvement**

(Kim & Kramer, 2015).

**Servant brand: Burger King**

(Kim & Kramer, 2015).

# Appendix IV– Statement Nike regarding Georgy Floyd

**Tweet Nike:**

*For once, don't do it. Don't pretend there's not a problem in America. Don't turn your back on racism. Don't accept innocent lives being taken from us. Don't make any more excuses. Don't sit back and be silent. Don't think you can't be part of the change. Let's all be part of the change."*

In its tweet, Nike added the hashtag #UntilWeAllWin.

**Email to Nike employees from CEO John Donahoe:**

*"It is absolutely wrong what's happening in our communities, to our friends and family members. These tragedies are not unique to the U.S. Far from it – we see violent incidents in countries all over the world, fuelled by hatred and ignorance... Let me be as clear as I can: Nike is opposed to bigotry. We are opposed to hatred and inequality in all its forms, indirect and overt. While Nike cannot solve injustice, I believe we have a responsibility to work toward addressing it to the best of our ability."*

(Roberts, 2020).

# Appendix V – Pre-test

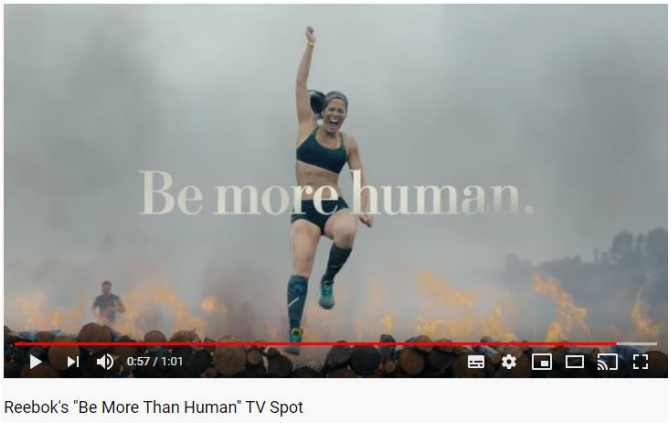
Dear respondent,

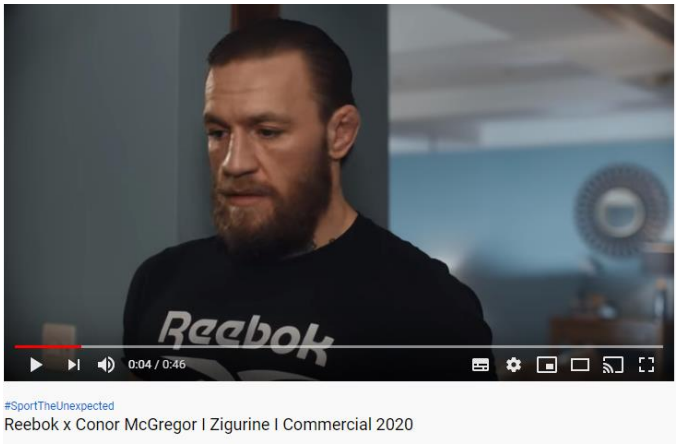
Thank you very much for taking time to fill in this questionnaire!
This survey is part of my Master thesis from the master's specialization Marketing at Radboud University Nijmegen. In this survey, I am interested in your opinion regarding an advertisement. There are no wrong answers, I am just interested in some information. Your answers will be used for this research only. You can decide to quit the survey whenever you want to. Your answers are dealt with anonymously and your privacy is guaranteed. Please read the questions carefully and answer every question with honesty. This survey takes approximately 5 - 7 minutes.

Festina Selmani

**- PAGE BREAK –**

Please watch the video below carefully. Afterwards some questions will be asked about it.




*Exposure to either woke advertisement Reebok or regular advertisement Reebok*

**- PAGE BREAK –**

How familiar are you with the advertisement?

| | | | | | | |
|---|---|---|---|---|---|---|
| *Not familiar at all* | O | O | O | O | O | *Very familiar* |

To what extent do you like the advertisement?

| | | | | | | |
|---|---|---|---|---|---|---|
| *Dislike* | O | O | O | O | O | *Like* |

**- PAGE BREAK –**

*The advertisement is...*

| | (1 = Not at all | | | | 5 = Very much) |
|---|---|---|---|---|---|
| Enjoyable | O | O | O | O | O |
| Entertaining | O | O | O | O | O |
| Fun | O | O | O | O | O |
| Appealing | O | O | O | O | O |
| Interesting | O | O | O | O | O |
| Engaging | O | O | O | O | O |
| Informative | O | O | O | O | O |
| Original | O | O | O | O | O |

**- PAGE BREAK –**

*After watching the advertisement, I feel…*

| | (1=Not at all | | | | 5 = Very much) |
|---|---|---|---|---|---|
| Upset | O | O | O | O | O |
| Hostile | O | O | O | O | O |
| Alert | O | O | O | O | O |
| Ashamed | O | O | O | O | O |
| Inspired | O | O | O | O | O |
| Nervous | O | O | O | O | O |
| Determined | O | O | O | O | O |
| Attentive | O | O | O | O | O |
| Afraid | O | O | O | O | O |
| Active | O | O | O | O | O |

**- PAGE BREAK –**

What is your gender?

- Male
- Female
- Other

What is your age?

- < 20 years
- 21 – 25 years
- 26 – 30 years
- 31 – 40 years
- 41 – 55 years
- > 56 years

What is your highest level of education (with or without diploma)?

- MBO
- HBO
- WO bachelor
- WO master

**- PAGE BREAK –**

Thank you very much for participating! If you have any questions, you can contact the researcher at f.selmani@student.ru.nl.

