The impact of cultural masculinity and femininity on purchase intention

Abstract

The cultural dimension of masculinity/femininity is taken into consideration as a possible factor of influence in advertising. As researchers in the marketing and advertising field reported evidence that culture has an impact on the persuasion process, this article aims to understand whether the masculine/feminine cultural dimension influences consumers as well. To this purpose, the fictitious brand of protein supplements "Gainful" was designed, followed by a slogan framed either for a masculine or a feminine culture. The product and the slogan were presented to Italian (masculine culture) and Dutch (feminine culture) participants, followed by a questionnaire expressing their buying intention, willingness to pay and willingness to spread word of mouth. The results of the research show that participants were not influenced by the framing of the slogan so that it can be concluded that the masculine/feminine dimension is not activated by framing techniques.

Introduction

Research on cultural dimensions and their influence on advertising has been broadly explored in the last decades. The most thoroughly explored cultural dimensions in research are those identified by the researcher Geert Hofstede (1984). These dimensions are, namely, Power Distance, Individualism / Collectivism, Masculinity / Femininity, Uncertainty Avoidance, and, lastly, Long/Short term orientation. According to Hofstede (1984), every culture is assigned a score on each cultural dimension, which helps researchers to understand how people belonging to a specific culture function and express themselves.

The reason why these dimensions are broadly explored in marketing and advertising research is that they are believed to influence how people are persuaded and influenced by advertising messages. In fact, De Mooij (2003) states that not taking into consideration the influence of culture in the marketing area has led several companies to lose profit, because they lack deep knowledge of the local culture. She further explains that assuming that, for instance, the same appeals would be effective in every European country is a mistake since in each country there are different predominant cultural values, and those influence consumers differently. Therefore, it is clear that, though some cultures might seem similar due to religion or belonging to the same continent, it does not mean that they will be persuaded in the same way. Moreover, Yie Leng and Botelho (2010) highlight that norms and cultural values are deeply rooted in a nation so that the globalization phenomenon will not lead to a homogeneous persuasion process.

It is thus clear how studying culture in great detail is important before starting a marketing campaign. Undoubtedly, making use of the cultural dimensions identified by Hofstede (1984) greatly helps to predict certain behaviours and strategies. Nevertheless, some cultural dimensions have received more attention and have been more thoroughly studied than others in the marketing/advertising area. Chang (2006a) identifies in her research that, though a lot of research has been conducted about different appeals in advertising in the individualistic/collectivistic dimension, barely any attention has been dedicated to the dimension of masculinity/femininity. The author further explains that exploring this dimension more will be beneficial as it might fill research gaps that cannot be explained by the individualism/collectivism dimension. Moreover, researching this cultural dimension is relevant as feminine and masculine societies contrast deeply in their set of values. Specifically, masculinity portrays an instrumental orientation of the society and/or individual, whereas femininity portrays an expressive orientation of the society and/or individual (Ben et al., 1976). Further, Bem (1981) states that masculinity and femininity can be seen as "independent dimensions of an individual's gender schema". This means that this dimension is present not only on a cultural level but also at an individual level (Chang, 2006b).

De Mooij and Hofstede (2011) state that the most dominant values in a masculine society are those of achievement and success, whereas for the feminine society caring for others and quality of life are the most important. Hofstede (1980) further explains that in a masculine society material things, wealth, success, and ambition are important. On the other hand, for a feminine society, a lot of value is put on people, helping, caring for others, and equality (Hofstede, 1980).

On that account, this research proposes to further explore the cultural dimension of masculinity/femininity in the marketing area. Specifically, the research aims to investigate how different kinds of slogans, designed to target either the feminine or masculine society, influence consumers. Furthermore, the buying intention, the willingness to pay, and the word of mouth that the slogans transmit to consumers will also be measured. The research questions to which this article will answer are:

RQ1: Do slogans designed to target specifically the feminine or masculine culture increase buying intention?

RQ2: Do slogans designed to target specifically the feminine or masculine culture raise willingness to pay?

RQ3: Do slogans designed to target specifically the feminine or masculine culture increase word of mouth?

