Outdoor Advertising and Gender Differences

Factors Influencing Perception and Attitudes

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Abstract

The thesis examines attitudes towards outdoor advertising, with strong emphasis on gender-based differences. The research intends to reveal the most influencing factors, including gender, format, different images and recall. Earlier researchers have argued that females are inclined to rate advertisements more positively than men. Five different, but interconnected studies, one content analysis and four surveys, were implicated in order to measure the responses to advertising. It is further suggested that positive attitude towards outdoor advertising affects the purchase intent. The theme of sexualised advertising is also discussed within this research. After detailed examination of the advertisements in the centre of St. Petersburg it was concluded that females’ rating is considerably more positive compared to males in the situation of high processing opportunity. However, men were more positive when respondents were asked about more general attitudes to outdoor advertising. Recall of advertising was studied within the field settings and showed that women indeed demonstrate better visual memory. Such factors as format, content were proved to have influence on the recall. In addition, different visual preferences were tested within one study. The findings prove that gender differences in perception of outdoor advertising do exist and should be taken into consideration by advertisers in order to raise the effectiveness of advertising campaigns.

Keywords: outdoor advertising; attitudes towards advertising; gender differences; recall of advertising
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1 Introduction

Outdoor advertising is among the most frequently used means of advertising. Spend-
ings on outdoor advertising, for example, in the UK in 2012 amounted to 7.8% of all adver-
tising budgets\(^1\). In Russia, in 2014 it was more than 9% comparing to 6% in 2012, which
indicated its growth, in spite of all predictions\(^2\).

Compared to the TV advertisement spendings on outdoor advertising are significan-
tly lower. The selling efficiency of this type of advertising is, however, quite questionable.
Moreover, the ability of outdoor advertising to support the brand loyalty and to raise the
recognition of the products is not all that obvious anymore. The statements about the cover-
age of the wide masses of potential customers could be criticised. The cities are so custom-
ary polluted with the advertising information, that the question should be raised: do people
still pay attention to it? In the situation of visual pollution of the cities and a generally nega-
tive attitude towards outdoor advertising, does outdoor advertising still have the selling abil-
ity? One of researches done in London Underground showed that only 4 percent of people
recalled advertisements placed in tube stations. (Cronin, 2008, p. 2735) Such numbers indi-
cate the necessity of further research in this area.

Studying of outdoor advertising, however, is very expensive not only in terms of
money, but also in terms of time spendings. Experimental laboratory studies are consider-
ably cheaper, but considering their nature, it is not guaranteed that such research would
show reliable results and that it could be easily adapted to the actual market research.

In the current aggressive, exceptionally competitive, and complex business settings,
all marketing experts are concerned about the question, what do customers actually want.
Companies are spending huge marketing budgets and consume time in order to understand
what and how to sell to the final user. Nevertheless, we can observe the trend that adver-
tisements are not aimed to a specific gender. As it was underlined by Cramphorn (2011, p.
148), maximum 15% are directed to women and at least 3 times less - 5% - are directed to

\(^{1}\) Institute of Practitioners in Advertising, http://www.ipa.co.uk/effectiveness/case-studies/Agent-
IPA-Effectiveness-Awards-Case-Study-2010/7101

men. This assumes little or no distinction at all in the targeting, which is surprising, presuming that gender-based differences in perception generally exist. This assumption is based on the empirical data, that would be discussed in the following chapters. For instance, females usually respond more positively to advertisements than males. The reasons for such differences are actively discussed in the psychological, social and media academic literature. Do gender differences have biological, cultural or social roots? Advertising experts mainly raise the questions such as following. Which types of advertisements work better for women than for men and the other way around? What leads to such variations? The prior research shows that advertising directed directly to males or directly to females is more efficient respectively — nonetheless paradoxically, it's rarely used, as almost all advertisements seem to be targeted to both genders.

Many different scholars, such as Dorcus (1932), Scott (1994), Messaris (1996), Abernethy & Franke (1996), Gorn, Chattopadhyay, Yi & Dahl (1997), Peitz & Valletti (2008) investigated the question of advertisements perception in terms of colours, images, shapes, content and appeals. Some researches also revealed gender-based differences in response to advertising due to differences in values. Nonetheless, not that many researches are dedicated to exploring the gender differences in perception of advertising, especially within the outdoor advertising, which has its specifics.