Festina Selmani

Radboud University

# Appendix VI – Experiment-based survey

Dear respondent,

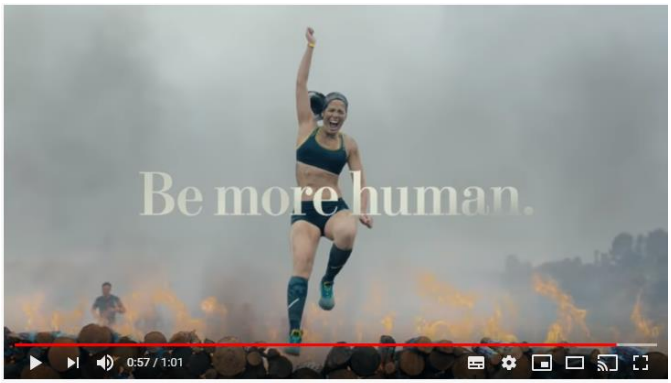
Thank you very much for taking time to fill in this questionnaire!

This survey is part of my Master thesis from the master's specialization Marketing at Radboud University Nijmegen. This survey consists of different parts. First, I am interested in your feelings towards brands. The second part will be about your perceptions regarding different behaviours. In the end, I have some questions regarding your relationship with others. There are no wrong answers, I am just interested in some information. Your answers will be used for this research only. You can decide to quit the survey whenever you want to. Your answers are dealt with anonymously and your privacy is guaranteed. Please read the questions carefully and answer every question with honesty. This survey takes approximately 10-12 minutes.

Festina Selmani

- **PAGE BREAK –**

Please watch the video below carefully. Afterwards some questions will be asked about it.




Reebok's "Be More Than Human" TV Spot

#SportTheUnexpected #ClubC
Reebok | Back Where We Started | Commercial 2019

*Exposure to woke advertisement Reebok or regular advertisement Reebok*

**- PAGE BREAK –**

Sustainability is becoming more and more important. Nowadays, many brands try to become sustainable. Two sustainable brands are presented: *24 Bottle* and *Mama Wata.* If you were in need of a new water bottle, which of those two sustainable brands would you prefer?

*24 Bottle*. Works With You. Helping You Take Care of What's Important.

*Mama Wata.* Works For You. Taking Care of What's Important to You.

**- PAGE BREAK –**

In the following section, I am interested in how you would describe different behaviours.
Any behaviour can be described in many ways. For example, one person might describe *writing a paper* as "pushing keys on the keyboard" or as "expressing thoughts".

For this part, I would like to ask you to select your personal preference for how the behaviours listed below should be described. After each behaviour will be two different ways in which the behaviour might be identified. Please select one of the two options that describes the behaviour best according to you. There are no wrong answers since it is your personal preference on the listed behaviours.

Tick off the description you believe explains the behaviour best.

1. **Picking an apple**
   - Getting something to eat
   - Pulling an apple off a branch
2. **Painting a room**
   - Applying brush strokes
   - Making the room look fresh
3. **Locking a door**
   - Putting a key in the lock
   - Securing the house
4. **Voting**
   - Influencing the election
   - Marking a ballot
5. **Filling out a personality test**
   - Answering questions
   - Revealing what you like
6. **Greeting someone**
   - Saying hello
   - Showing friendliness
7. **Taking a test**
   - Showing one's knowledge
   - Answering questions
8. **Resisting temptations**
   - Saying "no"
   - Showing moral courage
9. **Travelling by car**
   - Following a map
   - Seeing countryside
10. **Talking to a child**
    - Teaching a child something
    - Using simple words

**- PAGE BREAK –**

Please indicate how you would perceive yourself in terms of your social relationships.

*In my relationships with others…*

| | (1 = disagree strongly | | | | | | 7 = Agree strongly) |
|---|---|---|---|---|---|---|---|
| I can get people to listen to what I want. | O | O | O | O | O | O | O |
| My wishes do not carry much weight. | O | O | O | O | O | O | O |
| I can get people to do what I want. | O | O | O | O | O | O | O |
| Even if I voice other people, my views have little influence. | O | O | O | O | O | O | O |
| I think I have a great deal of power. | O | O | O | O | O | O | O |
| My ideas and opinions are often ignored. | O | O | O | O | O | O | O |
| Even when I try, I am not able to get my way. | O | O | O | O | O | O | O |
| If I want to, I get to make decisions. | O | O | O | O | O | O | O |

**- PAGE BREAK –**

In the first part of the survey, you were exposed to an advertisement of Reebok. I would like to ask you to answer the following questions regarding the advertisement.

How familiar are you with the brand Reebok?

*Very unfamiliar* O O O O O O O *Very familiar*

How often do you watch sports?

- Daily
- 3 times a week
- Once a week
- Once a month
- A few times per year
- Never

How often do you exercise?

- Daily
- 3 times a week
- Once a week
- Once or twice a month
- Once in 3 months
- Never

**- PAGE BREAK –**

What is your gender?

- Male
- Female
- Other

What is your age?

- < 20 years
- 21 – 25 years

- 26 – 30 years
- 31 – 40 years
- 41 – 55 years
- > 56 years

What is your highest level of education (with or without diploma)?

- MBO
- HBO
- WO bachelor
- WO master

**- PAGE BREAK –**

Thank you very much for participating! If you have any questions, you can contact the researcher at f.selmani@student.ru.nl.

Festina Selmani

Radboud University

# Appendix VII – Results main experiment

## 7.1 Familiarity

**Table 1. Descriptive statistics**

| | | | | | 95% Confidence Interval for Mean | | | |
|---|---|---|---|---|---|---|---|---|
| | **N** | **Mean** | **Std. Deviation** | **Std. Error** | **Lower bound** | **Upper bound** | **Minimum** | **Maximum** |
| **Regular advertisement** | 60 | 2.07 | 1.696 | .219 | 1.63 | 2.50 | 1 | 7 |
| **Woke advertisement** | 61 | 1.93 | 1.569 | .201 | 1.53 | 2.34 | 1 | 7 |
| **Total** | 121 | 2.00 | 1.628 | .148 | 1.71 | 2.29 | 1 | 7 |

**Table 2. Test of Homogeneity of Variances**

| **Levene Statistic** | **Df1** | **Df2** | **Sig.** |
|---|---|---|---|
| .955 | 1 | 119 | .330 |