Literature review

As mentioned previously, the most studied dimension in the field of marketing and social sciences is individualism vs. collectivism. This is because research has shown that this dimension changes consumer behaviour and the social perception of each individual (Han & Shavitt, 1994). Moreover, the research conducted by Hornikx and O'Keefe (2009) only found evidence that the individualistic/collectivistic dimension actively influences consumers when it comes to cultural adaptation of the ads. In fact, in their research, the two authors aim to test whether culturally adapted ads are more persuasive and better liked than ads that were not culturally adapted to value appeals. Although their results do suggest that culturally adapted ads are overall more appreciated, the adaptation effect on persuasion did not have a significant effect on the masculinity/femininity cultural dimension (Hornikx & O'Keefe, 2009).

Nevertheless, the research conducted by Chang (2006a) demonstrates that also the masculinity and femininity dimension is responsible for how a message is perceived and how consumers, thus, respond to advertisements. In fact, in her article Chang (2006a) investigates the difference in appreciation for utilitarian and image appeals in masculine and feminine societies. Utilitarian appeals are those appeals that highlight functional features of products, and image appeals are those which highlight symbolic features (Chang, 2006a). She finds that masculine societies generally prefer utilitarian appeals in advertisement, whereas androgynous societies (i.e., societies which score high in both masculinity and femininity), appreciate utilitarian and image appeals equally. This clearly demonstrates that individuals prefer advertisement messages in line with the characteristic of the masculine/feminine dimension. Supporting this view, Chang (2006b) demonstrates that different product characteristics activate masculinity and/or femininity unconsciously on individuals and that the congruence between the cultural dimension and the self is often used as judgement input.

Further, Chang (2005) applies the self-schema theory to prove that consumers are more persuaded by ad appeals that are more congruent to their self-schemata. Markus (1977) defines self-schemata as a cognitive generalization about one-self, which derives from personal experience and preferences collecting and organizing information about

the self. Burnkrant and Unnava (1989), define as self-referencing the process by which people relate their own experiences and opinions to an ad. As people can be more schematic in some dimensions and a-schematic in others, Chang (2005) hypothesizes that people that value themselves high in the feminine schemata will be more persuaded and will engage more with ads portraying femininity. The findings of the author show that participants falling in the feminine schemata category valued more positively and were more persuaded when the ad reflected their feminine self-referencing than when the ad was low on feminine characteristics. These results are not surprising given that, in order to boost self-satisfaction, consumers seek products that are congruent to their personalities and values, as well as the images of their ideal self (Chang, 2002).

Moon et al. (2008) researched whether cultural orientations could influence the responses of consumers buying personalized products online. They hypothesize that, as people from a masculine culture value achievement and success, consumers reflecting these values would be more likely to buy personalized products. This is due to the fact that a personalized product would make them more distinguished from other people, possibly showcasing their achievements. However, the results of this research do not support the hypothesis. This finding contrasts with the results obtained by Chang (2005) on the feminine dimension.

All the above considered, in this article, it is expected that individuals will be more persuaded by and inclined to the product that matches their culture's masculinity/femininity profile. Similarly, the willingness to pay and the word of mouth among consumers is also expected to increase when the framing of the slogan is congruent with the cultural dimension of the participant.

H1: Framing techniques used to advertise a product targeting a masculine (feminine) society raise buying intention in individuals belonging to a masculine (feminine) culture.

H2: Framing techniques used to advertise a product targeting a masculine (feminine) society raise willingness to pay in individuals belonging to a masculine (feminine) culture.

H3: Framing techniques used to advertise a product targeting a masculine (feminine) society increase the word of mouth in individuals belonging to a masculine (feminine) culture.

Methodology

This study answered the research questions via an experimental design.

Materials

In order to answer the research questions, a fictitious brand of protein supplements called "*Gainful*" was designed. It has been decided to use a fictitious brand to avoid any kind of pre-existing influence or bias among participants. Participants were shown exactly the same packaging design followed by a slogan, which was adapted according to the masculinity/femininity dimension. Therefore, the independent variable of this study is "*framing of the slogan*", and it consists of two levels (feminine or masculine).

The first slogan was used to target the masculine society. As achievement and success are two important values in the masculine dimension (Mooij & Hofstede, 2011), this slogan aims to appeal to those who identify with these masculine values. According to Asamoah and Chovancová (2016) reflecting a sense of achievement for the consumer is the most suitable strategy to tailor the masculine society. Therefore, the slogan will be *"achieve top form & reach your best performance"*.