Many researchers have tried to investigate gender differences in purchasing behaviour and general advertising message evaluation and understanding, but very few research studies have tried to explore effect of gender on consumer response to advertising appeals, particularly in Russian context. This was the major research gap identified and the present study was undertaken to close this gap by examining the response of male and female consumers to different outdoor advertising appeals.

This thesis intends to integrate these factors which have earlier been studied in isolation, and aimed to understand which factors of the perception of outdoor advertising are the most influencing. The study combines content-analysis of outdoor ads and two types of surveys - on one hand in natural urban settings and also in laboratory settings, including surveys with the usage of social media. The design of the research is based on the results of a preliminary study conducted in Vienna in autumn 2014. The main empirical data were col-
lected in St Petersburg, Russia, and in internet, in the summer 2015. It will not only measure the attitude towards advertising, but also indicate significant gender differences and reveal the possible reasons.

1.1. Aim and Research Questions

There are two main targets of the research - outdoor advertising and its perception in terms of gender differences. The following aspects were intended to study: attitude towards outdoor advertising, its recall and its sexualised nature.

Generally, the aim of the research was to study different aspects of outdoor advertising perception, with a strong focus on gender differences in the Russian environment.

Four different research questions were formulated, addressed both to the literature and to the empirical studies.

*RQ1: Are there gender-based differences in the attitude towards outdoor advertising and if so, which factors are the most influencing?*

The subquestions within this research question would be formulated within specific studies and described in the methodology section. The question was intended to be answered within Study 2 (internet-based survey 1) and study 2 (internet-based survey 2).

*RQ2: What are the factors influencing recall of outdoor advertising?* This research question would be addressed in the separate study (Study 5. City survey 2). The role of gender also would be studied within the recall.

*RQ3: Are there any indicators of sexualised nature of outdoor advertising and does it affect the attitude and the recall?* The question was partly addressed in the following studies: Study 1 (content-analysis), Study 2 (internet-based survey 1), Study 3 (internet-based survey 2, within specific subquestion and subsample) and Study 5 (city survey 2).

An additional question was raised during the implication of the research:

*RQ4: Does positive attitude towards outdoor advertising correlate with the purchase intent and if so, how?* The separate study was designed in order to answer this research question - Study 4 (city survey 1). The purchase intent was necessary to study in order to
have clear understanding whether the positive perception could be reflected in the actual purchase and the effectiveness of outdoor advertising campaigns.

It should be underlined, that different research questions were formulated in order to study various factors, influencing the attitude towards outdoor advertising and recall. Only all of them combined together would help to achieve the aim of the thesis.

1.2 Structure of the Thesis

The first research phase included the literature review on two different, but interconnected topics. First of all, background issues concerning outdoor advertising in the frame of the urban spaces and its specific traits were explored. The works of following authors: Myers G. (1999), Cronin A. (2010), Gambetti R. (2010), Morgun O. (2010), Koeck R. (2014), Iveson K. (2012) were investigated and presented in the Chapter 2. Secondly, the researches on gender-based differences in behaviour and perception of visual materials and the reasons for such differences were studied and revised. The condensed literature review concerning attitude, recall, sexualised nature of outdoor advertising and gender-based differences in the perception of it is presented in the Chapter 3.

The second research phase involved collecting the studying materials and questionnaire design. The questionnaires were created with the help of methodology used by researchers, discussed in Chapter 3 and based on the preliminary study conducted in Autumn 2014. The 4th Chapter describes the implicated methods within different studies in details.

Following phases included the implication of the content-analysis, two internet-based questionnaires, mini-surveys in the field and face-to-face survey. The results are presented in Chapter 5 and discussed in connection with the theoretical framework in the 6th Chapter.

1.3 Limitations

The current research has its obvious limitations. First of all, the perception of outdoor advertising perception is a very complex process, that is understood quite differently within various scientific fields. Many scholars dedicated their research to the specific aspects of
perception and influencing factors. It should be clarified, that all the factors that were indicated by scholars were not possible to combine in just one study.

Additionally, the initial idea of the paper was to include the following 4 steps of advertising communication and to measure gender differences on all these stages: the attention that is paid to advertisements; the perception of the advertisements; the recall of the advertisements; the purchase intent.