**Table 3. ANOVA**

| | **Sum of Squares** | **Df** | **Mean square** | **F** | **Sig.** |
|---|---|---|---|---|---|
| **Between groups** | .529 | 1 | .529 | .198 | .657 |
| **Within groups** | 317.471 | 119 | 2.668 | | |
| **Total** | 318.000 | 120 | | | |

## 7.2 Overall Liking

**Table 4. Descriptive statistics**

| | | | | | 95% Confidence Interval for Mean | | | |
|---|---|---|---|---|---|---|---|---|
| | **N** | **Mean** | **Std. Deviation** | **Std. Error** | **Lower bound** | **Upper bound** | **Minimum** | **Maximum** |
| **Regular advertisement** | 60 | 4.38 | 1.574 | .203 | 3.98 | 4.79 | 1 | 7 |
| **Woke advertisement** | 61 | 4.64 | 1.613 | .206 | 4.23 | 5.05 | 1 | 7 |
| **Total** | 121 | 4.51 | 1.592 | .145 | 4.23 | 4.80 | 1 | 7 |

**Table 5. Test of Homogeneity of Variances**

| Levene Statistic | Df1 | Df2 | Sig. |
|---|---|---|---|
| .028 | 1 | 119 | .868 |

**Table 6. ANOVA**

| | Sum of Squares | Df | Mean square | F | Sig. |
|---|---|---|---|---|---|
| **Between groups** | 1.982 | 1 | 1.982 | .781 | .379 |
| **Within groups** | 302.249 | 119 | 2.540 | | |
| **Total** | 304.231 | 120 | | | |

## 7.3 Appealing

**Table 7. Descriptive statistics**

| | | | | | 95% Confidence Interval for Mean | | | |
|---|---|---|---|---|---|---|---|---|
| | **N** | **Mean** | **Std. Deviation** | **Std. Error** | **Lower bound** | **Upper bound** | **Minimum** | **Maximum** |
| **Regular advertisement** | 60 | 4.87 | 1.214 | .157 | 4.55 | 5.18 | 2 | 7 |
| **Woke advertisement** | 61 | 5.07 | 1.470 | .188 | 4.69 | 5.44 | 1 | 7 |
| **Total** | 121 | 4.97 | 1.347 | .122 | 4.72 | 5.21 | 1 | 7 |

**Table 8. Test of Homogeneity of Variances**

| Levene Statistic | Df1 | Df2 | Sig. |
|---|---|---|---|
| .306 | 1 | 119 | .581 |

**Table 9. ANOVA**

| | Sum of Squares | Df | Mean square | F | Sig. |
|---|---|---|---|---|---|
| **Between groups** | 1.197 | 1 | 1.197 | .657 | .419 |
| **Within groups** | 216.671 | 119 | 1.821 | | |
| **Total** | 217.868 | 120 | | | |

## 7.4 Interesting

**Table 10. Descriptive statistics**

| | | | | | 95% Confidence Interval for Mean | | | |
|---|---|---|---|---|---|---|---|---|
| | **N** | **Mean** | **Std. Deviation** | **Std. Error** | **Lower bound** | **Upper bound** | **Minimum** | **Maximum** |
| **Regular advertisement** | 60 | 5.03 | 1.390 | .179 | 4.67 | 5.39 | 1 | 7 |
| **Woke advertisement** | 61 | 5.18 | 1.348 | .173 | 4.84 | 5.53 | 1 | 7 |
| **Total** | 121 | 5.11 | 1.365 | .124 | 4.86 | 5.35 | 1 | 7 |

**Table 11. Test of Homogeneity of Variances**

| Levene Statistic | Df1 | Df2 | Sig. |
|---|---|---|---|
| .447 | 1 | 119 | .505 |

**Table 12. ANOVA**

| | Sum of Squares | Df | Mean square | F | Sig. |
|---|---|---|---|---|---|
| **Between groups** | .654 | 1 | .654 | .349 | .556 |
| **Within groups** | 222.950 | 119 | 1.874 | | |
| **Total** | 223.603 | 120 | | | |

## 7.5 Engaging

**Table 13. Descriptive statistics**

| | | | | | 95% Confidence Interval for Mean | | | |
|---|---|---|---|---|---|---|---|---|
| | **N** | **Mean** | **Std. Deviation** | **Std. Error** | **Lower bound** | **Upper bound** | **Minimum** | **Maximum** |
| **Regular advertisement** | 60 | 4.23 | 1.598 | .206 | 3.82 | 4.65 | 1 | 7 |
| **Woke advertisement** | 61 | 5.20 | 1.364 | .175 | 4.85 | 5.55 | 1 | 7 |
| **Total** | 121 | 4.72 | 1.556 | .141 | 4.44 | 5.00 | 1 | 7 |

**Table 14. Test of Homogeneity of Variances**

| Levene Statistic | Df1 | Df2 | Sig. |
|---|---|---|---|
| 4.502 | 1 | 119 | .036 |

**Table 15. ANOVA**

| | Sum of Squares | Df | Mean square | F | Sig. |
|---|---|---|---|---|---|
| **Between groups** | 28.074 | 1 | 28.074 | 12.733 | .001 |
| **Within groups** | 262.373 | 119 | 2.205 | | |
| **Total** | 290.446 | 120 | | | |