The second slogan was used to target the feminine society. Since in feminine societies caring for others, and quality of life are important values (Mooij & Hofstede, 2011), this slogan reflects different qualities compared to the first one. By referring to improving the consumers' health and giving back to the planet, this slogan appeals to values that are not only meant for individual health improvement but also the caring of others and the ecosystem. In the questionnaire, it was specified that the product is eco-friendly (e.g., vegan protein shake). Therefore, it improves the lives of people (Asamoah & Chovancová, 2016)

The slogans which were used are the following:

1. *The best product to achieve your top form & reach your best performance* (see appendix A)
2. *A protein supplement that will improve your health & gives back to the planet* (See appendix B)

Subjects

The participants of this experiment come from a masculine society (e.g., Italy) and a feminine society (e.g., the Netherlands). 123 participants (i.e., 52 Dutch and 71 Italians; 67 females and 56 males) took part in the experiment. The age range of participants was between 16 and 61 years old (M= 28.72, SD= 10.49).

First, before showing participants the questionnaire, they were invited to conduct a recall task. This test was meant to create masculine or feminine mindset for the volunteers. The recall task was retrieved from Han et al.´s (2017) research and modified for the purpose of the current research. On the one hand, participants belonging to the masculinity dimension were asked to recall and describe an event in which they were very ambitious and another in which they felt very competitive. Volunteers belonging to the feminine dimension, on the other hand, were asked to recall and describe an event in which they felt very compassionate and another even in which they felt very understanding. For each event description, participants were asked to write about 200 words.

After being shown the questionnaire and the product evaluation task, to understand whether the subjects rate themselves as masculine/feminine at an individual level as well, a manipulation check was conducted. Participants were presented with a 9-point Likert scale in which items representing the masculine or the feminine dimension were shown (*see appendix C)*. The items were based on Bem (1974).

Design

The research questions were answered with a 2 (cultural dimension: masculinity vs. femininity) x 2 (type of slogan: masculine or feminine) design. The participants were divided into four groups (two of the masculine culture vs. two of the feminine culture).

Each group was shown either the feminine or the masculine slogan, as well as either the masculine or the feminine recall task. Groups were randomly assigned. More specifically, in the first condition, 35 participants received the masculine recall task also received the masculine type of slogan. In the second condition, 33 participants received the feminine recall task also evaluated the feminine type of slogan. In the third condition, 29 participants received the masculine recall task had to evaluate the feminine type of slogan and, lastly, in the fourth condition 26 participants received the feminine recall task and had to evaluate the masculine type of slogan. Through the questionnaire, participants had to express their preference for each slogan. Thereby, it was possible to compare whether the masculine (feminine) participants preferred the masculine or the feminine slogan. This research is thus a between-subject design.

Instruments

The dependent variables in this study are buying intention, willingness to pay, and word of mouth.

The first dependent variable, buying intention, was measured via a nine-point semantic differential scale derived from White et al. (2016). An example of one of the items is the following: *how likely would you be to buy the protein supplement Gainful?* (1= very unlikely to buy this product; 9= very likely to buy this product). Three scale items were presented to participants (*appendix D*). In order to calculate the reliability of this variable, a Cronbach's alpha was conducted. The reliability of "buying intention" comprising three items was good: α= .96. Participants' mean was 3.74, standard deviation was 2.26.

The second dependent variable, willingness to pay, was measured with a 7-point Likert scale derived from Habel et al. (2016): *I would like to keep buying the protein supplement Gainful, even if other protein supplements were cheaper* (1= strongly disagree; 7= strongly agree). Three scale items were presented to participants (*see appendix E)*. In order to calculate the reliability of this variable, a Cronbach's alpha was conducted. The reliability of "willingness to pay" comprising three items was acceptable: α= .76. Participants' mean was 3.74, standard deviation was 2.26.

Lastly, the third dependent variable, word of mouth, was also measured with a 7-point Likert scale retrieved from Lim et al. (2017): *I will spread positive word of mouth about this product* (1= strongly disagree; 7= strongly agree). Three scale items were presented to participants (*see appendix F*). In order to calculate the reliability of this variable, a Cronbach's alpha was conducted. The reliability of "word of mouth" comprising three items was good: α= .93. Participants' mean was 3.74, standard deviation was 2.26.

