



MIDLANDS STATE UNIVERSITY

An assessment of the effect of gender identity on the consumption of alcoholic beverages advertising: A case of Delta Beverages.

DISSERTATION

By

TAPERA MUGWATI

R13404R

Submitted to the Faculty of Commerce: Department of Marketing Management in Partial Fulfilment of the requirements for the Bachelor of Commerce in Marketing Management Honours Degree at Midlands State University

October 2015

MIDLANDS STATE UNIVERSITY

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Dedications

To my dearest and loving wife Miriam and my three kids Vallery, Vanessa and Vincent. Thank you and God bless you.

Acknowledgements

My sincere and profound gratitude goes to the following for their invaluable support during the course of this research study;

Mr Chokera, my academic supervisor for his commitment and guidance throughout the dissertation.

Many thanks to Mr Chibodo for printing this research project as from the initial stages and understanding to work overtime without financial reward.

Special thanks are extended to my family and children for their encouragement and understanding whenever I was not available, and support from my wife, Miriam, for standing by my side when things were difficult.

Abstract

The purpose of the study is to assess the effect of gender identity on the consumption of alcoholic beverages advertising in Zimbabwe's Delta Beverages. The research therefore sought to establish if males and females interpret alcohol advertisements the same. The way males and females interpret alcohol advertisements was analysed to assess if gender identity plays any role in the consumption of alcoholic beverages advertisements. The research also aimed to evaluate if masculinity and femininity affect information processing of alcohol advertisements and furthermore to analyze if gender values and beliefs have an effect on how males and females derive meaning from alcohol advertisements. A sample size of 381 participants was drawn from a population of 48.691 male and female alcohol consumers. Exploratory and descriptive research design was used to gain broader knowledge of the participants and to describe the characteristics of the population understudy. Questionnaires and interviews were used in conjunction with two picture advertisements to gather necessary information. Finally the research hypothesises that gender has an effect on consumption and therefore gender equality could increase the company's market share. The objectives intend to identify gender inequality as well to promote gender equality in alcoholic beverages advertisements. The tools for data collection encompass a closed ended questionnaire targeted to the alcoholic beverages consumers, interviews with trade customers. The study concludes that there is gender inequality in the advertisement of alcoholic beverages. As such the need for Delta Corporation to exercise equality as indicated by both males and females participants cannot be over emphasized.

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ABBREVIATIONS AND DEFINITION OF TERMS

Gender identity - personal conception of oneself as male or female.

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CHAPTER ONE

GENERAL INTRODUCTION

1.0 Introduction

This research seeks to study the effects of gender identity on the consumption of alcohol beverages advertising by Delta Beverages. The proposal gives the background to the study, statement to the problem, research objectives, research questions, and significance to the study, assumptions, delimitations, limitations and definition of terms. The proposal also provides a guideline on how the research shall be conducted.

1.1 Background to the study

Academics and scholars identify a number of factors affecting the consumption of advertising media. Amongst the factors identified is gender identity. Gender identity, as a cultural construct, refers to the behaviours, attitudes, values and beliefs which a particular society expects from or considers appropriate to males and females with regard to their biological sex (Watson and Hill, 2003, Stern, 1988, Brett et al, 2009). Furthermore, gender identity has been noted to encompass masculinity and femininity perspectives (Hogg, 2003). Interestingly, researchers in gender identity claim that females and males consume advertising differently. Advertising consumption refers to the manner in which a target market constructs meaning (Bernhard, 2013), interprets, makes sense and deduces information (David, 2011) from an advertisement.

The topic on advertising consumption has drawn a lot of interest from both academics and marketing practitioners. For example some scholars have attempted to establish a relationship between gender identity and advertising consumption. Robert (2009) researched on how

masculinity and male gender advertising were being portrayed in advertisements in the South African market. The research revealed the need for companies to understand media which was appropriate for the male market. The research also showed that stereotypical ideas of masculinity were still in existence within the media fraternity in South Africa. The research however, centred on males only and not on both sexes. Additionally, Wolska (2011) conducted a research on gender stereotyping phenomenon on TV commercials. The research suggested that gender stereotyping was likely to either make or break organisational efforts to reach the desired state in the market. The research simply concentrated on television commercials and the effect of gender identity on the consumption of alcohol advertising.

However, Alison et al (2011) analysed constructions of masculinity in alcohol advertising. The research concluded that adverts for alcohol were designed to promote consumption to men and somehow tended to leave out women. The research further notes that portrayal of gender identities and lifestyles in alcohol marketing were socially situated and constructed and that such alcohol advertising associated drinking alcohol with practices of masculine identity in which women were peripheral. The research did not recognise that consumption patterns of alcohol have changed and that more women now also consume the beverage. Furthermore, the researchers did not examine how gender identity affects consumption of alcohol advertising.

Women the world over have become heavy drinkers of alcohol. Zimbabwean women are not an exception. According to data compiled by the World Health Organisation (WHO) (2009) Zimbabwean women are among the heaviest drinkers in Africa and Zimbabwean women were rated amongst the top six countries on the continent. The article further states that 20,3% of Zimbabwean women enjoy drinking beer. The increased alcohol consumption by Zimbabwean women seems to violate the African culture. For a long time alcohol consumption has been

traditionally associated with men and women of loose morals. However, in recent years a lot of women have started drinking alcohol primarily as a social engagement (Martinez, 2014). The largest alcohol brewer in Zimbabwe, Delta Beverages, in its 2012 financial results notes that the Zimbabwean market consumed 198,1 million hectolitres of lagers, premium lagers and 335,4 million hectolitres of opaque (millet) beer (News Day, 2015). Women must also have contributed to the consumption of the large volumes of beer.

On the other hand ciders and other low alcohol beverages, advertisements are advertised targeting females. However, due to the high pricing of these beverages more women prefer premium lagers and other low priced lagers such as Lion and Castle. Delta beverages has also produced and launched opaque beer such as Super Chibuku and Super Chibuku flavoured beer which is popular with the women (News Day, 2015). This shift has not been recognised by Delta as the advertisements of such alcoholic beverages are male dominated resulting in females feeling side lined and left out.

However, an analysis of adverts for alcohol by Delta Beverages reveals that the female market seems to be left out. For example, the Southern Eye(January,2015) carried out an advertisement with a male figure at work in the quality control production line at the Delta Harare Southerton brewery plant. Additionally, when the Super Chibuku was launched in the year 2013, a picture from the launch ceremony was showing five men, each seated on a table with a beer mug sharing Super Chibuku. Furthermore, an analysis of print media reveals that when Delta showcases its social responsibility activities in the community, such as the sponsorship of the Castle Soccer trophy; Natbrew Horse Race Tankard and donations to Children's homes such as the Matthew Rusike Children's Home (Herald 2015), males are prominent in the pictures. Moreover, the television adverts of alcohol by the company show men socialising, enjoying the beer after work

or over the weekend. However, since females are now also consumers of alcohol beverages just like men, do they perceive the alcohol adverts in the same manner as men?

1.2 Statement to the problem

The number of females consuming alcohol is increasing amidst cultural values which have associated the product with men and women of loose morals. In Zimbabwe, it is estimated that 20.3% of women consume alcohol (WHO 2009). In spite of the increasing number of females consuming alcohol, advertisements of alcohol by Delta Beverages are dominated by male consumers thus further portraying the beverage as a product for the male market. Since advertisements are meant to convey a particular message to the targeted audience; do female consumers interpret the same message as the male consumers from these male dominated advertisements?

1.3 Research objectives

The research sought to:

- Establish if males and females interpret alcohol advertisements the same.
- Evaluate if masculinity and femininity affect information processing of alcohol advertisements.
- Analyze if gender values and beliefs have an effect on how males and females derive meaning from alcohol advertisements.

1.4 Hypotheses

H1. Masculinity and femininity have a positive effect on interpretation of alcohol advertisements.

H0. Masculinity and femininity have no positive effect on interpretation of alcohol advertisements.

H2. Masculinity and femininity are related to how males and females process information for an alcohol advertisement.

H0. Masculinity and femininity are not related to how males and females process information for an alcohol advertisement.

H3. Gender values and beliefs have a significant effect on how males and females derive meaning from alcohol advertisements.

H0. Gender values and beliefs have no significant effect on how males and females derive meaning from alcohol advertisements.

1.5 Assumptions

The study was based on the assumptions that:

- Female and male consumers of alcohol interpret advertisements differently.
- Gender roles somehow affect the way both males females derive meaning from an advertisement.

- Masculinity and femininity traits lead to males and females to process information differently from alcohol advertisements.
- The number of women consuming alcohol does not drop during the period of the research.
- Male and female consumers of alcohol provided with truthful information pertaining to how they consume alcohol advertisements.
- Females consume advertisements like males.
- Legal requirements on the consumption of alcohol do not change.

1.6 Delimitations

- The research is used data from the year 2012 to 2015 and the advertisements from the same period. The research is limited to Gweru urban and Gweru rural female and male consumers of Delta alcoholic beverages namely Golden Pilsner, Bohlingers, Zambezi and ciders. Most of the information can be accessed from Delta head office in Harare, therefore the Harare head office was used to obtain other information which was not available at Delta Gweru offices.
- The researches focus on gender identity concepts of masculinity and femininity, female and male behavior and gender values and beliefs. The gender identity concept was related to advertising consumption concepts such as information processing, message deduced and interpretation.
- The study participants were male and female Delta beverages alcohol consumers aged between 18 to 55 years who drink from the following retail outlets: Fairmile Motel, Downtown, Flamingo, Midlands hotel and Village lodge.

1.7 Limitations

- The sample size might be limited but the researcher made sure that was enough to represent the views of the target population.
- The research was based on explorative research therefore if the same research is carried out by a different design the researcher might come out with different results.

1.8 Significance of the study

1.8.1 To the company

The research findings will assist the company in determining if gender identity has an effect on advertising consumption of alcoholic beverages. Once the company knows the effect of gender identity on advertising consumption it will be in a position to design balanced advertisements accepted by both men and women. It is hoped that if women are also incorporated in adverts of alcoholic beverages, the volumes of beer sold by Delta shall increase on the market.