However, after the pilot study, it became clear, that such holistic research requires a considerable amount of time, significantly bigger samples and combination of different methods. Thus, the decision was made to concentrate on the perception of outdoor advertising and the main differences that could be dictated by the gender of the potential consumer. The study has also referred to the questions of recall and purchase intent, but also within the interconnection to gender-based differences in the perception.

The research was also limited in time and space. The decision to study advertising in Russian settings was made in order to close this research gap. However, the comparative study of the differences between countries is needed and could be done in the future.
2 Outdoor Advertising and the Urban

The chapter would address questions that were raised in academic literature, concerning outdoor advertising that exists in the urban environment. The main goal of the chapter is to revise the main features of outdoor advertising, such as its commercial and communicative nature, the negative perception among customers, the visual pollution that it could create in the city and such aspects as locality, mobility, temporality and visuality.

2.1 Outdoor Advertising as a Communicative Channel

Nowadays one of the main advertising communication flows takes place in the urban space. Significant role in it is played by outdoor advertising that combines the visual attractiveness, the accessibility for different social classes and consumer segments and has relatively low cost of manufacture and placement. The results of the monitoring of outdoor advertising in 2009 in the 50 largest cities of Russia, have recorded 195 700 advertising spots ranging in size from a city format and larger. In Moscow have been spotted about 45 000 advertisements, or 23% of the total number in 50 cities, in St. Petersburg - 22 300 (Morgun, 2010, p. 36).

The term outdoor advertising traditionally includes diverse forms of advertising that could be met in the urban environment. Fill (2009, p. 722) underlined three core types: street furniture advertising, transport advertising and state advertising or billboards. Cronin (2010, pp. 1-20) had a similar classification, identifying following formats: billboards on the roadsides, posters on the street furniture and posters in pedestrian zones, transport advertising and so-called ambient advertising meaning posters on telephone kiosks, in public toilets, etc. The main feature of outdoor advertising is that it is communicating with the largest possible number of potential consumers.

Gambetti and Graffigna (2010, p. 804) classifies the outdoor advertising within 3 categories: 2-D traditional media (including traditional billboards, digital screens, transport ads and street art), 3-D artifact-based media (objects of a different size, placed in unusual, out-of-place context) and 4D motion-based and interactive media.
The most commonly used types of outdoor advertising in the cities are posters and billboards. The possibility to change them regularly and frequently allows these tools to maintain the dynamics of visual information in the city. Posters and billboards placed on the most active transportation routes and central districts of the cities considered to be the quickest way to provide advertising information to the potential customers. The strongest point of the poster is usually put in it the image, which is presented in the form of the metaphor.

Therefore, the graphical component of the poster has its special importance affecting the quality of the creative idea, where every tiny detail plays a role in completing the composition.

Billboard is a large bilateral or unilateral (planar or volumetric) shield construction and the large-sized poster, placed on the walls of buildings and structures is called brandmauer. The average area of the brandmauer in Russia ranges from 50 to 250 sq.m. Such advertisements usually have unique design based on visual-architectural background that fits well in the surroundings. This problem is the most relevant in the cities, as it must not interfere with the architectural harmony of the surrounding landscape and large-scale advertising should fit harmoniously into the urban space. Successfully implemented advertising project of non-verbal advertising can significantly improve the emotional context of the urban environment.

Outdoor advertising is traditionally considered as one of the forms of communication that is aimed not only to increase the amount of customers and generate sales, but also to support the brand image and to introduce new products and projects. Due to the specific features of the outdoor advertising market it is often used to deliver social messages to the public. On the other hand, outdoor advertising is surely perceived by citizens and guests of the cities as a symbol of commerce and trade. Since 1920s when the illuminated advertising became popular, night illumination of the cities has began to represent the aspirations of the people for success, wealth and exciting life in the big city.

“Outdoor advertising can create a dialogue with urban space which can be mundane, as well as spectacular; for example, through the use of electronic neon advertisements in locales such as Piccadilly Circus in London, and Times Square in New York, which are to a
significant degree defined by the advertising situated therein” (Koeck and Warnaby, 2014, p. 1406). Outdoor Advertising has formed the visual image of American and European cities. It became a cultural aspect of the existing urbanised society that is interesting to study.