Statistics

All the data collected were analysed with the statistical analysis program SPSS. Firstly, two Chi-square analyses were conducted: the first one between nationality and the four conditions, the second one between gender and the four conditions. These tests were used to verify whether there were issues in the randomization of the sample. Second, a one-way univariate analysis of variance was conducted to test whether there was an issue between age and the random assignment of the conditions. Third, an independent t-test was used to analyse the relationship between the nationality and the cultural dimension at an individual level, and for the relationship between the recall tasks and the cultural dimensions at an individual level. Lastly, a two-way univariate analysis of variance was conducted for each dependent variable (buying intention/willingness to pay/word of mouth).

Results

A Chi-square analysis did not show a significant effect between nationality and conditions (χ^2 (3) = 2.13; p = .55). Similarly, a Chi-square analysis did not show significant result between gender and conditions (χ^2 (3) = 1.46, p = .69).

A one-way univariate analysis of variance did not show a significant effect of age on the conditions (F (32,90) = .927, p= .58).

An independent sample t-test did not show a significant effect between nationality and the masculine dimension (t (119) = .35, p= .73). Similarly, an independent sample t-test found a borderline significant effect between nationality and feminine dimension (t (121) = 1,92, p= .057). As expected, Dutch participants (M=8.04, SD=1.83) perceived themselves as more feminine at an individual level than Italian participants (*M*=7.38, *SD*=1.93).

An independent sample t-test showed a significant relationship between the masculine and feminine cultural dimension and the participant's individual masculinity perception (t (116) = 2.10, p= .03). Participants defined themselves as more masculine at an individual level when presented with the masculine recall task (M=7.47, SD= 1.75) than when presented with the feminine recall task (M=6.76, SD= 1.95). Similarly, an independent sample t-test showed a significant relationship between the masculine and feminine cultural dimension and the participant's individual femininity perception (t (116) = 2.17, p= .03). Surprisingly, participants defined themselves as more feminine at an individual level when presented with the masculine recall task (*M*=8.01, *SD*= 1.76) than when presented with the feminine recall task (M=7.27, SD= 2.00).

A two/way analysis of variance revealed that there was not a statistically significant interaction between the effects of type of slogan and type of recall task on buying intention (F (1,119) = 1,27, p= .26). Simple main effects analysis showed that type of slogan did not have a statistically significant effect on buying intention (F (1,119) <1). Lastly, simple main effects analysis showed that the type of recall task did not have a statistically significant effect on buying intention (F (1,119) = 1,10, p=.29).

A two/way analysis of variance revealed that there was not a statistically significant interaction between the effects of type of slogan and type of recall task on willingness to

pay (F (1,119 <1). Simple main effects analysis showed that type of slogan did not have a statistically significant effect on willingness to pay (F (1,119) <1). Lastly, simple main effects analysis showed that type of recall task did not have a statistically significant effect on willingness to pay either (F (1,119) <1).

A two/way analysis of variance revealed that there was not a statistically significant interaction between the effects of type of slogan and type of recall task on word of mouth (F (1,119) = 1.65, p=.20). Simple main effects analysis showed that type of slogan did not have a statistically significant effect on word of mouth (F (1,119) <1). Lastly, simple main effects analysis showed that type of recall task did not have a statistically significant effect on word of mouth either (F (1,119) <1).

Conclusion

The Chi-square results show that there was not a significant effect between participants' nationality and the conditions of the experiment. Similarly, the second Chi-square also did not show a significant effect between participants' gender and the conditions of the experiments. Therefore, it can be stated that the groups were homogeneous and thus comparable.

The one-way univariate analysis showed no significant effect of age on the conditions. This means that there was no issue with random assignment to conditions with age.

The independent sample t-test between nationality and the masculinity/femininity self-rating did not find a significant difference in the sample between nationality and the masculine self-rating. However, the independent t-test between nationality and the feminine self-rating did find a borderline significant difference in the sample. Dutch participants rated themselves as more feminine than the Italians. These are results that agree with the findings of Hofstede's research (1980).

In order to understand whether participants rated themselves higher in the masculine (feminine) cultural dimension when presented with the masculine (feminine) recall task, another independent sample t-test was conducted. The results of the latter show that, in fact, participants overall rated themselves as more masculine when presented with the masculine recall task. Nevertheless, they also rated themselves as more feminine when presented with the masculine recall task.

Buying intention

A two-way analysis of variance was used to see whether the type of slogan framing and the masculine/feminine recall task influence the buying intention of participants. Participants were asked whether they were likely/ willing / inclined to buy the product. As the results clearly show neither of these factors influences the buying intention of participants. These results not only reject H1, but they also answer the RQ1: Slogans designed to target specifically the feminine or masculine culture *do not* increase buying intention.