1.8.2 To the researcher

- The researcher will learn and gain knowledge on the effect of gender identity on alcoholic beverages advertisement and apply the knowledge to practical business solutions.
- The research is being carried out in partial fulfillment of the Bachelor of Commerce Marketing Management Honors Degree at MSU.

1.8.3 To the university

Midlands State University students and staff will be able to use the research for future studies in the studies of gender identity and advertising.

1.9 Definition of terms

- **Gender identity:** one's being masculine or feminine. Also includes behaviors portrayed by males and females, their beliefs and values which may be contrary to their sex.

1.10 Summary

This chapter looked at the Background to the study which discussed gender identity, advertising consumption, what other researchers on a similar topic has come up with and concluded on the Zimbabwean consumption pattern. The research objectives and followed by the research questions to give direction of the study. Furthermore the limitations and delimitations were discussed. This chapter therefore gives the guidelines in which the next chapter follow. The next chapter looked at the literature review.

CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

This chapter reviews the work done by various authors on the topic of gender identity on the consumption of advertisements. The literature review places the study in perspective to what other authors have investigated. In this chapter the researcher reviews publications including books, journals and articles. The research also identifies the gap in previous researches related to the topic.

2.1 Gender identity

Some scholars described gender identity as one's private sense of being a man or a woman, consisting primarily of the acceptance of membership into a category of people: male or female. Most societies have a set of gender categories that can serve as the basis of the formation of a social identity (Hyde 2005). In most societies, there is a basic division between gender attributes assigned to males and females. However, some individuals do not identify with some of the aspects of gender that are assigned to their biological sex. Firat (1991) say that gender identity is an individual's psychological sex, and a fundamental, existence of a sense of one's masculine or feminine. However, gender is culturally derived therefore gender identity is similarly follows the same root in cultural understandings of what it means to be masculine or feminine. In many years, sex and gender were thought to be the same. Researchers, among others, recognized long ago that some men were more feminine than masculine while some women were more masculine than feminine. In the postmodern culture in which we now live, this separation of gender from sex is even more apparent (Lerner 1986).

Alken (2009) supported the other researchers by saying that “gender identity is a combination of an individual’s gender psychological traits, social gender roles, and gender orientations and this has a dramatic impact on one’s perceptions and behaviours related to consumption”. However, the influence of gender identity has been oversimplified in the researches carried out in recent marketing literature by using sex as the sole gender-related descriptor. This has resulted in hampering the marketing practice in its ability to foretell gender-related consumer behaviours.

In most societies, there exists a gender separation, a social dichotomy that enforces individuals to conformance to the ideals of masculinity and femininity in all aspects of sex and gender, biological sex, gender identity and gender expression (Malgorzata 2011). There are cultures that have third gender categories that can be used as a basis for a gender identity by people who are uncomfortable with the gender that is usually associated with their sex, membership of any of the gender categories is open to people regardless of their sex (Marsh and Myers 1986). Gender identity is usually developed at an early age and it is very difficult to change later on. This formation is most common up to the ages of six. Gender identity is affected by influence in the society, individual interest and through social interactions.

According to Brett (2003) understanding gender can be broken down or divided into four parts namely understanding the concept of gender, learning gender role standards and stereotypes, identifying with parents, and forming gender preference. A very young child can identify themselves as either a boy or a girl, though they do not yet fully understand the meaning and implications of gender (Spence 1984).

According to Grosz (1994) sighted in Palan (2001), marketing literature in most researches tends to treat biological sex as the sole determinant of gender related behaviours, a belief that things

have a set of characteristics which make them what they are. This essentialist view is based on the notion that there are in existence fixed characteristics, given attributes, and historical functions, and that is males are equivalent to masculine and females are equivalent to feminine. Dickson, (1982) a non-essentialist argues that “not all masculinity and femininity traits are related to the biological features of people’s bodies, individuals are also shaped by where they come from, history and surrounding social environments”. This non-essentialist challenge has been accepted by the central gurus to the fields of sociology and psychology. A research was conducted by (McCabe and Palan 2001) and came up with the two gender identity theories and these are Gender Schema theory and Multifactorial Gender Identity theory that have dominated the gender literature.

Gender Schema theory explains how individuals construct their gender identities by learning to be masculine or feminine and use their gender identities to interpret their own experiences and the experiences of others. This theory posits a cognitive structure that allows individuals to manage a mass of gender- related information by assigning meaning to social events occurring in their environments (Payne et al 1987).

Multifactorial Gender Identity theory challenges the validity of the all-encompassing nature of gender schematization. The underlying assumption of this theory is that gender identity is a combination of gender related phenomena, associated in varying degrees with each other, such as gender-related attitudes, interests, and role behaviours and gendered personality traits (Palan, 2001). Multifactorial Gender Identity acknowledges that Gender Schema theory captures an important aspect of gender psychology but denies that any observable gender difference in any given society is factorial (Spence, 1993).

Alison, Towns, Adams and Garvey (2011) suggests that gender identity plays a pivotal role in consumer behaviour, ranging from assisting in consumer information processing to connecting individuals to the rest of the world to co-ordination of an individual's perceptions to developing one's attitudes about appropriate social behaviours (Bem, Rickson, Quebec and Johnson 1981). Sirgy (1986) say that "any form of advert consumption is congruent with consumer gender image and that the gender-self can generate strong gender congruency effects with regards to brand loyalty". Debevec and Iyer (1986) suggested that consumers label some products as either masculine or feminine, but not both at the same time, and that these determinations tended to be influenced by the gender of the spokesperson. Therefore, gender identity influences consumer perceptions through creating meanings for consumers.

2.2 Gender and advertising

The surfacing of various media around the world has brought in new ideas as well as playing a significant role in the communication fraternity. Organisations may use the different media to communicate with consumers of varying demographics in the market. A demographic factor which has been of interest to organisations and advertisers is gender. Various representations of gender in advertisements have provided powerful models of behaviour that can be admired or cause a reaction against a product or service. According to Brett (2003) advertisements affect the lives of people by shaping their opinions, attitudes and beliefs. The more the targeted market can relate to an advert, the higher is the positive response from an advert (Feiereisen et al 2009). Masculine images in an advert are acclaimed to typically convey power, strength, virility and competitiveness whereas feminine images show beauty, submissiveness and cooperation. Such themes appear repeatedly in various advertisements and are often accepted by those who see them as natural aspects of the human condition (Brittle 2015). Barthel (2002) further

elaborates that advertising is about appearances; information about what interests us, what excites us and what is new on the market. This is achieved by the advertiser's ability to find a place for the product to live in our minds.

According to most cultures found in the world men have been perceived as the head of the family while women are perceived as mainly housewives (Tylor and Francis 1984). Times have since changed to the extent that the differences between male and female roles are shrinking; however, the media is turning a blind eye and continues with the traditional gender stereotypes. Above all due the great strength on people's attitudes, they can lead a certain social group in negative and unrealistic manner. These gender bias advertisements can be a very useful tool for those remaining power and used in the wrong way by manipulating the message. Advertisements can create a certain image of reality, which is consistent with the policies of the dominant males (Brown, Stevens and Maclaran 2011).

2.3 Information processing

Information processing has brought interest, recently received a wider attention by various scholars across the world. Wolsaka (2011) say that institutions that use multimedia to communicate with target markets continue to use traditional gender stereotypes in advertisements that portray women as loving wives and mothers who enjoy doing housework which men are perceived as financial providers for their families in pursuit of power focusing on their careers, are assertive and independent. The impact of this traditional notion have proved to have a greater influenced in adverts to such an extent that male dominance in adverts have been perceived by many consumers as normal. Hogg and Garrow (2003) in their research say that gender has an effect on the way consumers' process information from advertisements. For

example a study conducted by the researchers was comprised of 25 participants, 13 females and 12 males, the aim was to investigate if masculinity and femininity had an effect on the way males and females process the information in advertisements for cars. The outcome was that information processing somehow depends on the level of interest attached to the product category by an individual. Brett (2003) also support by saying that customers must have interested in the advert in order to start processing the information available to them.

Stern and Holbrook (1994) argue that consumers irrespective of their gender identity process information in advertisements in the same manner. Their argument was based on that females can solve whatever problem males can solve only that it depends on individuals, level of interest in the puzzle and above all their level of education. This implied that equally educated male and female process information in the same manner. Information processing research on target customers determines whether the product being advertised is going to be successful or not on the market. Maclinis and Jawoski (1989) say that human needs have a great influence on information processing. These needs come in different forms and ways, gender has an impact i.e. male needs are different from female needs. The difference in needs also have an impact on information processing. Males and female prioritise their needs differently thereby resulting in different choices on adverts. Henry (1980) further supported (Maclinis and Jawoski1989) by saying that individual information processing ability has a significant effect on the consumption of an advertisement.

Primarily consistence in advertisements format on information processing enhances the advertisement (Thompson and Hamilton 2006). Consumers are able to identify the brand or advert without difficulty. Confusion arises when there is inconsistent in the advertisement.

However, Kitterman (2013) argues that consumers consume meaning of advertisements as basis for information processing and all other issues are secondary. Sujan (1985) further eluded that products are evaluated on an attribute by attribute basis and the consumers combines the attributes as a way of processing information.

2.4 Female information processing

Generally females are known to be emotional and have a unique ways of doing things or carrying out their duties. Hogg and Garrow (2003) say that females information processing is characterized by wider and imaginative process that goes far beyond the focusing of single concept. They come up with a 'Why question' and do not just accept things the way they are without raising questions in other words they are very particular in information to process. Females engage in greater imagery than males and have increased capacity of comprehensive processing of a wide array of information (Hamilton 2010). Levy (2009) agreed that females tend to use a comprehensive strategy and attempt to assimilate all available signals. Although there are capacity restrictions in the long term active memory, this may prevent females from accomplishing this goal and this is because they usually attempt to engage in analysing item by item for almost all of the available pieces of information. Females tend to comprehensively process information giving relatively equal attention to information relevant to themselves and to the external world of others. Females have been found to exhibit greater sensitivity to the particulars of relevant information when forming judgments (Meyers-Levy and Maheswaran 1991). Towns (2011) further pointed out that females may encode more advertisement claims than males and elaborate advertisement claims more extensively.