However, Cronin insists that outdoor advertising in the cities is still unexplored by scholars and the impact of it, when addressed “tends to be seen as negative” (2010, p.5). The author also defends the idea that outdoor advertising is a mediator between commerce and culture. (2015, p.6). That discloses two ways of studying of advertising - within the commercial effect, meaning the amount of customers and economical profit and through its cultural value, including stories that are told by advertisements, stereotypes and ideas that are produced by them, images that are used, etc.

From the side of media owner or advertiser, a city consists of advertising spaces and the number of potential viewers, which are described as ‘target markets’. Each advertisement could be characterised by its position in relation to the flows of people or by its scale and therefore the ability to catch the attention of a bigger number of people. Moreover, media owners insist, that outdoor advertising could not be switched off and it is one of the principal advantages of this advertising type. People cannot avoid the visual contact: “In this complex media environment, outdoor advertising agencies frequently point out that ‘it’s the only medium you can’t turn off” (Iveson, 2012, p.155). This statement became even more questionable over the past century. The paces of the population movement through the city are more or less stable, while people are using the same streets to reach their common destinations during months and years. Therefore, their capacity to ‘turn off’ the reading and viewing habits should escalate.

In general, advertising industry consists of four key agents - advertisers, who would like to promote the product or service; advertising or creative agencies, that design advertising campaigns, media buyers who are responsible for purchasing media time; and the different media that are the channels for displayed campaigns. (Iveson, 2012, pp.156-158) The outdoor advertising market has one more player that is usually represented by city authorities that regulate the amount of advertising spaces and control all the means of outdoor advertising in the city. Which seems quite understandable, because this industry affects the city image and its perception. Moreover, such types of advertising as billboards, posters,
signs, transport and city furniture advertising shapes the urban space. For instance, new technologies, such as moving billboards, digital screens or other interactive types of advertising create new visual background. Outdoor advertising makes the commercial nature of the city visible for the public. It can also finance such infrastructures as subway due to fees paid to the monopolistic media owner.

2.2 Negative Perception of Outdoor Advertising

Negative perceptions of disorganised and dirty city landscape reduce dramatically the level of positive response, which has a significant impact on the consumer's desire to buy the product.

Consequently, outdoor advertising has been termed by scholars and journalists as ‘visual pollution’, and different measures were adopted by the authorities to change the situation. As it already was mentioned above, outdoor advertising is no longer a contemporary phenomenon, it has developed through history of the cities and through the process of urbanisation. Outdoor advertising has always reflected the commercialised nature of the cities and reflected new digital technologies that are easily adopted by advertising in general. Nevertheless, outdoor advertising became a subject to criticism in the last decades which could be expressed by the following examples.

In 2005 in Venice huge advertising billboards (brandmauers) were covering the renovation processes of the historic buildings. The Italian authorities were highly criticised for the allowance of such advertisements. However, the heritage administrator in Venice said in the interview: “If the geniuses who criticise us give me the money for the restorations, I’ll do away with [the giant ads] at once... Otherwise, they should keep quiet. We don’t have alternatives” (Hooper, 2008). His words did not stop cultural experts from even harder wave of criticism and from the appealing to the UNESCO for the violating of the world heritage.

The famous example of the city of San Paulo has demonstrated how a city would look like without advertising at all. In 2007, in response to all the critics and concerns San Paulo became the first city to implement the Clean City Law, overcoming the previous attempts to achieve clean the cities from the advertisements in Auckland, New Zealand. All
billboards, digital screens and advertisements on transport were completely banned. This law had unexpected consequences, according to some Brazilian journalists:

Adbusters explained: “It’s weird, because you get lost, so you don’t have any references any more... My reference was a big Panasonic billboard. But now my reference is an art deco building that was covered through this Panasonic. So you start getting new references in the city. The city’s got now new language, a new identity” (in Harris, 2007).

It should be admitted, that nowadays outdoor advertising is part of the urban space and urban experience, it is a symbol of a big city, part of its nature. The majority of European cities have their design codes regulating signs and advertising in the centre. For instance, they insist in Berlin. According to the design code, all signs should be without the backing and consist of individual letters. Every sign appearing on the streets of Berlin should be subject to approval by authorities on the stage of the planning. Rules are also regulating the placement of the signs and posters, their colour and design.