## 7.6 Positive Affect regular advertisement

**Figure 1. Histogram**

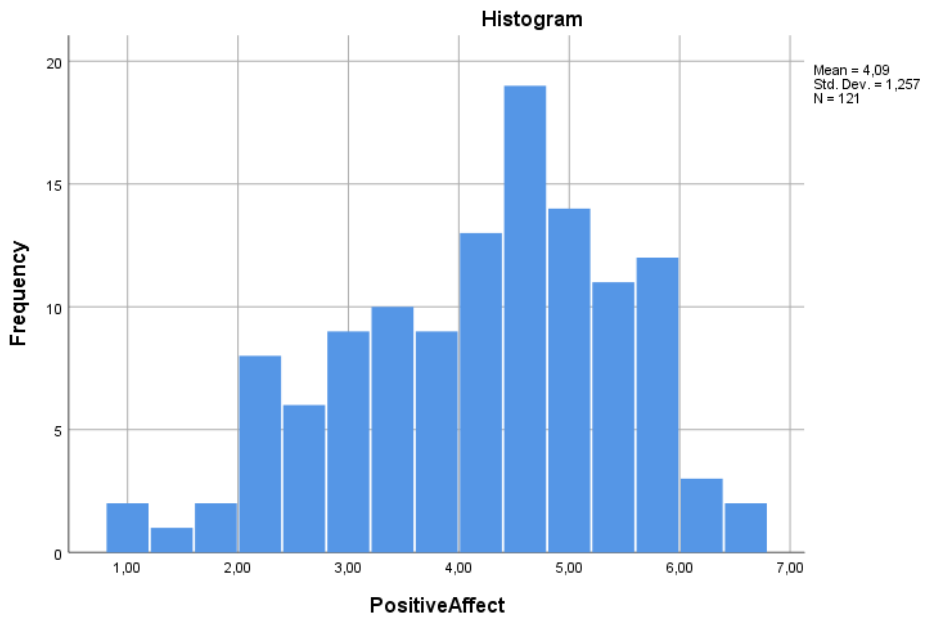



**Table 16. Descriptive statistics**

| | Mean | Std. Deviation | Analysis N |
|---|---|---|---|
| **Alert** | 3.40 | 1.464 | 60 |
| **Inspired** | 3.83 | 1.586 | 60 |
| **Determined** | 3.43 | 1.332 | 60 |
| **Attentive** | 3.95 | 1.455 | 60 |
| **Active** | 3.92 | 1.639 | 60 |

**Table 17. KMO and Bartlett's Test**

| | | |
|---|---|---|
| **Kaiser-Meyer-Olkin Measure of Sampling Adequacy** | | .768 |
| **Bartlett's Test of Sphericity** | Approx. Chi-Square | 100.075 |
| | df | 10 |
| | Sig. | .000 |

**Table 18. Communalities**

| | Initial | Extraction |
|---|---|---|
| **Alert** | .234 | .734 |

| | | |
|---|---|---|
| **Inspired** | .598 | .734 |
| **Determined** | .487 | .479 |
| **Attentive** | .454 | .500 |
| **Active** | .372 | .425 |

**Table 19. Total Variance Explained**

| | | **Initial Eigenvalues** | | **Extraction Sums of Squared Loadings** | | |
|---|---|---|---|---|---|---|
| **Factor** | **Total** | **% of Variance** | **Cumulative %** | **Total** | **% of Variance** | **Cumulative %** |
| 1 | 2.887 | 57.750 | 57.750 | 2.406 | 48.117 | 48.117 |
| 2 | .728 | 14.562 | 73.312 | | | |

**Table 20. Pattern Matrix**

| | **Loadings** |
|---|---|
| **Item** | **Factor 1[a]** |
| Inspired | .86 |
| Attentive | .71 |
| Determined | .69 |
| Active | .65 |
| Alert | .52 |
| | |
| Percentage of variance | 48.12 % |

**Table 21. Cronbach's alpha if item deleted**

| **Item** | **Cronbach's alpha if item deleted** |
|---|---|
| **Alert** | .815 |
| **Inspired** | .736 |
| **Determined** | .777 |
| **Attentive** | .766 |
| **Active** | .784 |

## 7.7 Positive Affect woke advertisement

**Figure 2. Histogram**

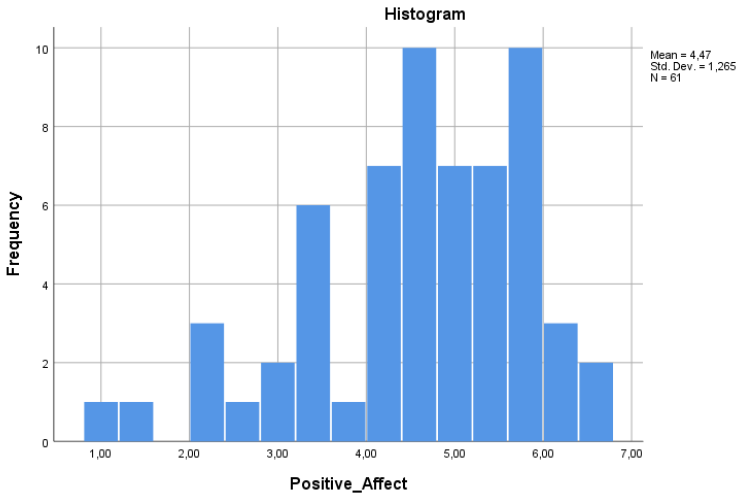



**Table 22. Descriptive statistics**

| | Mean | Std. Deviation | Analysis N |
|---|---|---|---|
| **Alert** | 4.25 | 1.578 | 61 |
| **Inspired** | 4.90 | 1.630 | 61 |
| **Determined** | 4.26 | 1.537 | 61 |
| **Attentive** | 4.20 | 1.504 | 61 |
| **Active** | 4.75 | 1.578 | 61 |

**Table 23. KMO and Bartlett's Test**

| | | |
|---|---|---|
| **Kaiser-Meyer-Olkin Measure of Sampling Adequacy** | | .842 |
| **Bartlett's Test of Sphericity** | Approx. Chi-Square | 154.026 |
| | df | 10 |
| | Sig. | .000 |

**Table 24. Communalities**

| | Initial | Extraction |
|---|---|---|
| **Alert** | .447 | 474 |
| **Inspired** | .722 | .839 |
| **Determined** | .676 | .743 |
| **Attentive** | .546 | .618 |
| **Active** | .295 | .280 |