Women take a longer period to process information as they engage in a comprehensive analysis of all attributes in an advertisement. These tendencies impact on female creative techniques. Meyers-Levy and Maheswaran (1991) and Towns (2011) concluded that male and female information processing is different that the use of gender polarization as a unitary variable in exploring gender in processing advertising messages and in representing consumers is vital. Although the information processing has been established the gap lies on how female advertisement consumers react to the male dominance in alcoholic beverages advertisements.

2.5 Male information processing

Extant literature on information processing of adverts provides contrasting views on the way males' process information from advertisements presented to them. According to Meyers, Jarwosky and Maheswaran (1989), males do not engage in heavy processing of available information as a basis for judgment but instead they are selective. Indeed, males tend to employ various learning ways that serve as a substitute for more detailed processing. Men only pay attention to attributes that are distinctive for a brand or product. They concentrate on the easy part of the information which is not difficult to make sense out of. Males are experimental in nature, they are the ones who want to try new products that they have seen in an advertisement and talk from experience.

Signals or cues used by males tend to be highly available whenever necessary and particularly most noticeable in the middle of the context. The information processing goal is enable a person to discover or learn something for themselves. The use of this processing strategy means that men will consider and rely on subsets of highly available signals. From a biological point of

view, research suggests that sexual hormones are connected with differences in perceptions observed in men and women (Berenbaum1999).

Hogg and Garrow (2003) eluded that male information processing is characterized by a greater use of efficiency striving heuristics and this makes them appear as if they are more logical because they concentrate more on tangible information. Statt (2008) further agreed that males process information using heuristic devices such as procedures, methods or strategies of solving issues which would have a positive or negative effect on how they interpret advertisements. He further elaborated that information processing both external to advertisements and embedded within advertisements can significantly influence most customers' reactions.

2.6 Gender differences in information processing

Walkins (2003) say that information processing among male and female is expected to have the same response to details of a text but empirical research has shown tremendous differences for males and females for various tasks and traits, including information processing. For example, while men have demonstrated superiority over women on spatial tasks, women have performed better than men on verbal tasks (Burstein et al 2009). Marshall (2006) found women to be more accurate than men in decoding non verbal cues (Rosenthal 1997). Gender differences also have been found in individual's cultural background and their level of education. Haas, (1979) further elaborated by saying that females' language reflects an interpretive mode that is more subjective and evaluative, compared to males' language which reflects as selective concentration on readily available and objective. In their language, females use more adjectives than males (Entwisle and Garvey, 2002). Females engage in more creative interpretation and provide greater interpretation of stimuli in terms of feelings and motivation than males (Gleser 2009).

Examining gender and genre in the interpretation of advertising text, Stern and Holbrook (1994) argued and challenge the presumption of conventional advertising research that consumers read advertisements in similar ways. They propose another postmodern perspective that incorporates the dichotomy of gender to be having a great influence on interpretation of text. It is of paramount importance to note that feminist theory also provides overwhelming evidence of differences in consumption, appreciation, and interpretation of specific genres by members of the same sex or the other and challenges the unquestioned assumption of a single and correct reading or interpretation by both sexes. If we recognize the interpretive role of the reader in making sense out of a text and view the reader as a co-creator of the text, it is arguable that gender is an important facet of the meaning-making process (Staton and Stern, 1989). Indeed, many critics today assume that gender influences interpretations on many levels (Mick and Buhl, 1992).

Specific differences in how information is processed by men and women were detected in early research demonstrating males to be analytical and logical and females to be subjective and intuitive in their processing orientation (Broverman 1989). Poole (1982) further said that males conceptualize items in terms of physical attributes, while females used more evaluative concepts. One explanation of differences in female and male processing orientation is the different attention styles of women and men (Meyers-Levey 2009). Wickes (2003) described the more analytical and logical male cuts away all that does not belong to the defined and often isolated concept. Meyers-Levy (1989) concluded that females, due to their more interpretive, inferential orientation, consider a broader scope of information than males, including non observable conditions or subjective, perhaps affective considerations that may more thoroughly explain that which is readily discernible.

The selectivity model was used to explain differences in how males and females process promotional information specifically in terms of responses to objective versus subjective advertising claims. According to Meyers-Levy (1989), the selectivity model males have been classified as selective heuristic-based processors due to their tendency to use highly available, often singular cues. Furthermore, Meyers-Levy (1989) say that males, relative to females, they appear to be relatively detail insensitive processors, at least in the context of processing advertising claims. In contrast, females are comprehensive processors. They are more sensitive and attentive to details. As such, they establish more differentiated, narrower, less inclusive category structures to accommodate the finer distinctions they see. Due to the more finely tuned discrimination they perceive, females organize information in a more differentiated manner than males.

A study by Glixman (1965) also suggests that males and females process information differently and lends further support for the distinction between male and female processing styles. When males and females sorted a large number of statements concerning different topics into groups on the basis of similarity, females employed more subcategories in their sorting and exhibited more dispersion of statements across categories than did males, regardless of topic. Poole (1977) provides further evidence of gender differences in processing orientation. Males and females define category boundaries differently, with females processing narrower categories and exhibiting more differentiation in grouping items that vary in conceptual similarity than males. Findings from previous research suggest that females' are more detailed, comprehensive, and differentiated processing would lead them to identify more themes and concepts than would be identified by males.

Additional research supports the notion that males employ broader, more inclusive and consequently, fewer categories than do females (Kogan and Wallach, 2004). Rather than conducting comprehensive processing of all available information when forming judgments, males tend to use a single cue or cues that convergent imply a single inference as surrogates for more detailed processing. The cues that are used tend to be highly available and particularly salient to the male processor himself. In contrast, females consider both subjective and objective orientations male as well as female also respond to subtle cues, attempting to assimilate all available cues. Consequently, women engages in effortful, comprehensive, itemized analysis of all available information, giving relatively equal treatment to information relevant to others, as well as themselves.

The differences in information processing by males and females described by the previous researchers suggest that men and women are likely to use cues, form categories, and identify concepts differently when engaged in the content analysis of textual data. Specifically, the following hypothesis suggests that female coders- due to their comprehensive and detailed processing of a greater number and more subtle cues than male coders are likely to identify a greater number of themes in narrative texts and visuals than are males. However, the research looked on information processing in general i.e. the research did not look at information processing of alcoholic beverages advertisements.

2.7 Male and female interpretation of advertisements

Stern and Holbrook (2004) observed in their research that men and women consumers of advertisements do not respond in the same way to the same stimuli and interpret advertisements in the same or similar ways. Gender response to the same situation differs and this might be contributed by human psychological and biological make up. For example, Brown (2011) carried

out a research on a Germany alcohol brand targeting young adults both male and female featured a teacher having a beer in front of a young adult's class. The results showed that males were interested in the advert while females become disinterested as the advertisement progressed. Men felt that it was a good thing to drink anywhere and whenever while women felt that it was not a descent advert. Chislom (2007) further supported by saying that not only do advertisements view men and women differently, perspectives and interpretation of advertisement also differs.

Wang (2011) further eluded that the two sexes have unique interests and knowledge associated to their social roles. The differences could partly explain the difference in advertisement consumption. Feminists analysing the media have been overwhelmed by the desire to understand how interpretation of advertisements and cultural construction are connected to patterns of inequality, domination and oppression (Gill 2007). Perhaps more than anything it is the media relations to feminism which has remained unchallenged. Feminist's analysis of the media has been high-spirited by the desire to understand how images and cultural construction are interlinked to patterns of inequality, domination and expression. Men experience had been treated without difficulty as human experience and what passed as history has been always about men. Perhaps more than anything else it is the history of men superiority in the past and the media's relationship to feminism that is most contested.

According to Phillips (1997) exploration of adverts yielded interesting results that can further the understanding of consumer interpretation of adverts. Consumers can also interpret metaphors by using the advert knowledge to connect to adverts image. The research came out evidently that male and female has shown varying interpretations to an identical advert. If the interpretation vary what would be the results on gender consumption of an alcohol advertisement?

2.8 Portrayal of females in adverts

Strate (1992) say that when women are represented in advertisements, they are depersonalized or objectified and form a peripheral part of the masculine environment. Roberts (2009) examined a sample of beer advertisements representing various age groups and found that men in these adverts were mainly engaged in physical labour and women on the other hand were portrayed as admiring on lookers or as objects for sexual desire. Crum (1994) further added that women appear most often in swimwear or reduced dresses men are more likely to be fully clothed. Gender bias is prevalent in the advertising industry. The use of sexualized images of women in advertising appeared to have increased (Jones and Raid 2009). Hall and Crum (1994) argued that a larger number of women as compared to men in advertisements is dehumanizing and promotes the construction that women's bodies are for male consumption. The advertisement maintains the old nostalgic formulas of long ago that woman when presented at all in an advert are presented as accessories (McKay 2009).

Over 50 per cent of respondents in the studies carried out by Strate (1992), Hall and Crum (2004) agreed that advertising shows women as dependent on men and at least half the women in the research suggest that they are more sensitive to the portrayal of women in advertising. Other women agreed that advertising suggests a woman's place is in the home, does not show women as they really are, shows women as sex objects and implies that women do not do important things. Also, while other researchers thought advertising suggested women did not make important decisions (Susan and Crane 1992).

The researchers concluded that women do not believe that females are portrayed accurately or realistically in advertising. These negative attitudes have important implications for advertisers.

This predisposition toward advertising in general may limit the receptiveness to, and thus the effectiveness of, specific advertisements. The research lays out the research centered on gender portrayal in adverts and however they did not look at the effects of gender identity in the consumption of alcohol advertisements.

2.9 Effects of gender on processing advertisements

Smith et al (2006) say that females are comprehensive processors who consider a broad scope of information, potentially including that which is related but unobservable in the immediate processing environment and relevant information held in memory. This is also consistent with Putrevu (2001) view that females are more likely to use relational processing, whereby they consider the potential relationships among items of information received in the immediate environment, and information that is held in memory. Theory suggests that males, on the other hand, tend to focus on one or a few salient attributes that are readily available in the environment, and use them independently as cues. These predictions have been tested in an advertising context and have generally been confirmed (Meyers- Levy and Maheswaran, 1991). Meyers-Levy (1991) suggested that when attribute information supplied by an advertisement is available for subsequent use, men are less likely than women to access or use the information in subsequent tasks.