The design code of London, available on the website of the UK government, gives a classification of advertising and signs and the list of distinctive rules, applicable to the different types. In 2014 Artemiy Lebedev Studio by order of the Committee of architecture and urban planning and in cooperation with the chief of architectural planning has developed the concept of the design code of Moscow³. The project is a practical guide for the placement of advertising and signs on the streets.

The recommendations are to improve the appearance of the historical centre of the capital and to simplify the process of issuing permits for the installation of signs. Designers of studio draw attention to the fact that when the sign is designed the creator should take into account peculiarities of the architecture of the facade, and historic buildings should not be covered with decorative panels. Experts recommend the use of flat or three-dimensional (metal) detached signs and letters without the backing. In addition, the project presents design rules for the brackets.

Generally, the negative attitude towards outdoor advertising is one of the main traits, that should be taken into consideration within the research. Russian society currently is very concerned about the visual pollution of the cities and has quite negative attitude compared

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³ Artemiy Lebedev Studio, https://www.artlebedev.ru/everything/moscow/design-code/
to the USA, for instance. The survey shows that 43% of Russian citizens assume that outdoor advertising damages the image of the city and only 23% admitted that is trustful course of information\textsuperscript{4}. In the USA, however, trust in outdoor advertising, was about 57%\textsuperscript{5}. There could be suggested mainly two reasons for such attitude, both coming from the history of outdoor advertising in Russia. First of all, the propagandistic nature of advertising existed in the Soviet Union and the enormous visual pollution that was destroying city’s images in the 90s.

2.3 Locality, Mobility, Temporality, Visuality

Within the complicated urban environment that includes not only streets and buildings, but also all means of transportation and people that are moving constantly. Moreover, outdoor advertising is one of the few types of advertisements that is always observed at locations away from home. Therefore, the issues of locality, mobility and temporality should be discussed.

Locality, the idea that outdoor advertising would be always consumed in a particular place – was suggested by Myers (1999, pp. 15-32) as one of the aspects that describe the advertising existing within the urban space. Thus, advertisements can create explicit references to the place: for instance, the directions that could be given to a location with the mentioning of the media contraction.

Locality implies that the environment in which the outdoor advertising medium is consumed affects directly the perception of the content of the advertising message. Advertisements placed in the city centre or prestigious areas of the city, are traditionally promoting the advertised product with emphasis on its quality, expensiveness and exclusiveness. Advertising in the industrial zone, usually creates associations with the cheap products of everyday use.

\textsuperscript{4} Public Opinion Foundation, http://fom.ru/Economika/11018

Emphasis done by advertisers on a exact location can help to target the potential consumers. Such targeting could be noticed very easily in the centre of the cities, where most of the posters are promoting events, exhibitions, concerts or restaurants - everything that could be interesting for tourists. Thus, the amount of customers gained by smartly located advertisements can be higher. For example, the signs that are indicating the way to the popular restaurant could serve the first aim of advertising - to create a purchase intent, even though it is commonly agreed that outdoor advertising serve the recognition and the recall of a brand. Some of the scholars have explored the effect that the surrounding could have on the perception of the advertisements, which would be discussed in the following chapters.

Locality, meaning not only surrounding landscape, but also images of concrete locations in outdoor advertisement, functions as an additional sign that could have meaningful implications, building the connections in the minds of the receivers of advertisements between places and products or brands. Dali (2013, pp. 338-352), for instance, studied the images of landscapes in Israel advertisements, that are usually perceived as a background for the advertised product and proves the existence of ideological meaning of the location that is pictured.

Mobility in outdoor advertising traditionally means the movement of people, who engage with advertisements within the urban spaces. Thus, we can discuss the transit nature of outdoor advertising, even if we refer to the static billboards. Cronin (2010, p. 44) coins a term ‘mobile reception’ that describes the inherent transience of the attention that customers can pay to the outdoor advertising and that affects the design of the advertisements. Audience is usually in a distracted state when it communicates with the ads, especially if we talk about advertisements on the roadsides, that are usually perceived at speed. If the speed of the vehicle is 50 km/h the potential contact time with the advertisement is just about 3 seconds, while the necessary time for the perception and memorisation of advertising is about 5 seconds. Within the standard speed of the pedestrian, the contact time could be up to 7-10 seconds. Bernstein underlines a number of main principles to raise the effectiveness of communication in the local context, including simplicity, one message given in a few words, contrasting colours and a complete focus on the advertised product (1997, p. 146).
Psychologists insist, however, that movement always catches the eyes of the humans. Therefore, the other aspect of mobility is reviewed by the scholars - the movement of the advertisements by themselves. “It could be argued that a sense of implied movement and/or velocity, on the part of the billboards and/or the observer, are important means by which an advertisement are animated, and such kinetic and kinaesthetic aspects constitute a means by which the advertising impact of an essentially static image can be maximised.” (Bhargava and Donthu, 1994, p. 48).