**Table 25. Total Variance Explained**

| | | Initial Eigenvalues | | Extraction Sums of Squared Loadings | | |
|---|---|---|---|---|---|---|
| **Factor** | **Total** | **% of Variance** | **Cumulative %** | **Total** | **% of Variance** | **Cumulative %** |
| 1 | 3.307 | 66.145 | 66.145 | 2.953 | 59.069 | 59.069 |
| 2 | .722 | 14.433 | 80.588 | | | |

**Table 26. Pattern Matrix**

| | **Loadings** |
|---|---|
| **Item** | **Factor 1[a]** |
| Inspired | .92 |
| Attentive | .79 |
| Determined | .86 |
| Active | .53 |
| Alert | .69 |
| | |
| Percentage of variance | 59.07 % |

**Table 27. Cronbach's alpha if item deleted**

| **Item** | **Cronbach's alpha if item deleted** |
|---|---|
| **Alert** | .313 |
| **Inspired** | .535 |
| **Determined** | .426 |
| **Attentive** | .435 |
| **Active** | .523 |

## 7.8 Comparison Positive Affect for both advertisements

**Table 28. Descriptive Statistics Positive Affect for both advertisements**

| | | | | | 95% Confidence Interval for Mean | | | |
|---|---|---|---|---|---|---|---|---|
| | **N** | **Mean** | **Std. Deviation** | **Std. Error** | **Lower bound** | **Upper bound** | **Minimum** | **Maximum** |
| **Regular advertisement** | 60 | 3.7067 | 1.13404 | .14640 | 3.4137 | 3.9996 | 1.00 | 5.60 |
| **Woke advertisement** | 61 | 4.4721 | 1.26546 | .16202 | 4.1480 | 4.7962 | 1.00 | 6.60 |
| **Total** | 121 | 4.0926 | 1.25726 | .11430 | 3.8663 | 4.3189 | 1.00 | 6.60 |

**Table 29. Test of Homogeneity of Variances Positive Affect**

| **Levene Statistic** | **Df1** | **Df2** | **Sig.** |
|---|---|---|---|
| .080 | 1 | 119 | .777 |

**Table 30. ANOVA Positive Affect**

| | **Sum of Squares** | **Df** | **Mean square** | **F** | **Sig.** |
|---|---|---|---|---|---|
| **Between groups** | 17.723 | 1 | 17.723 | 12.265 | .001 |
| **Within groups** | 171.960 | 119 | 1.445 | | |
| **Total** | 189.683 | 120 | | | |

## 7.9 Hypothesis 1: Woke advertisement x Abstract thinking

**Table 31. Test of Normality Behaviour Identification Form**

| | Kolmogorov-Smirnov | | | Shapiro Wilk | | |
|---|---|---|---|---|---|---|
| **Group** | **Statistic** | **df** | **Sig.** | **Statistic** | **df** | **Sig.** |
| **Regular advertisement** | .130 | 60 | .014 | .971 | 60 | .168 |
| **Woke advertisement** | .129 | 61 | .013 | .950 | 61 | .014 |

**Figure 3. Histogram group 1: regular advertisement**

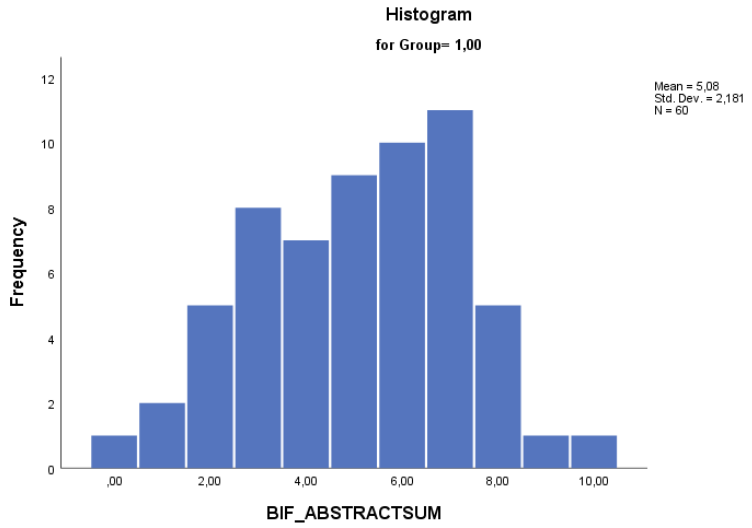



**Figure 4. Histogram group 2: woke advertisement**

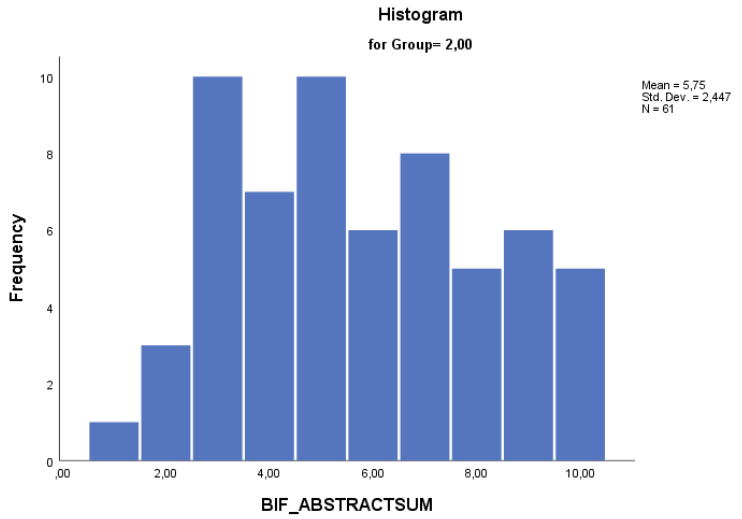


**Table 32. Descriptive Statistics Behaviour Identification Form**

| | | | | | 95% Confidence Interval for Mean | | | |
|---|---|---|---|---|---|---|---|---|
| | **N** | **Mean** | **Std. Deviation** | **Std. Error** | **Lower bound** | **Upper bound** | **Skewness (SE Skewness)** | **Kurtosis (SE Kurtosis)** |
| **Regular advertisement** | 60 | 1.5083 | .21807 | .02815 | 1.4520 | 1.5646 | -.181 (.309) | -.526 (.608) |
| **Woke advertisement** | 61 | 1.5754 | .24471 | .03133 | 1.5127 | 1.6381 | .168 (.306) | -1.004 (.604) |
| **Total** | 121 | 1.5421 | .23336 | .02121 | 1.5001 | 1.5842 | | |