Women, as part of their greater elaborative processing of information, tend to attempt to integrate newly encountered information with previously learned information available in memory. Such a finding is relevant to a context where consumers receive advertisement information, and then subsequently try the product after seeing an advert of it. Relational processing theory would similarly predict that females are likely to access advertised based

information during subsequent trial processing and will try to relate information from both sources of information (Wolsaka 2011).

Males, in contrast, will more likely focus exclusively on attribute information readily available in the immediate trial environment and will be less likely to access and integrate prior ad-based information. Much of the strength of product trial stems from the fact that it is self-generated information. That is, the information gleaned from the trial is derived from a consumer's own interactions with the physical product (Fazio and Zanna, 1978). Advertising, on the other hand, represents another-generated information source. Past research shows that women are more likely to use information from others when forming judgments than are men (Meyers- Levy, 1988). This notion provides additional support for the prediction that women will be more likely to attempt to integrate and use information from both sources (ad and trial) to evaluate a brand. It is important to note, however, that in some cases, attribute information supplied in the ad will not be available during trial processing. This will be the case for information about non experiential attributes, which, by definition, cannot be provided via trial.

The intent of this research was to examine the manner in which gender information processing influences consumers. The study results provide support for the notion that women are more sensitive than men to the comprehensiveness of the information that they are processing during an advertisement. While past studies in the gender area have focused primarily on the processing of verbal and pictorial information, which is descriptive of the type of information that is commonly available in an advertisement the present study will focus on gender consumption of alcoholic beverages advertisement.

2.10 Culture and consumption of alcohol advertisements

In the world we are living in today, both men and women drink alcohol for various reasons ranging from drowning of sorrows to celebrations of achievements. According to most cultures found in Zimbabwe, consumption of alcohol by females is associated with loose morale which is a stereotypical way of looking at things. As a product of human culture, advertisements can reveal many cultural factors. According to Chang (2006) the effectiveness of image and utilitarian advertising appeals can vary as a function of individual differences, such as gender, or personality traits, such as levels of self-monitoring. It is therefore hypothesized that cultural background will influence individual responses to image and utilitarian appeal advertisements, and that this effect will be due to differences in the accessibility of masculine and feminine concepts in self-construal

Morris and Lee (2005) looked into appearances and portrayals of people in commercial print messages from many countries and explained them from two cultural dimensions individualism-collectivism and femininity-masculinity. In their study, culture is believed to affect advertising content. In masculine countries, men are more often portrayed in traditional image than in feminine countries. Researches on magazine and television advertising conducted in many countries suggest a high degree of sexism toward women. Shaw (2004) says that culture affects not only developing countries but a phenomenon across the world. Many researches and studies have already been conducted concerning advertising, women's body image and how females are portrayed in various advertisements. While many of the studies are on the affects of advertising, there is very little information on what exactly the messages are and what is being sent to the consumer in these advertisements. The research did not look at gender consumption of alcohol advertisements therefore further research will be based on that area.

2.11 Advertisements and Gender Culture

As a product of human culture, advertisements can reveal many cultural factors. Morris and Lee (2005) looked into appearances and portrayals of people in commercial print messages from many countries and explained them from two cultural dimensions individualism-collectivism and femininity-masculinity. In most countries culture is believed to affect advertising content. Arima (2010) says that in masculine countries, men are more often portrayed in traditional image than in feminine countries. For example, Furnham and Pallangyo (2001) presented a study that examined the portrayal of men and women in a sample of Zimbabwean television advertisements. A sample of 110 advertisements was content analysed. The main aim was to establish whether men and women were depicted differently in advertisements. Significant gender and cultural differences were present. Gender-role stereotyping was found to be stronger in Zimbabwean advertisements when compared with both Asian and British advertisements. Cheng and Shaw (2004) eluded that gender difference in advertisements consumption is not a phenomenon existing only in developing countries but a phenomenon across the world because of the difference in culture. Messner and Montez (2005) also agreed by sighting an example of an advertisement where two young middle aged couples were happily sharing a cold beer in their home backyard, or in the public outdoor space. This advertisement did not last and it was met with resistance from customers who associated alcohol consumption with masculinity and certainly not with women.

The scholars came up with findings that majority of the advertisements aware or unaware are conveying information about the differences in gender. The aim of the advertisers is to create awareness so as to cater for women and men's interests separately. The formulation of women and men's different interests and their desire to become what advertisements advocate lies in the

existence of social expectation and requirements throughout their life. There have been a significant number of studies discussing gender role portrayal, effects in advertisement, but not enough in effects of gender in alcoholic beverages advertising. The effect of gender in advertising is important for the organisations and well being of the customers.

2.12 Chapter Summary

The chapter reviewed a variety of literature on the information processing and how it is related to advertisement consumption, how females are portrayed and the effects of culture on advertisement consumption. Analysis of the literature revealed that although numerous researches have been conducted in relation to gender and advertisement, no researches have been carried out in the effects of gender identity on the consumption of alcoholic beverages advertising. No literature was found or survey carried out on the population of females who consume alcohol and their perceptions on gender bias in the advertisements.. The next chapter looks at the methodology that was adopted by the researcher to answer the questions raised and the gaps identified in the research.

CHAPTER THREE

RESEARCH METHODOLOGY

3.0 Introduction

This section covers all the various methods which the researcher used to collect data. The researcher used qualitative data collection methods and has been collected by the use of questionnaires. The main instruments for analysis used are questionnaires and interviews. The researcher also in addition used both secondary and primary data. The primary data was collected using the above mentioned data collection methods and secondary data was obtained from Delta beverages Gweru sales reports, in-house journals, internet and newspapers.

3.1 Research design

According to Leedy, (1980), “a research design is a plan that provides a researcher with a framework to collect data”. Research designs are mainly concerned with getting information in order to understand a subject and those involved in measuring things. The different types of research designs which are were used in this research are exploratory and descriptive.

3.1.1 Exploratory research design

Exploratory research is a qualitative research that was used to explore research questions (Bourma and Ling 2004). It was used to gain broader knowledge and understanding gender identity on the consumption of alcoholic beverages advertisements. Exploratory research was used in this study to gather preliminary information on consumer different consumption patterns using demographic factors such as age and gender as well as income and other social and economic factors that have an influence on alcohol consumption patterns. The research is more

qualitative than quantitative. To verify if gender identity influences advertisement consumption the researcher exposed the research participants to an advertisement of Chibuku and Golden Pilsner then interviewed them on the meaning they derive from the advertisement. Moreover the research was attempting to find out if masculinity and femininity somehow have a bearing on interpretation of advertisements. Accordingly, interpretations are better understood verbally making exploratory research design appropriate for the research.

3.1.2 Descriptive research design

Descriptive research is used to describe characteristics of a population or area of interest under study. This involves the collection of data that provided an account of the situations through the use of questionnaires and interviews. The researcher made use of descriptive research design to describe the gender identity of the research participants. To conclusively establish the gender identity of research participants, the research made use of questionnaires with closed ended questions. The closed ended questions provided quantitative data for the research. Moreover the descriptive research design made it possible for the research to describe how males and females process information from alcohol advertisements, interpret the advertisements and how values and beliefs impact on consumption of alcohol advertisements.

3.2 Target population

The target population for the research targets male and female consumers of Delta's alcoholic beverages in Gweru. Delta Beverages estimate that there are 48.691 alcohol consumers in Gweru of which 28000 are male and 20.691 are female. Male and female consumers of alcohol were targeted so as to provide the research with data on how gender identity impacts consumption of alcoholic beverages.

3.2.1 Sample frame

A sampling framework is a combination of sampling units that is used in the selection of a sample (Kumar et al 2004). Information on the intended message to the market was obtained from the Marketing manager of Delta stationed in Gweru. There is only one marketing manager for Delta in Gweru. According to statistics provided by Delta there are 48.691 consumers of Golden Pilsner, lager beer, ciders and Chibuku in Gweru urban and rural. This group of consumers constitute the research sample frame.

3.3 Sampling methods and techniques

According to Marshall (2006) there are two basic methods of sampling which are probability and non probability sampling. Probability sampling can also be further divided into random, systematic and stratified. Stratified random sampling method was used to divide the population into three different subgroups.

Random sampling is the least biased of all sampling techniques, there is no subjectivity. Each member of the total population has an equal chance of being selected and it can be obtained using random number tables. Systematic sampling samples are chosen in a systematic or regular way. Participants are chosen at random from the selected retail outlets. Stratified sampling involves the division of a population into smaller groups known as strata. In stratified random sampling, the strata are formed based on members' shared attributes or characteristics. A random sample from each stratum is taken in a number proportional to the stratum's size when compared to the population. These subsets of the strata are then pooled to form a random sample. In this case the two groups will be composed of males and females who consume alcohol. Alcoholic and non alcoholic consumers took part in the research were selected randomly from hotels and

beer outlets. Alcohol selling outlets are grouped into four categories hotels, lodges, spots bars and supermarkets because of different classes of consumers.

Convenience sample is the least rigorous technique involving the selection of the most accessible subjects. It is the least costly to the researcher, in terms of time, effort and money. There is an element of convenience sampling in many qualitative studies, but a more thoughtful approach to selection of a sample is usually justified. Therefore the researcher decided to use convenience sampling on selecting the alcohol consumers.

3.3.1 Sample size

The ever increasing need for a representative statistical sample in empirical research has created the demand for an effective method of determining sample size. To address the existing gap, Krejcie and Morgan (1970) came up with a table for determining sample size for a given population for easy reference. This research therefore selected the sample size as suggested by Krejcie and Morgan (1970). The table below summarises the sample size as per the latter model at 90% confidence level and 5% confidence interval.

Table 3.1 Research Sample size

Description	Population	Sample
Alcohol consumers	48.691	381

3.4 Data sources

The research used both primary and secondary data sources.

3.4.1 Secondary Data

Secondary data is data that have been collected for purposes of other researches (Kotler 1998). Secondary data was gathered from Delta sales reports to analyse the extent to which women consuming alcohol contribute to the total sales volumes of alcohol for the company. In addition, Chibuku and Pilsner advertisements produced by Delta Beverages were used by the researcher to establish the manner in which men and women consume alcohol advertisements. Various journal articles were consulted to find out what current literature discusses with regard to the way gender identity impacts on the consumption of advertisements for different products.