Willingness to pay

Similarly, a two-way analysis of variance was used to see whether the type of slogan framing, and the masculine/feminine dimension influence the willingness to pay of

participants. Specifically, participants were asked whether they were willing to pay higher prices for the product; if they would still buy the product even if others were cheaper and if they would pay more for the products because of the characteristics that it reflected. This test was also found not significant and therefore H2 can be rejected as well. The answer to RQ2 will thus be: Slogans designed to target specifically the feminine or masculine culture *do not* affect the willingness to pay.

Word of mouth

Lastly, a two-way analysis of variance was used to see whether the type of slogan framing, and the masculine/feminine dimension influence the word of mouth. Participants were asked whether they would spread positive word of mouth, encourage other people to buy the product and recommend the product to other people. Again, the results were not significant and thus the framing of the slogan and the cultural dimension of participants does not influence the word of mouth. H3 can therefore be rejected and the answer to RQ3 will be: slogans designed to target specifically the feminine or masculine culture *do not* raise a positive word of mouth.

Discussion

The aim of this article was to prove that the masculine and the feminine cultural dimension influence consumers' persuasion and appreciation process. Specifically, the research's goal was to test that the buying intention, willingness to pay, and word of mouth would increase if the slogan's framing would match the cultural dimension of participants. However, the results of the experiment show that the framing of the slogan did not have any effect on the three dependent variables of the investigation.

These results are in line with the research conducted by Hornikx and O'Keefe (2009), in which culturally adapted ads did not show an increase in persuasion for the masculine and feminine dimension. Yet, it is relevant to take into consideration that, according to Chang (2006b), the masculinity/femininity dimension is more activated in consumers through product characteristics and not through slogan framing techniques. Indeed, Chang (2006a) did find in her research that utilitarian products tend to be more liked by masculine societies, whereas androgynous cultures do not distinguish between utilitarian and image appeals. The outcome of this research is however in line with Moon et al. (2008), in which personalized products were not preferred by masculine societies although they portray uniqueness and are more distinguished than other products, reflecting, therefore, two important characteristics of the masculine dimension. Still, in Chang's (2005) research participants who rated themselves high in the feminine schemata did prefer and were more persuaded by ads portraying femininity. It is thus plausible to assume that different framing techniques in slogans do not activate and influence participants' individual level of masculinity/femininity. This means that it can be suggested that the masculine and feminine cultural dimensions in participants is more triggered by product characteristics rather than wording.

Although the results of this research were overall disappointing, it seems interesting to notice that, even if the test was only almost significant, Dutch participants rated themselves as more feminine than Italian participants, which is in line with our expectations. In fact, the Netherlands shows a score of 14 in masculinity, while Italy of 70 (*Country Comparison,* 2021). However, as mentioned, the result was only borderline

significant, so that it cannot be taken into consideration. As Hofstede's research (1980) is quite outdated, it is plausible that change occurred over time, and the scores of the masculinity and femininity dimension is not the same as the ones collected by Hofstede (1980). This would mean that the samples selected for the purpose of this study do not fit, which would explain the lack of findings.

The only significant results in this study were also contradictory. In fact, it appears that the masculine recall task caused participants to rate themselves as both more masculine and more feminine at an individual level. What can be interpreted from these results is that the recall task did not influence and/or manipulate the way participants perceive themselves. The purpose of the recall task was to induce the masculine (feminine) mindset in participants. Therefore, it was expected that participants receiving the masculine (feminine) recall task would also rate themselves as more masculine (feminine) at an individual level. It is plausible that the reason why the recall task did not induce the right mindset is also because of the fit of the sample. In fact, as neither the Italians nor the Dutch participants seem to fit to, respectively, the masculine and feminine dimension, it is reasonable that the recall task simply did not induce the right mindset to the right participants.

Limitations and Future Research

Although this research did not report significant results, there are certainly several things to be improved for future research. Firstly, it is relevant to take into consideration that only two cultures were compared. In spite of the fact that, according to Hofstede's insights (*Country Comparison,* 2021), the Netherlands and Italy differ dramatically on their score in masculinity, comparing more cultures is needed. For instance, Germany (masculine), Italy (masculine), Sweden (feminine), and the Netherlands (feminine).