**Table 33. Test of Homogeneity of Variances Behaviour Identification Form**

| **Levene Statistic** | **Df1** | **Df2** | **Sig.** |
|---|---|---|---|
| 1.630 | 1 | 119 | .204 |

**Table 34. ANOVA Behaviour Identification Form**

| | **Sum of Squares** | **Df** | **Mean square** | **F** | **Sig.** |
|---|---|---|---|---|---|
| **Between groups** | .136 | 1 | .136 | 2.531 | .114 |
| **Within groups** | 6.399 | 119 | .054 | | |
| **Total** | 6.535 | 120 | | | |

## 7.10 Hypothesis 2a: Abstract thinking x Sense of power

**Table 35. Tests of Normality, DV = Sense of power**

| | Kolmogorov-Smirnov | | | Shapiro Wilk | | |
|---|---|---|---|---|---|---|
| **BIF_score** | **Statistic** | **df** | **Sig.** | **Statistic** | **df** | **Sig.** |
| **1.10** | .292 | 3 | | .923 | 3 | .463 |
| **1.20** | .223 | 8 | .200 | .918 | 8 | .414 |
| **1.30** | .138 | 18 | .200 | .959 | 18 | .575 |
| **1.40** | .204 | 14 | .118 | .928 | 14 | .288 |
| **1.50** | .138 | 19 | .200 | .924 | 19 | .134 |
| **1.60** | .124 | 16 | .200 | .955 | 16 | .580 |
| **1.70** | .109 | 19 | .299 | .966 | 19 | .684 |
| **1.80** | .229 | 10 | .146 | .884 | 10 | .144 |
| **1.90** | .144 | 7 | .200 | .941 | 7 | .647 |
| **2.00** | .207 | 6 | .200 | .877 | 6 | .257 |

**Table 36. Test of Homogeneity of Variances**

| Levene Statistic | Df1 | Df2 | Sig. |
|---|---|---|---|
| 1.243 | 9 | 110 | .276 |

**Table 37. ANOVA Sense of Power Scale**

| | Sum of Squares | Df | Mean square | F | Sig. |
|---|---|---|---|---|---|
| **Between groups** | 4.029 | 10 | .403 | .883 | .551 |
| **Within groups** | 50.179 | 110 | 456 | | |
| **Total** | 54.208 | 120 | | | |

## 7.11 Hypothesis 2b: Woke advertisement x Abstract thinking x Sense of Power

**Table 38. Descriptive statistics: DV = Sense of power**

| Group | | Statistic | Std. Error |
|---|---|---|---|
| **Regular advertisement** | **Mean** | 4.9979 | .08721 |
| | **95% Confidence Interval for Mean** | [4.8234, 5.1724] | |
| | **5% Trimmed Mean** | 5.0208 | |
| | **Median** | 5.0625 | |
| | **Variance** | .456 | |
| | **Std. Deviation** | .67550 | |
| | **Minimum** | 2.88 | |
| | **Maximum** | 6.50 | |
| | **Range** | 3.63 | |
| | **Interquartile Range** | .84 | |
| | **Skewness** | -.582 | .309 |
| | **Kurtosis** | .970 | .608 |
| **Woke advertisement** | **Mean** | 4.9652 | .08629 |
| | **95% Confidence Interval for Mean** | [4.7926, 5.1378] | |
| | **5% Trimmed Mean** | 4.9912 | |
| | **Median** | 5.0000 | |
| | **Variance** | .454 | |
| | **Std. Deviation** | .67397 | |
| | **Minimum** | 3.38 | |
| | **Maximum** | 6.00 | |
| | **Range** | 2.63 | |
| | **Interquartile Range** | 1.06 | |
| | **Skewness** | -.538 | .306 |
| | **Kurtosis** | -.523 | .604 |

**Table 39. Tests of Normality**

| | Kolmogorov-Smirnov | | | Shapiro Wilk | | |
|---|---|---|---|---|---|---|
| **BIF_score** | **Statistic** | **df** | **Sig.** | **Statistic** | **df** | **Sig.** |
| **1.10** | .292 | 3 | | .923 | 3 | .463 |
| **1.20** | .223 | 8 | .200 | .918 | 8 | .414 |
| **1.30** | .138 | 18 | .200 | .959 | 18 | .575 |
| **1.40** | .204 | 14 | .118 | .928 | 14 | .288 |
| **1.50** | .138 | 19 | .200 | .924 | 19 | .134 |
| **1.60** | .124 | 16 | .200 | .955 | 16 | .580 |
| **1.70** | .109 | 19 | .299 | .966 | 19 | .684 |
| **1.80** | .229 | 10 | .146 | .884 | 10 | .144 |
| **1.90** | .144 | 7 | .200 | .941 | 7 | .647 |
| **2.00** | .207 | 6 | .200 | .877 | 6 | .257 |

**Table 40. Levene's test of Equality of Error Variances, DV = Sense of power**

| Levene Statistic | Df1 | Df2 | Sig. |
|---|---|---|---|
| .981 | 16 | 100 | .483 |