3.4.2 Primary Data

Primary sources provide direct data on topic under study (Kotler 1998). Specific data for the research was gathered through questionnaires and interviews.

3.5 Research instruments

The researcher used questionnaires and interviews to gather data for the research.

3.5.1 Questionnaire

The questionnaires were used to collect quantitative data answering the research major question of whether gender identity has an effect on the consumption of alcohol advertisements. The questionnaire contained mainly closed ended questions thus making comparison of responses from research participants easy. Furthermore since the research sample was large, the questionnaire enabled the researcher collect large amounts of data from the sample within a short space of time. The questionnaire was used to establish the gender identity of the research participants. Closed ended questions were asked to ascertain if the research participants have a

masculine, feminine or androgynous identity. The questionnaire basically also attempted to establish if males and females were somehow motivated to consume an alcohol brand by the advertisements that they would have viewed, confirm the brand image they develop for a particular alcohol after being exposed to an advertisements or whether alcohol advertisements made certain alcohol brands appear feminine or masculine. A likert scale of 1 to 5 was used where 1 represented strongly disagree and 5 strongly agree.

3.5.2 Interviews

According to Forbes (2009) an interview is either structured or unstructured verbal communication between the researcher and subjects, during which information is obtained for a study. The researcher conducted unstructured interviews with the Delta Corporation male and female alcohol consumers. Interviews with alcohol consumers were conducted to find out if the customers are influenced by gender identity in the way they consumed advertisements for alcohol beverages. Interviews assisted the researcher to establish if men and women process and interpret advertisements differently. Advertisements for Chibuku and Golden Pilsner in which there are both male and female consumers were used to determine if gender identity influences the manner in which an advert is interpreted. Interviews also guided the discussion as to whether values and beliefs held by male and female consumers of alcohol affect how advertisements for alcohol are interpreted. Interviews allowed the researcher to collect qualitative data with regard to the manner in which advertisements are interpreted by males and females. The interviews were unstructured as the responses by the research participants guided the direction in which the discussion took.

3.6 Data collection procedure and administration

The collection of the data was administered personally by the researcher and data was collected physically through questionnaire. This data collecting method is selected because it is cheaper and a faster way of collecting data. Questionnaires were distributed in selected outlets, hotels and lodges in Gweru at convenient times. Interviews with the alcohol consumers were conducted during the weekend.

3.6.1 Interviews

The researcher decided to use the commonly spoken language English which is understood by the participants. This was done to meet the level of understanding of the respondents in order to generate needed responses. The structured interviews operated within formal written instrument referred to as interview schedule and the researcher designed the questions to be asked prior to interview including the order of the questions. Pictures of alcohol advertisements were used in conjunction with the interview when the researcher was interviewing alcohol consumers.

3.6.2 Questionnaire

The researcher designed the questionnaire as a whole in line and corresponding with the objectives of the study. The questionnaires were written in English and the researcher assured the respondents about the confidentiality of their responses. The questions were easy and straight forward

3.7 Validity and reliability

Reliability means the degree of consistency and accuracy with which an instrument measures a variable and validity refers to the extent to which an instrument measures what it is designed to measure (Punch 1998). Instrument triangulation in this research ensured degree of consistency. The use of both questionnaires and interviews assisted the researcher confirm if the data obtained from the questionnaires on gender identity confirmed the manner in which a research participant would interpret or derive meaning from an advert.

To ensure data reliability the researcher carried out a pilot study on alcohol consumers prior to the actual research.

Data validity was ensured by using simple, straight forward and unambiguous questions.

3.8 Ethical consideration

Resnik (2005) defines ethics as norms for conduct that distinguish between acceptable and unacceptable behaviour. During data collection research participants were promised confidentiality and privacy. The researcher approached voluntary participants. In addition prospective research participants were fully informed about the procedures and the use of information gathered in the research and must give their consent to participate.

3.9 Data analysis and presentation

Gathering of data was fully personal administration and data was collected physically through the use of questionnaires and interviews. Once data was collected, the researcher ensured that questionnaires are completed correctly. Editing was done on interviews to compile the questions

and answers. Data was grouped in various categories in order to facilitate easier use of the SPSS model for analysing data.

3.10 Summary of methodology

Research design and methodology was the main focus of this chapter. The research methods included the target population, research instruments, data collection procedures as well as ways used to ensure validity and reliability of the research instruments was discussed.

SECTION 4

DATA ANALYSIS, PRESENTATION AND DISCUSSION OF FINDINGS

4.0 Introduction

The chapter gives data presentation obtained from primary and secondary data sources. Data analysis is presented under subheadings as guided by the objectives of the research. Data gathered is therefore analysed using SPSS software to establish if female and male consumers of alcohol interpret and process information for the beverage adverts differently and if cultural beliefs and values affect how they perceive the advertisements.

4.1 Response rate

A total of 381 questionnaires were distributed to individual alcohol consumers. In these 381 questionnaires, 150 alcoholic beverage consumers responded. Table 4.1 summarises the response rate.

Table 4.1 Response rate from research participants

Category respondents	Number of questionnaires distributed.	Number of questionnaires returned.	Response rate %.
Individual customers	381	150	39

A response rate of 39% was obtained from the questionnaires distributed to individual consumers of alcohol. Although the response rate was low, the researcher accepted the 39% response rate and believed that conclusions could be drawn from the research since a research conducted by

Sparks and Shepherd (1992) measuring the role of self identity with green consumerism accepted a response rate of 27.8% to draw conclusions from the research and say that it ensures reliability. The low response rate was caused by consumers who did not return the questionnaires, spoilt questionnaires and failure to interpret questionnaires.

In addition to the questionnaire, the researcher conducted interviews with some of the consumers that had completed the questionnaire. A total of 20 participants partook in interpreting and processing information from the adverts that were presented to them.

4.2 Demographics

The demographics of research participants were analysed with regard to gender, age and level of education.

4.2.1 Gender

It was of the research interest to determine the gender of the research participants since the research topic focused on whether gender identity influenced the way males and females consume alcohol advertisements. Figure 4.1 below summarises the gender of the research participants.

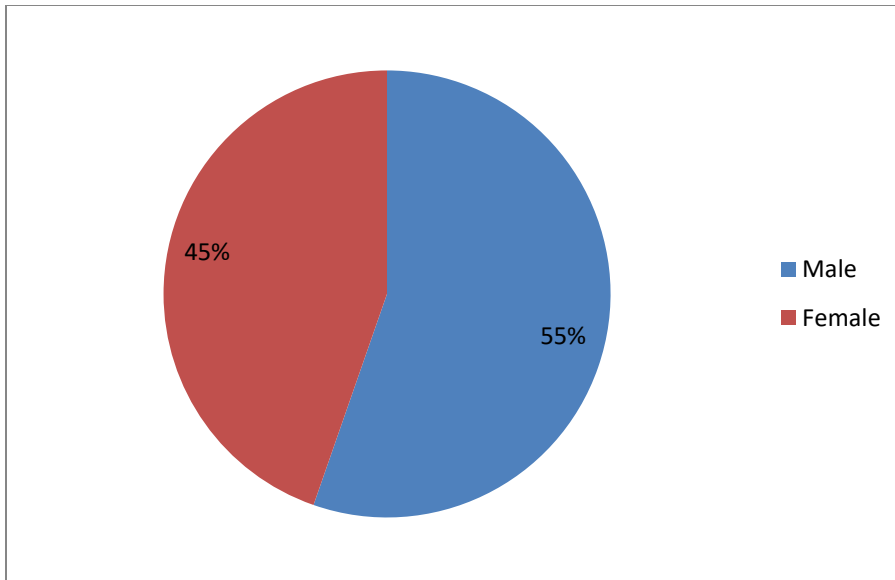


Figure 4.1 Gender of research respondents

45% of the questionnaire respondents were males whilst 55 % were females. These favourable and balanced results indicate that there was gender equality in the responses and assurance of unbiased results.

4.2.2 Age group

The age of alcohol consumers was important in the research as it would assist in establishing if advertising consumption was somehow affected by the age group in which one belonged. Moreover, since alcohol is not for consumption to people under the age of 18, it was necessary to first ascertain the age of the questionnaire respondents. Otherwise respondents below the age of 18 would render the research responses void. Figure 4.2 summarise the age group of research participants.

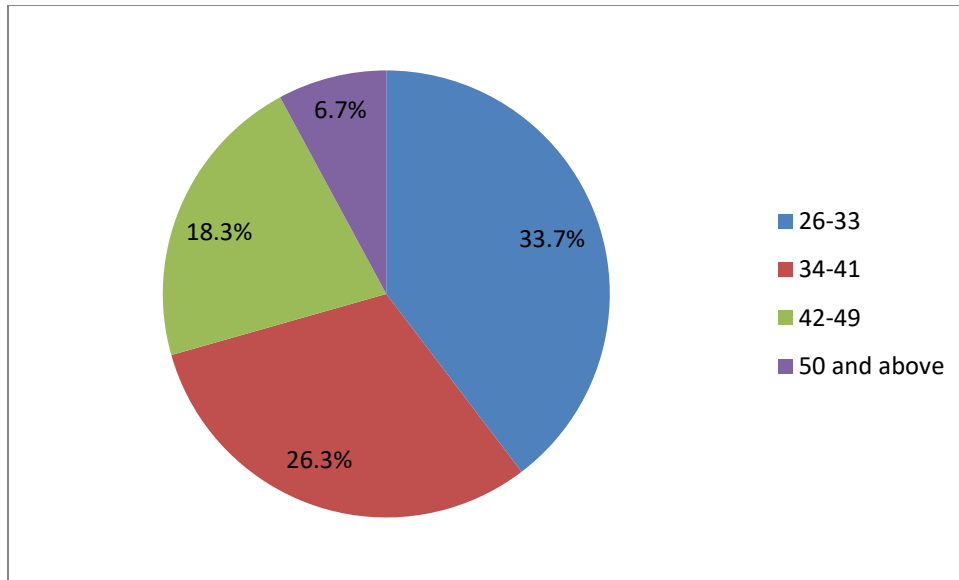


Figure 4.2 Research participants' age group

The majority of the respondents were between the ages of 26-33 (33.7%) followed by those between the ages of 34 and 41 who constituted 26.3%. those between the ages of 42 and 49 and those above 50 comprised 18.3% and 6.7% respectively. All the research participants were of the legal alcohol consumption group. Research findings can therefore be relied upon and the researcher can draw conclusions from them.