While permanent constructions in the cities, such as buildings and streets combined with signs, traffic lights, parkings and public transport stations are navigating the flows of people, outdoor advertising shapes the landscape within the limited period of time. One of the characteristics of outdoor advertising is its temporality. The industry standard lifetime of the advertisement is 30 days. The main explanation for such length is that 30 days is the most effective time to reach the minimum sales efficiency. Nevertheless, this position was criticised by some scholars (Gibson, 1996, Jones, 1997, Bhargava and Donthu, 1994) who stated that even less time of exposure could create the same short-time rise of sales. Therefore, the nature of outdoor advertising dictates this constant change, which creates the flexible and kaleidoscopic space.

Visual images in nonverbal advertising have two main functions: the first is aimed at attracting attention of the potential customer of the advertised product. The second focuses on the visualisation of the advertised product, in which information about advertised products encoded in this image. In addition to these two functions can be incorporated the function of colour influence that can enhance the desire of the potential client to buy the advertised product. Composition structure and dynamics of images can have determining impact on the human mind and behaviour model that shapes the lifestyle.

The advertising message is a complicated sign consisting of verbal and non-verbal elements, united by the creative intention of the designer. Communication content of the message is dependent on the different aspects, including the product by itself, its characteristics, the intents of an advertiser, the external environment and the identity of the potential

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6 Psychological online journal, http://psyznaiyka.net/view-vnimanie.html?id=neproizvolnoe-vnimanie
customer. It is known that the perception of verbal information by a potential customer is a process that could last up to a few minutes to read the text, but if we talk about visual image, it could be perceived in seconds. Visual images are more intuitive than verbal texts. Thus, non-verbal visual advertising image is a product of a particular culture and exists within it or within a subculture. A key feature of the advertising image — its emotional influence, its ability to penetrate the private sphere of the individual. The image not only supports the message, but works as a virus that affects the social practices of an individual.
3 Theoretical and Empirical Framework

Perception was defined by Jin and Jun (2004) as a complex process by which meaning is attached to sensors. Perception is very individual and dependent on the beliefs and the general background of the person. The most important thing, however, is that the perception is connected to the further behaviour. (Jin and Jun, 2004, p. 18) That is why the perception of outdoor advertising is important to study and could lead to the considerable profit in case of practical implantation in the practical advertising field. Following sections are investigating different aspects of perception of outdoor advertising. The locality and temporality is discussed within the associative learning theory in works of Wilson (2011) and within the concept of information processing opportunity (Papyrina, 2015). The recall of outdoor advertising is examined within the works of Mehta and Purvis (1995, 2006) and Plessis (2005). Questions of gender and its influence on the perception are reviewed with the usage of works such authors as Cramphorn (2011) and Moss (2009). The gender-based differences are explained within the biological, evolutionary and social approaches (social role theory, division of labour). Additionally, the sexist nature of outdoor advertising is debated in the last part of this chapter.

3.1 Does Location Matter?

As it was indicated above, the locality is one of the concepts within which the outdoor advertising is discussed by the scholars. The urban environment is constructed and influenced by the outdoor advertising. From the advertiser point of view, location of the advertisement is also one of the core question to decide, while it clearly affects the future sales. It should be explored before the campaign, how many potential customers would be embraced by the poster, would it be noticed and seen from the human height and so on. Therefore, the perception of outdoor advertising should be affected by its location. However, there are not so many studies exploring the actual role of location and its capability to influence the response.
Rick T. Wilson (2011) explores how the associative learning could be a theoretical platform to study how the environment and the landscape affect the perception of outdoor advertising and the purchase intent. Author investigates the locations of outdoor advertising and discusses how positive or negative background changes the attitude. The initial idea of the study was based on the research done by Grossman & Till in 1998, who have proved that “highly favourable scenes (e.g., a snow-covered mountain) generated favourable attitudes toward the brand” (Wilson and Till, 2011, p. 912). First of all, the backgrounds of the advertisements were tested, revealing how attractive/unattractive they seemed to the potential customers.