**Figure 5. Histogram group 1: regular advertisement**

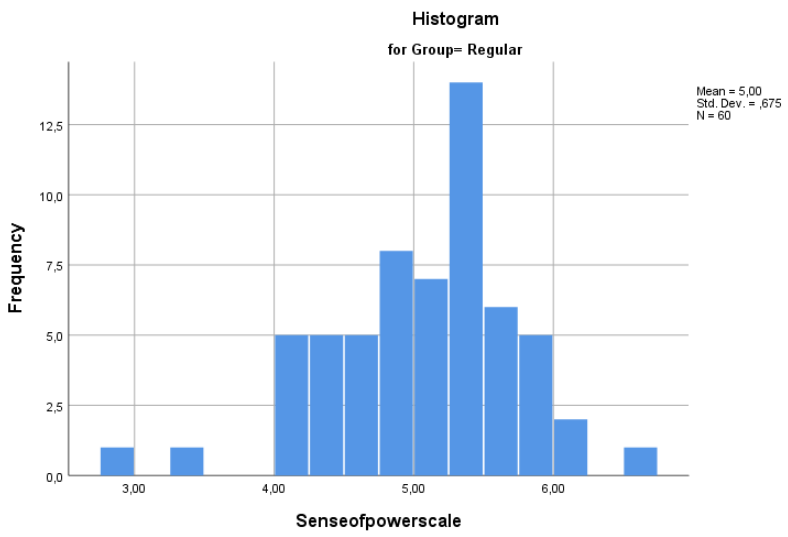


**Figure 6. Histogram group 2: woke advertisement**

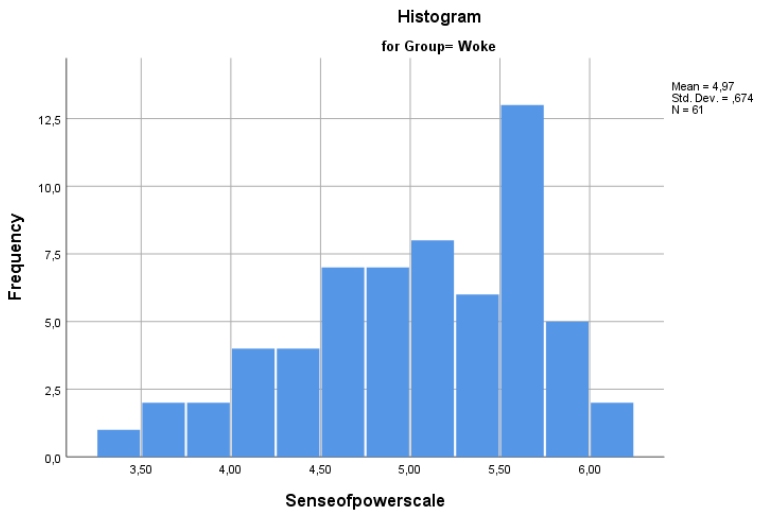



**Table 41. Descriptive Statistics ANOVA: DV = Sense of power (7-point scale)**

| BIF Score | Group | Mean | Std. Deviation | N |
|---|---|---|---|---|
| **1.00** | **Regular** | 5.3750 | - | 1 |
| **1.10** | **Regular** | 5.5625 | .44194 | 2 |
| | **Woke** | 3.3750 | - | 1 |
| **1.20** | **Regular** | 4.8500 | .98584 | 5 |
| | **Woke** | 4.7083 | .26021 | 3 |
| **1.30** | **Regular** | 4.8594 | .63188 | 8 |
| | **Woke** | 4.5750 | .78440 | 10 |
| **1.40** | **Regular** | 5.3036 | .46130 | 7 |
| | **Woke** | 4.7679 | .69757 | 7 |
| **1.50** | **Regular** | 4.6250 | .92068 | 9 |
| | **Woke** | 5.3125 | .50532 | 10 |
| **1.60** | **Regular** | 4.9625 | .44507 | 10 |
| | **Woke** | 5.0000 | .40311 | 6 |
| **1.70** | **Regular** | 5.1364 | .71688 | 11 |
| | **Woke** | 5.5000 | .64087 | 8 |
| **1.80** | **Regular** | 5.0250 | .42757 | 5 |
| | **Woke** | 4.9000 | .59556 | 5 |
| **1.90** | **Regular** | 5.8750 | - | 1 |
| | **Woke** | 5.0000 | .65192 | 6 |

| | | | | |
|---|---|---|---|---|
| **2.00** | **Regular** | 4.3750 | - | 1 |
| | **Woke** | 4.9250 | .51992 | 5 |
| **Total** | **Regular** | 4.9979 | .67550 | 60 |
| | **Woke** | 4.9652 | .67397 | 61 |
| | **Total** | 4.9814 | .67211 | 121 |

**Table 42. Tests of Between-Subjects Effects**

| **Source** | **Type III Sum of Squares** | **df** | **Mean Square** | **F** | **Sig.** | **Partial Eta Squared** |
|---|---|---|---|---|---|---|
| **Corrected Model** | 12.425[a] | 20 | .621 | 1.487 | .103 | .229 |
| **Intercept** | 1403.808 | 1 | 1403.808 | 3359.747 | .000 | .971 |
| **Group** | 1.050 | 1 | 1.050 | 2.512 | .116 | .025 |
| **BIF_score** | 5.561 | 10 | .556 | 1.331 | .225 | .117 |
| **BIF_Score*Group** | 8.390 | 9 | .932 | 2.231 | .026 | .167 |
| **Error** | 41.783 | 100 | .418 | | | |
| **Total** | 3056.750 | 121 | | | | |
| **Corrected Total** | 54.208 | 120 | | | | |

a. R Squared = ,229 (Adjusted R Squared = ,075)

## 7.12 Correlation tests control variables

**Table 43. Involvement with woke topic**

| | | **Involvement woke topic** | **Partner_Servant** |
|---|---|---|---|
| **How engaging is the content of the advertisement to you?** | **Pearson correlation** | 1 | .048 |
| | **Sig. (2-tailed)** | | .604 |
| | **N** | 121 | 121 |

**Table 44. Familiarity with Reebok**

| | | Familarity Reebok | Partner_Servant |
|---|---|---|---|
| How familiar are you with the brand Reebok? | Pearson correlation | 1 | .100 |
| | Sig. (2-tailed) | | .277 |
| | N | 121 | 121 |