4.2.3 Level of education

The researcher further analysed the research participant's level of education. The results reveal that the majority of the participants, 53% held a high school certificate, whilst 27% were holders of a degree certificate. The results seem to imply that the majority of female and male alcohol consumers are high school leavers with no other qualification. However, the level of education for the participants may have been affected by the places visited by the researcher to gather data

for the research. Data was gathered from drinking spots patronised by low income earners. Figure 4.3 shows the level of education of the research participants.

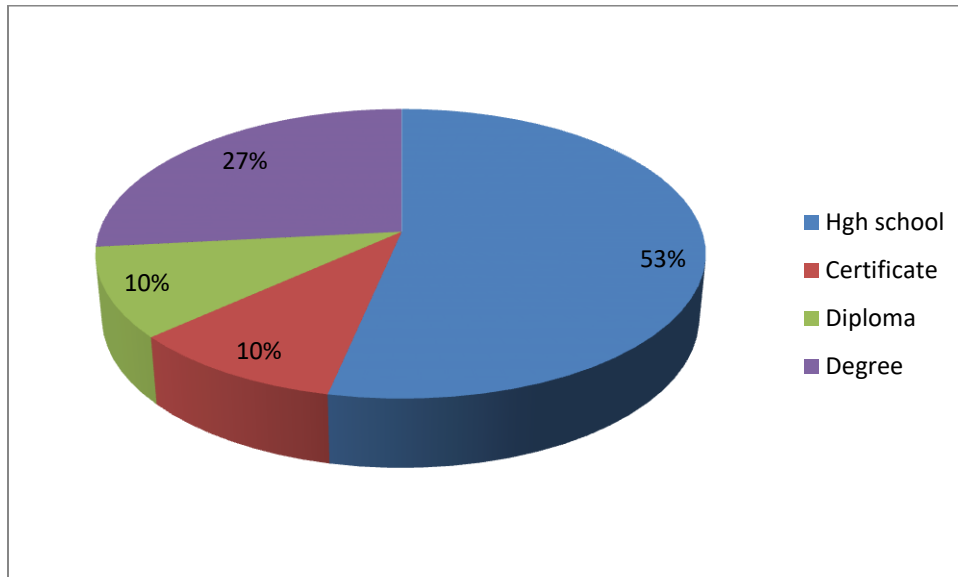


Figure 4.3 level of education for the research participants

Moreover, the same consumers that responded to the questionnaire were exposed to two print adverts to confirm their responses in the questionnaire. In order to ensure that reliable results were obtained the questionnaire required respondents to state if they were familiar with alcohol adverts. 90% of the participants indicated that they were familiar with alcohol adverts. Resultantly both qualitative and quantitative results from the research could be relied upon.

4.3 The effect of masculinity and femininity on interpretation of adverts

To establish the effect whether one's being masculine or feminine affected the way they interpreted an advertisement the researcher had to establish whether one had a masculine or feminine identity. The questionnaire required the research participant to state if females used in advertisements for alcoholic beverages were featured in support of the males in the

advertisements. The question assisted the researcher confirm one's identity. Accordingly, anyone agreeing to the statement was deemed to have a masculine identity whilst those disagreeing had a feminine one. The data frequencies and means were used to establish the participants' identity.

Table 4.2 summarises the research findings.

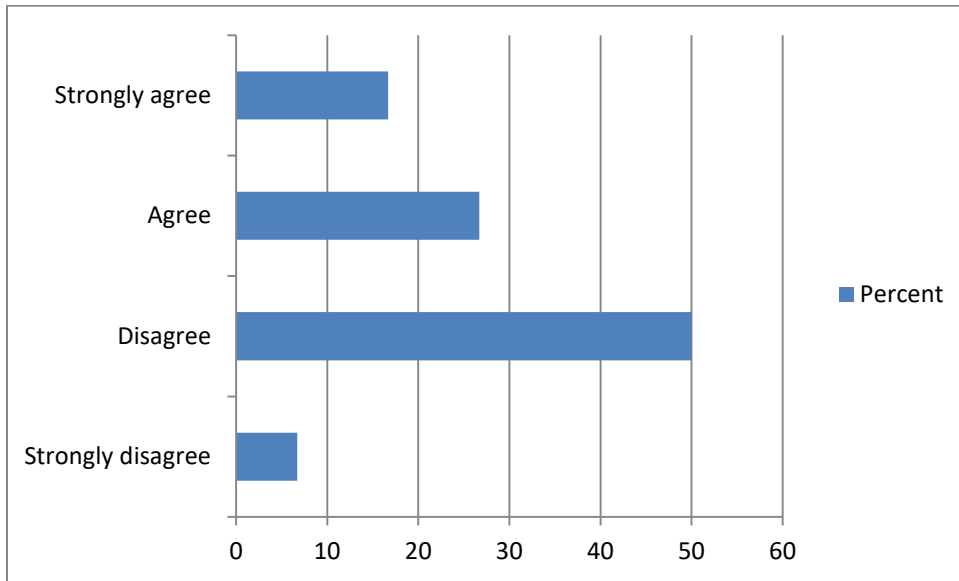


Figure 4.4 Masculinity and femininity of research participants

6.7% and 50% of the research participants strongly disagreed and disagreed respectively that women featuring in adverts were being used to support the main male characters. Such respondents were deemed to have a feminine identity. On the other hand 43.3% had a masculine identity as they agreed and strongly agreed to the statement. Accordingly, the SPSS results also show a mean of 2.5 supporting that the majority of research participants were feminine. In addition during interviews, just before exposing the participants to the two advertisements to ascertain the manner they would interpret the advertisements, participants were required to state if they deemed themselves masculine or feminine. The majority of the respondents identified

themselves as feminine. From the results, the research expected that participants would interpret and process alcohol adverts from a feminine stance.

The research further went on to find out if one’s gender identity affected the manner in which they interpreted an alcohol advert. Advert interpretation was measured using the extent to which one was influenced to consume alcohol by an advert, whether males and females think the same about an advert and if different meanings were derived from advertisements by the two sexes. The means from the questionnaire responses are shown in the table below.

Table 4.2 Responses for how males and females interpret alcohol advertisements

Advert interpretation variable	Advert influences consumption of alcohol	Males and females think the same about an alcohol ad	Males and females derive different meaning from an ad
Mean score	1.5	1.9	2.9

Results from the table 4.2 above show that a mean of 1.5 was obtained with regard to whether questionnaire respondents were influenced to consume alcohol by advertisements. The questionnaire used a scale of 1-4 where 1 represented strongly disagree and 4 strongly agree. The mean of 1.5 suggests that males and females were not influenced to consume alcohol by advertisements. Similarly, a mean of 1.9 was observed on whether males and females thought the same about an alcohol advertisement. The result seems to imply that gender identity has no influence on how males and females thought about an advertisement. However, a mean of 2.9 was obtained on whether males and females derived the same meaning from alcohol advertisements. The mean score shows that males and females derive different meaning from

advertisements. From the two adverts shown to the research participants, male participants were presented with the Chibuku advertisement and asked if the advertisement ability to influence their consumption pattern. Most of the participants disagreed saying that they are not influenced by adverts and maybe beginners would be, while a small number indicated that they can only be influenced if there is an improvement to the product. However, the second advertisement was presented to the respondents and the masculine participants indicated that the three ladies holding wine glasses are accompanying the three men who are drinking Golden Pilsner. On the other hand the feminine participants came out in defence that wine and Pilsner fall under alcoholic beverages so it is a matter of choices.

4.3.1 Hypothesis Testing: Masculinity and femininity have no positive effect on interpretation of alcohol advertisements

However, the research could not conclusively establish if one's masculine or femininity identity affected the manner in which they interpreted an advert. To conclusively state as such the research had to test the null hypothesis generated from the onset of the research that masculinity and femininity had no positive effect on how one interpreted an alcohol advertisement. Advertisement interpretation was measured using the meaning that one derived from an advertisement, this variable and one's identity as masculine or feminine were used to test the null hypothesis using Pearson Chi square test. The null hypothesis was tested at 95% significance level (0.05). The results from the test are shown below:

Table 4.3 Chi square test results: Masculinity and femininity have no positive effect on interpretation of alcohol advertisements

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	56.583 ^a	9	.000
Likelihood Ratio	59.992	9	.000
Linear-by-Linear Association	28.558	1	.000
N of Valid Cases	150		

The calculated Pearson Chi square result of .000 is less than 0.05 that is $p=0.00 < 0.05$. This provides enough evidence that the differences in the manner in which masculine and feminine alcohol consumers derive meaning from alcohol advertisements, are too large to have occurred by chance or due to sampling variations. The null hypothesis has to be rejected in favour of the alternative hypothesis; Masculinity and femininity have an effect on interpretation of alcohol advertisements. Masculinity and femininity have an effect on how one interprets an alcohol advertisement. The results are in support of the research results by Hogg and Garrow (2003) who, despite studying the interpretation of adverts of cars, also found out that masculinity and femininity affect how one interprets an advertisement.

4.4 The effect of masculinity and femininity on information processing of alcohol advertisements.

The research was also conducted to examine if femininity and masculinity affect the processing of information. Information processing of an advertisement was measured through the extent to which both men and women are sensitive to alcohol advertisements, whether alcohol adverts are biased towards men, how the advertisements influence the target market and the length of time one takes to decide to purchase an alcohol brand after being exposed to an advertisement.

The research initial ascertained from the respondents if they thought that men and women processed advertisement information differently. The findings are summarized in table 4.4 below.

Table 4.4 Responses on the effect of masculinity and femininity in information processing.

	%
Strongly disagree	10.0
Disagree	13.3
Agree	40.0
Strongly agree	36.7

36.7% and 40% of the respondents strongly agree and agree respectively to that males and females process information differently. Those who strongly disagreed and disagree constitute 10% and 13.3% of the total respondents. The results are further supported by the data collected when the research participants were exposed to the two beer advertisements to find out how they would process advertisement information. For example the majority of those they had a masculine identity were noted to say that women are not supposed to be drinking alcohol as they are not featured in most advertisements which are male dominated and on the other hand those with a feminine identity highlighted that women also enjoy the beer as much as man do.