Nevertheless, it is also important to keep in mind that, as mentioned beforehand, Hofstede's research (1980) is quite outdated. This means that, as an instance, many of the countries which score high in masculinity, might now be more feminine or androgynous. A solution to this problem might be, for example, to design a more detailed recall task.

Another point to take into consideration is that only two slogans (masculine vs. feminine wording) were presented to participants, as well as only one product type. It might be the case that participants were not engaged by the product and/or did not appreciate/understand the slogan. For future research, it is important that more than one (fictitious) product are presented to participants, possibly followed by more than only one framing of the slogan. The subjects might feel more engaged with one product more than another, as well as understand and appreciate one framing of the slogan more than another.

Moreover, it needs to be taken into account the fact that, in this research, participants were selected randomly concerning their age / profession / educational level. Selecting a narrower range of participants (e.g., university students between 18 and 30 years old) might be an improvement for future research, as students would have more or less the same educational level as well as belong to the same generation.

The last suggested improvement for future research is to consider the possibility that, as mentioned previously, the masculine and feminine dimension might be triggered more or exclusively by product characteristics rather than the wording in the advertisement field. Therefore, it seems valid to consider designing research in which product characteristics, as well as wording, are tested, compared, and framed in the masculine/feminine dimension.

Practical implications

As it is still not clear to what extent and in what form the masculinity/femininity cultural dimension influences consumers, international marketing/advertising practitioners should take into consideration the results of this research in their practices. At the present moment, it is clear that slogan framing in the said cultural dimension is not effective and should therefore not be considered when designing a marketing campaign.

Appendix

Appendix A*: product packaging + masculine slogan*

Appendix B*: product packaging + feminine slogan*

Appendix C: *Bem´s (1974) items of the masculinity, femininity and Social Desirability Scales of the BSR*

ITEMS ON THE MASCULINITY, FEMININITY, AND SOCIAL DESIRABILITY SCALES OF THE BSRI

Masculine items	Feminine items	Neutral items
49. Acts as a leader	11. Affectionate	51. Adaptable
46. Aggressive	5. Cheerful	36. Conceited
58. Ambitious	50. Childlike	9. Conscientious
22. Analytical	32. Compassionate	60. Conventional
13. Assertive	53. Does not use harsh language	45. Friendly
10. Athletic	35. Eager to soothe hurt feelings	15. Happy
55. Competitive	20. Feminine	3. Helpful
4. Defends own beliefs	14. Flatterable	48. Inefficient
37. Dominant	59. Gentle	24. Jealous
19. Forceful	47. Gullible	39. Likable
25. Has leadership abilities	56. Loves children	6. Moody
7. Independent	17. Loyal	21. Reliable
52. Individualistic	26. Sensitive to the needs of others	30. Secretive
31. Makes decisions easily	8. Shy	33. Sincere
40. Masculine	38. Soft spoken	42. Solemn
1. Self-reliant	23. Sympathetic	57. Tactful
34. Self-sufficient	44. Tender	12. Theatrical
16. Strong personality	29. Understanding	27. Truthful
43. Willing to take a stand	41. Warm	18. Unpredictable
28. Willing to take risks	2. Yielding	54. Unsystematic

Appendix D: *White et al. (2016) scale items for buying intention*

How likely would you be to buy the protein supplement *Gainful*?

1. Very unlikely to buy this product / very likely to buy this product
2. Very unwilling to buy this product / very willing to buy this product
3. Very uninclined to buy this product / very inclined to buy this product

Appendix E: *Habel et al. (2016) scale items for willingness to pay*

1. I am willing to pay a higher price for the protein supplement *Gainful* than for other competitors
2. I would like to keep buying the protein supplement *Gainful*, even if other protein supplements were cheaper
3. For the advantages I have as a consumer of the protein supplement *Gainful*, I would be willing to pay a higher price

Appendix F: *Lim et al. (2017) scale items for word of mouth*

1. I will spread positive word of mouth about this product
2. I will recommend this product for my friends
3. I will encourage my friends to stay at this resort

Appendix G: *Statement of own work*

Sign this Statement of own work form and add it as the last appendix in the final version of the Bachelor's thesis that is submitted as to the first supervisor.

Student name: Carlotta Farina
Student number: s1000657

PLAGIARISM is the presentation by a student of an assignment or piece of work which has in fact been copied in whole or in part from another student's work, or from any other source (e.g. published books or periodicals or material from Internet sites), without due acknowledgement in the text.
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