**Table 45. Frequency of watching sports**

| | | Frequency of watching sports | Partner_Servant |
|---|---|---|---|
| How often do you watch sports? | Pearson correlation | 1 | -.116 |
| | Sig. (2-tailed) | | .204 |
| | N | 121 | 121 |

**Table 46. Frequency of exercising**

| | | Frequency of exercising | Partner_Servant |
|---|---|---|---|
| How often do you exercise? | Pearson correlation | 1 | -.175 |
| | Sig. (2-tailed) | | .054 |
| | N | 121 | 121 |

**Table 47. Gender**

| | | Gender | Partner_Servant |
|---|---|---|---|
| What is your gender? | Pearson correlation | 1 | -.153 |
| | Sig. (2-tailed) | | .094 |
| | N | 121 | 121 |

**Table 48. Age**

| | | Age | Partner_Servant |
|---|---|---|---|
| What is your age? | Pearson correlation | 1 | .077 |
| | Sig. (2-tailed) | | .402 |
| | N | 121 | 121 |

**Table 49. Level of education**

| | | Level of education | Partner_Servant |
|---|---|---|---|
| What is your current or highest level of education? | Pearson correlation | 1 | .002 |
| | Sig. (2-tailed) | | .981 |
| | N | 121 | 121 |

## 7.13 Advertisement x Abstract thinking x Sense of power x Brand role preference

**Table 50. Assumption: multicollinearity**

| | | Group | BIF_score | Sense of power scale |
|---|---|---|---|---|
| **Group** | **Pearson correlation** | 1 | .144 | -.024 |
| | **Sig. (2-tailed)** | | .114 | .790 |
| | **N** | 121 | 121 | 121 |
| **BIF_score** | **Pearson correlation** | .144 | 1 | .129 |
| | **Sig. (2-tailed)** | .114 | | .160 |
| | **N** | 121 | 121 | 121 |
| **Sense of power scale** | **Pearson correlation** | -.024 | .129 | 1 |
| | **Sig. (2-tailed)** | .790 | .160 | |
| | **N** | 121 | 121 | 121 |

**Table 51. Coefficients**

| | Collinearity Statistics | |
|---|---|---|
| **Model** | **Tolerance** | **VIF** |
| **Group** | .977 | 1.023 |
| **BIF_score** | .962 | 1.040 |
| **Sense of power** | .982 | 1.019 |

**Table 52. Ombinus Tests of Model Coefficients**

| | Chi-square | df | Sig. |
|---|---|---|---|
| **Step** | 2.337 | 3 | .505 |
| **Block** | 2.337 | 3 | .505 |
| **Model** | 2.337 | 3 | .505 |

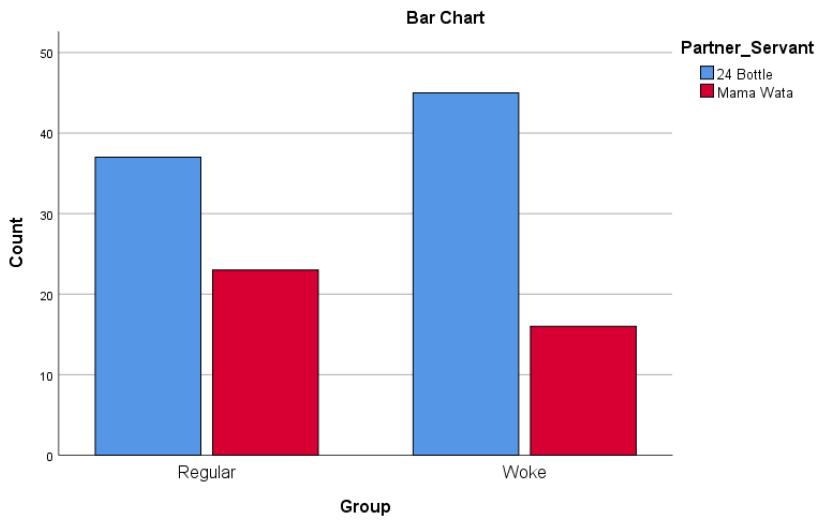
**Table 53. Model Summary**

| Step | -2 Log likelihood | Cox & Snell R Square | Nagelkerke R Square |
|---|---|---|---|
| **1** | 149.785 | .019 | .027 |

**Table 54. Hosmer and Lemeshow Test**

| Step | Chi-square | df | Sig. |
|---|---|---|---|
| **1** | 4.489 | 8 | .811 |

**Figure 7. Cross-tabulation type of advertisement and brand role preference**



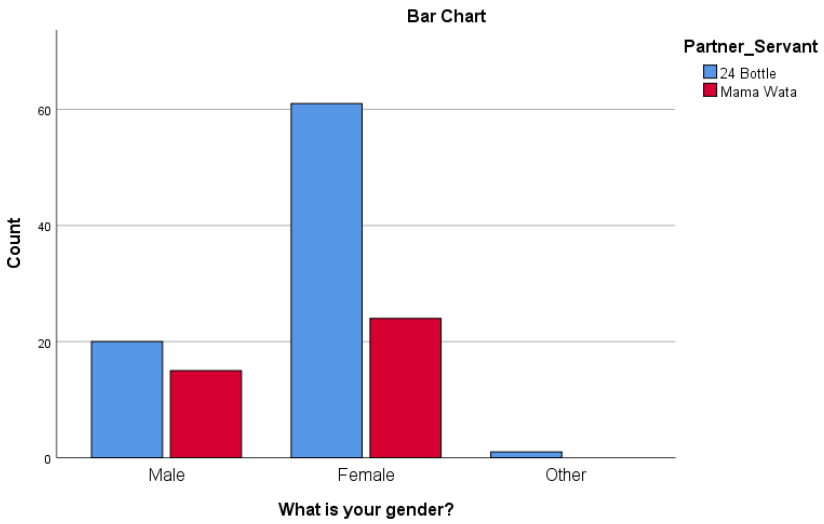


**Figure 8. Cross-tabulation gender and brand role preference**