4.4.1 Sensitivity toward alcohol adverts

After establishing if men and women process information differently, the research went on to analyse the mean scores for the other variables used to establish if masculinity and femininity affect information processing of alcohol advertisements. The bar chart below summarises the mean scores from the research responses

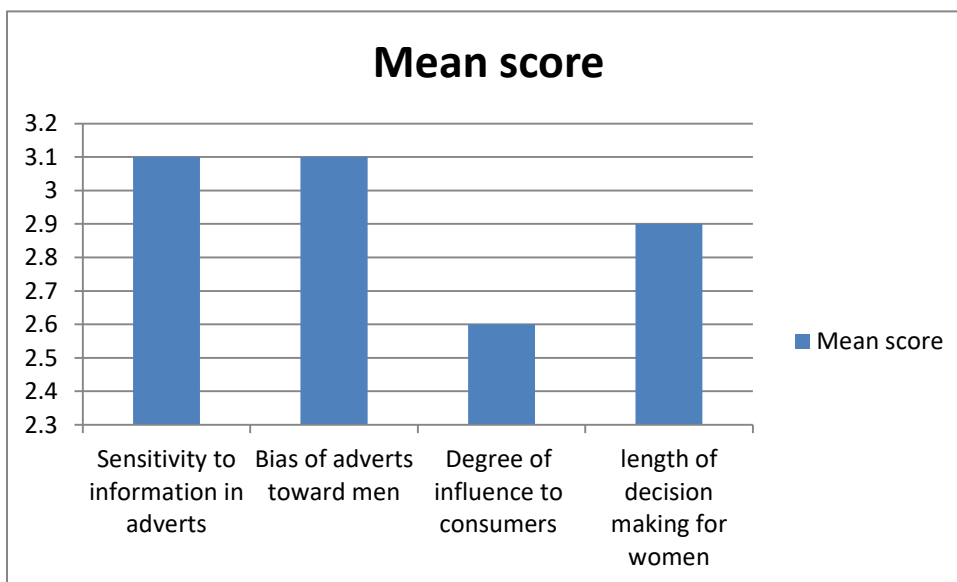


Figure 4.5 Mean scores on the effect of masculinity and femininity on information processing

A mean of 3.1 was obtained on the extent to which females are sensitive to information in advertisements. The result implies that females are more sensitive than men to information from advertisements. When exposed to the two adverts used to determine the level of sensitivity of the research participants, masculine and feminine clients responded differently. In the first advertisement feminine clients were of the opinion that the Chibuku advert was targeting women. One responded noted said, “the advert is not for women as there are no women in it. Delta Beverages discriminates their customers on the basis of gender. Even if I wanted to buy the product I would not buy.” The majority of feminine participants were not happy with first advertisement. Masculine clients were of the opinion that the first advertisement was for men and the prize, the van in the advertisement was not ideal for women. Chibuku was therefore a product for men. However, in the second advert both masculine and feminine clients seemed to be less sensitive. The research participants indicated that the males and females in the advert were happy. However, the respondents also noted that the men in the picture were the ones holding the Golden Pilsner but the ladies seemed to be drinking wine as they were holding wine glasses. Masculine consumers then acclaimed that women were not supposed to consume Golden Pilsner. Nevertheless, feminine respondents were not happy with the second advert as they highlighted that Delta ignored the fact that they are women that would also love to be equal with the men and consume the Golden Pilsner from the bottle. The results therefore seem to suggest that feminine alcohol consumers are more sensitive to alcohol advertisements than men.

4.4.2 Bias of alcohol adverts towards men

It was of the research interest to determine if masculine and feminine consumers were of the opinion if alcohol advertisements were biased toward men. A mean of 3.1 was observed on this attribute (see figure 4.5). The results indicate that both masculine and feminine clients are of the opinion that alcohol advertisements are biased toward men. From the advert exposures masculine clients did not see any anomaly from the advertisements as they regarded beer as a product for men. Both masculine and feminine consumers viewed the first advertisement as biased toward men as there was no female figure in the advertisement. However, on the second advertisement for the Golden Pilsner, participants expressed that the advertisement was not biased toward men but was balanced as there were 3 men and 3 female characters on it. However, from the Golden Pilsner advertisement, feminine participants showed dissatisfaction with the advertisement as only male characters were holding the Golden Pilsner bottles. The feminine participants argued that the advertisement was biased toward men since the male characters in the advertisement were the only ones holding the beer bottle.

4.4.3 Degree of influence of alcohol adverts and length of decision making period

The research further sought to find out if information processed from alcohol advertisement would influence consumers to consume a beer brand and the length of time it would take for one to try the brand after being exposed to an alcohol advertisement. A mean score of 2.6 was observed on alcohol advertisements being influential on one to consume alcohol. The respective responses are shown in the table below.

Table 4.5 Ability of alcohol adverts to motivate one to consume an advert

	%
Strongly disagree	26.0
Disagree	24.0
Agree	23.3
Strongly agree	26.7

The results show that 50 per cent of the respondents were in agreement that alcohol advertisements influence one to consume the product. The other 50 percent disagrees and strongly disagreed. The balanced views may be explained by the results from the interviews with the consumers. The Chibuku advertisement was despised by feminine consumers as they indicated that it was beer for men and would therefore not consume the beer. However the majority of interview participants highlighted that they would purchase Golden Pilsner as it featured both men and women. The results seem to suggest that male and female characters in an advertisement somehow influence the information processed from the advertisement and the effect it has on brand consumption.

On whether the length of time taken by males and females to process information was different, a mean of 2.9 was obtained. The mean score indicates that men and women tend to take almost the same time to process information. The results are also supported by the advertisement

exposures. Both men and women quickly revealed what they thought about the advertisement for Golden Pilsner which featured both men and women. However, varying times were observed for the Chibuku advertisement. Women took longer to state what they thought about the Chibuku advertisement whilst men instantly revealed their thoughts. The results may be interpreted to suggest that women take long to process information of alcohol advertisements that feature only men and the time taken to process those that feature both sexes is the same as that of men.

4.4.4 Hypothesis testing

To conclusively establish if masculinity and femininity affects processing of information for alcohol advertisements, ANOVA testing was conducted. ANOVA was used because 5 variables were used to measure how one processes information for alcohol advertisements. The means of the 5 variables were compared with the mean to which one indicated were they were masculine or feminine. Resultantly, masculinity and femininity were the independent variables. The null hypothesis was tested at 95% significance level and 0.05 confidence interval. The results were calculated using the SPSS software as shown in the table below.

Table 4.6 ANOVA test results: Masculinity and femininity are not related to how males and females process information for an alcohol advertisement

		Sum of Squares	df	Mean Square	F	Sig.
Processing	Between Groups	8.292	3	2.764	3.189	.026
	Within Groups	126.542	146	.867		
	Total	134.833	149			
Bias	Between Groups	34.833	3	11.611	19.119	.000
	Within Groups	88.667	146	.607		
	Total	123.500	149			
Sensitivity	Between Groups	31.458	3	10.486	15.003	.000
	Within Groups	102.042	146	.699		
	Total	133.500	149			
Influential	Between Groups	25.958	3	8.653	12.777	.000
	Within Groups	98.875	146	.677		
	Total	124.833	149			

Decisions	Between Groups	49.625	3	16.542	25.727	.000
	Within Groups	93.875	146	.643		

The calculated ANOVA results for the 5 variables used to measure information processing were: masculine and feminine research participants process information differently $F(0)=3.189$, $p=0.026<0.05$; the other 4 variables namely; females being more sensitive to alcohol advertisements than men, alcohol advertisements biased toward men, influential effect of alcohol adverts on consumers and females taking longer to process information all had ANOVA results of $p=0.000<0.05$. The ANOVA results for the 5 variables were less than 0.05. This provides enough evidence that the differences in masculinity and femininity in processing information from alcohol adverts, are too large to have occurred by chance or due to sampling variations. The null hypothesis (H_0) has to be rejected and H_1 accepted that masculinity and femininity have an effect on how one processes information from an alcohol advertisement. These results also supports a study by Glixman (1965) that say males and females process information differently and lends further support for the distinction between male and female processing styles.

4.5 Effect of gender values and beliefs on alcohol advert information derivation

Lastly the research sought to analyse if gender values and beliefs have an effect on derivation of information from an alcohol advertisement. Basically, the objective was achieved by examining the perceptions of the respondents on whether males were the major consumers of alcohol, the

target market for beer is men and females who consume alcohol were of loose morals. The results are shown below in the graph below.

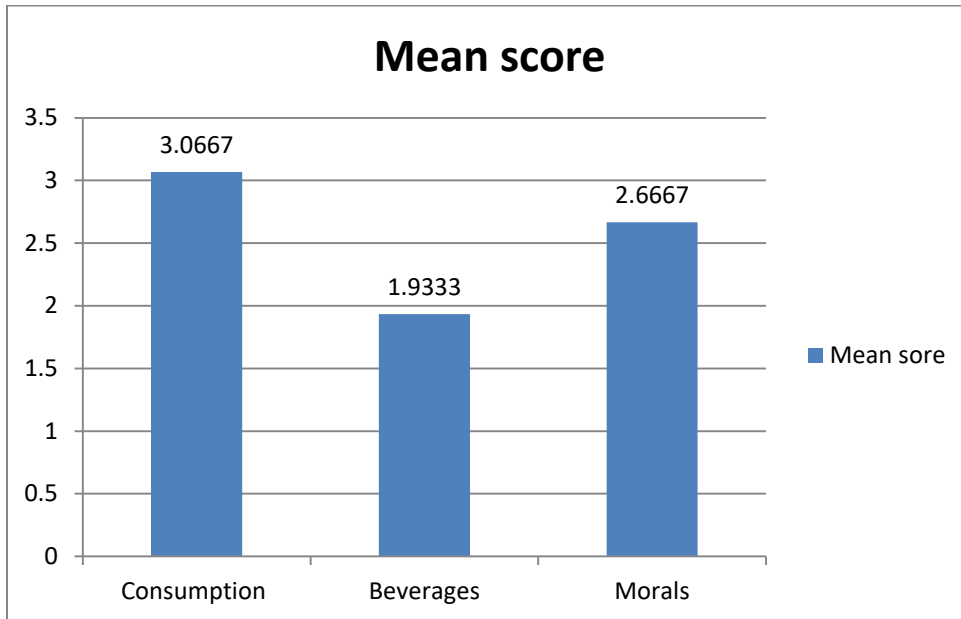


Figure 4.6 Mean scores on gender values and beliefs

Figure 4.6 shows that the perceptions of respondents on whether males were the major consumers of alcohol had a mean score of 3 implying that both masculine and feminine respondents agree that males were the major consumers of alcohol. A mean score of 1 was obtained when attempting to measure if one's gender cultural beliefs and values made respondents assume that beer is produced targeting the male market. The mean score of 1 suggests that despite that whether one is of masculine or feminine identity, they both disagreed that beer is manufactured targeting men only. Gender cultural values and beliefs purporting that beer is produced for men only seem to be changing hence if Delta beverages fails to acknowledge these changes on their advertisements they are likely to lose the female market to competitors who may respond quickly to these changes.

Moreover, the results from the graph reveal that females that consume alcohol are not of loose morals. A mean score of 2.7 was obtained for this variable. The result shows that the respondents disagreed that women who consume alcohol were of loose morals. The result is further supported by the responses from the advertisement exposures. When respondents were asked what they thought about the female characters in the Golden Pilsner advert, some respondents said that the female characters were just having fun with their partners over the weekend. Some respondents said that they were couples that were having a small gathering. One respondent was quoted as saying “these are professional ladies who are decently dressed and are just enjoying their beer.” The responses further confirm that gender cultural values and beliefs on which sex is morally deemed to be right to consume alcohol have changed. Beer may be consumed by any sex without stigmatisation.

4.5.1 Hypothesis Testing: Gender values and beliefs have no significant effect on how males and females derive meaning from alcohol advertisements

The null hypothesis was also tested using Pearson Chi square to establish gender cultural values and beliefs have no significant effect on how males and females derive meaning from alcohol advertisements. The null hypothesis was tested at 95% significance level and 0.05 confidence interval. The results are shown in table 4.5 below.

Table 4.7 Pearson Chi Square test results: Gender values and beliefs have no significant effect on how males and females derive meaning from alcohol advertisements

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	60.369 ^a	9	.000
Likelihood Ratio	71.671	9	.000
Linear-by-Linear Association	12.972	1	.000
N of Valid Cases	150		

The calculated Pearson Chi square result shows that $p=0.000 < 0.05$. This provides enough evidence that the differences in gender cultural values and beliefs have a significant effect on how one derives meaning from alcohol advertisements. The null hypothesis H0: Gender values and beliefs have no significant effect on how males and females derive meaning from alcohol advertisements has to be rejected and H1 accepted: cultural values and beliefs have a significant effect on how one derives meaning from an alcohol advertisement. This is further supported by Cheng and Shaw (2004) that gender difference in advertisements consumption is not a phenomenon existing only in developing countries but a phenomenon across the world because of the difference in culture.

Summary

The chapter analysed data gathered to examine if gender identity somehow affected the consumption of alcohol advertisements. Data was analysed using the SPSS software. The three null hypotheses formulated for the research were tested and all three were rejected in favour of the alternative conclusions.

In summary the research findings showed that, masculinity and femininity have an effect on how one interprets an alcohol advertisement, masculinity and femininity have an effect on how one processes information from an alcohol advertisement. And cultural values and beliefs have a significant effect on how one derives meaning from an alcohol advertisement.

The next chapter derives summary and conclusions from the findings and provides recommendations to Delta Beverages.

CHAPTER 5

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.0 Summary

The purpose of this study has been to assess the effect of gender identity on the consumption of alcoholic beverages advertisements with particular emphasis on premium lagers, ciders and Chibuku beer. The main aim was to assess the interpretation, information processing of an alcohol advertisement and analyze the effect of gender values and beliefs on meaning derived from alcohol advertisements. The main objective of this research was to come up with a study of how women are perceived, left out in the advertisements of alcoholic beverages and the effects of gender values and beliefs on alcohol advertising. The research looked at how demographic, interpretation, information processing and cultural factors affected gender identity on the consumption of alcoholic beverages advertisements. Useful data was gathered from questionnaires, interviews primary and secondary data. The study enabled the researcher to interact with the Delta the respondents and identify a gap in Delta alcoholic beverages advertisements.

45% of the research participants were female alcohol consumers and the age group of 26-33 comprised of most of the participants with 33.7%. 53% of the participants held a high school certificate, while 27% were degree certificate holders and 90% of the participants indicated that they were aware of alcohol advertisements.

5.1 Conclusions

5.1.1 Gender and alcohol advertisement interpretation

H1. Masculinity and femininity have a positive effect on interpretation of alcohol advertisements.

H0. Masculinity and femininity have no positive effect on interpretation of alcohol advertisements.

The researcher rejected the null hypothesis masculinity have no positive effect on interpretation of alcohol advertisements and accepted the alternative hypothesis that masculinity and femininity have a positive effect on interpretation of alcohol advertisements. The results from Pearson Chi square of .000 are greater than .05. This evidently confirms that the differences in masculine and feminine alcohol consumers derive meaning from alcohol adverts, are too large for a sample variation.

5.1.2 Effect of masculinity and femininity on information processing

H2. Masculinity and femininity are related to how males and females process information for an alcohol advertisement.

H0. Masculinity and femininity are not related to how males and females process information for an alcohol advertisement.

Null hypothesis was rejected by the researcher that masculinity and femininity are not related to how males and females process information for an alcohol advertisement and agreed on the

alternative hypothesis that masculinity and femininity are related to how males and females process information for an alcohol advertisement. The results from 5 variables used to measure information processing using ANOVA revealed that: males and women process information differently .026; the other 4 variables namely; females more sensitive to alcohol adverts than men, alcohol adverts biased toward men, influential effect of alcohol adverts on consumers and females taking longer to process information all had ANOVA results of .000. The ANOVA results for the 5 variables were greater than 0.05. This provides enough evidence that there is a big difference in masculinity and femininity information processing from alcohol adverts, and it could not have occurred by chance or due to sampling variations.

5.1.3 Effect of gender values and beliefs on alcohol advert information derivation

H3. Gender values and beliefs have a significant effect on how males and females derive meaning from alcohol advertisements.

H0. Gender values and beliefs have no significant effect on how males and females derive meaning from alcohol advertisements.

The researcher agreed with the alternative hypothesis that gender values and beliefs have a significant effect on how males and females derive meaning from alcohol advertisements and rejected the null hypothesis that gender values and beliefs have no significant effect on how males and females derive meaning from alcohol advertisements. The calculated Pearson Chi square result of .000 is greater than .05. This provides enough evidence that the differences in gender cultural values and beliefs having no significant effect on how one derives meaning from alcohol adverts, are too large to have occurred by chance or due to sampling variations. The null

hypothesis has to be rejected hence conclusions can be drawn that cultural values and beliefs have a significant effect on how one derives meaning from an alcohol advert.

5.2 Recommendations

- Delta Corporation may come up with advertisements which are not gender biased and equal presentation in advertisements.
- Before coming up with a promotional advertisement, Delta could research on products that attract both male and female.
- Delta Corporation could value their female customers by balancing characters roles in advertisements.
- Delta Corporation could take the cultural values and beliefs into consideration in the advertisement of alcoholic beverages
- Gender cultural values and beliefs purporting that beer is produced for men is changing hence Delta beverages may acknowledge these changes on their adverts so that they will not lose the female market to competitors.

5.3 Areas of further research

Further research is recommended on the effect of gender identity on the consumption of non alcoholic beverages advertisement.

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APPENDIX A

Questionnaire for male and female alcohol consumers

My name is R13404R a student at the Midlands State University currently studying for a Bachelor of Commerce degree in Marketing Management. I am conducting a research on “An assessment of the effect of gender identity on the consumption of alcoholic beverages advertising”. I will be grateful if you can assist me by answering the questions provided on this paper. All information collected shall remain private and confidential and will be used for the purpose of this research only. I appreciate your willingness to help me in my research effort.

1. Gender(tick appropriate box)

1 Male 2 female

2. Age group (yrs)

1 18-25 2 26-33 3 34-41 4 42-49 5 above 50

3. Level of income (in US \$)

1 Below 150 2 151-350 3 351-550 4 551-800 5 801 and above

4. Level of education

1 High school 2 Certificate 3 Diploma 4 Degree 5 Above a degree

5. Are you familiar with Delta beverages alcohol advertisements?

Yes 1 No 2

6. Have these advertisements influenced your consumption pattern?

Yes 1 No 2

Please indicate your opinion on the following statements on a four point scale.

On a scale of 1-4, where 1~ Strongly Disagree, 2~Disagree, 3~Agree, 4~ Strongly Agree , Please respond to questions by ticking on the box-number that best describes your views on the benefits of analysing consumer consumption patterns

Statement	Strongly agree	Agree	Disagree	Strongly disagree
	4	3	2	1
7. Males and females think the same in what they see in alcohol adverts.				
8. Alcoholic beverages adverts have different meaning to both males and females.				
9. Females are only featured in support of males in alcoholic beverages adverts.				
10. Males and females process information differently.				
11. Females are more sensitive than men to information in an advert.				
12. Alcoholic beverages adverts are more biased towards men.				
13. Alcoholic beverages adverts have an influential effect to those who consume alcohol.				
14. Females take a longer period to make				

alcohol purchasing decisions as compared to males				
15. Males are the major alcohol consumers.				
16. Alcoholic beverages were made for men.				
17. Females who consume alcohol are those of loose morals.				

18. What else do you think are the effects of gender bias in alcoholic beverages advertisements?

.....

.....

.....

I would like to express my sincere gratitude for your time you have spent in completing this questionnaire.

Thank you very much.

APPENDIX B

Interview guide for male and female alcohol consumers

Interpretation

1. What message do you think the advert is trying to portray?
2. What message can you draw from the characters in the advert?

Values and beliefs

3. Describe the characters of the males and females in the advert?
4. What do you think of females drinking alcoholic beverages?

Information processing

6. What message can you draw from the advertisement?
7. What social class are the characters in the advert trying to depict?

S