It was expected by the author to have a significant difference in the results between positively and negatively rated backgrounds. Nevertheless, the strong difference was not indicated. The scholar explains it within the limitations of the study - laboratory-like settings and two-dimensional samples and within insufficiency of the extreme in the valence between samples. Nevertheless, four different studies have shown that the attitude and the purchase intent were not affected by the location and the backgrounds.

The results of the research were also discussed in the framework of the involvement theory. “Message response involvement is the degree to which consumers are likely to process an advertisement due to the amount of attention given to the task” (MacInnis & Jaworski, 1989, in Wilson and Till, 2011, p. 930). That means, that if consumers are not motivated to perceive advertisement it is likely that not much attention could be gained and the attitude would not be positive. Furthermore, this attitude would be hard to influence or to develop. Potential consumers are usually distracted by other tasks when they perceive advertising and their primary tasks move the advertising to the background of the consciousness. “This inattention toward outdoor advertising pushes these ads into the background of what the consumer sees and has been known to cause a ‘contemporary blasé’ attitude toward the medium” (Cronin, 2010, p. 59). This effect is always higher in the urban space where people have much more distractions. As a result, consumers are not involved in the communication and the location does not impact their evaluation of the advertisements.

Papyrina in her paper ‘Men and women watching and reading’ referred to the different authors and stated that the response to the advertisements could be influenced by tradi-
tional social roles and specific genres-based needs. The author underlined the idea that was already discussed by many other scholars - the majority of the products could be purchased by both - men and women - are advertised without any actual differences in the appeal. “To promote these products, for example, groceries or staples such as printing paper, advertisers often communicate the same information to both genders, and it is unclear whether any gender differences will emerge in response to such ads” (Papyrina, 2015, p. 125).

Papyrina assumed that different genders react differently to advertisements mostly because they think differently. The author claims, that people’s responses are based not only on their emotional reactions, but also on their different ways of processing information. Such difference has its roots in the female engagement in the careful and detailed consideration of the information. Thus, women are more likely to distinguish the truth in messages. Author also discusses the social factors that influenced this phenomenon. For instance, women traditionally did not occupy any leading positions and had more communicational and subordinative roles. Therefore, they were trained for centuries to be careful with clues and small details, that could help them in their social interactions.

Already in 1995 Chaudhari and Buck assumed that electronic media like television give lower information processing opportunity and are perceived within the peripheral route. Even earlier in 1986 Batra argued that “electronic media often does not permit extensive elaboration on advertising arguments and that consumers are more willing to actively process information presented in a print format.” Printed advertisements are under control of the consumers, while television has its own flow. (in Papyrina, 2015, p. 129)

The study made by Papyrina was concentrated on the role that information processing opportunity plays in the perception of the media. Taking into consideration the previous studies, the author suggested, that lower processing opportunity could affect the response to the advertisements. The scholar manipulated the processing opportunity in the study by the type of media and the amount of time, that advertisement could be seen by consumers. Then, generated responses were measured and analysed.

The main hypothesis tested by the scholar was that the purchase intention would be always higher when the information processing opportunity is higher. In other words, extensive exploration of the advertising material leads to more confident judgement about the
promoted product and the arguments presented in the appeal, so that the desire to purchase goods or services is more weighed and balanced. This idea is based on the suggestion that every individual is likely to act when he or she is confident in their correctness, which could not be reached in conditions assuming low-processing opportunity.

The study showed that within the unlimited time of consuming of advertising, females had stronger purchase intentions, that were measured by their desire to engage in the word-of-mouth communication (willingness to recommend a product to other people). Both genders had better response towards advertising when the processing time was unlimited, however, the females showed more significant results. The second experiment measured the WOM intensions in the conditions of low information processing opportunity and did not show any gender-based differences.

“Two experiments provided robust evidence for the gender by processing opportunity interaction effect on behavioural intentions in responses to advertising.” (Papyrina, 2015, p. 140)

### 3.2 Consumer Beliefs towards Outdoor Advertising

Anil Kumar (2012) studied the consumer beliefs and attitudes towards outdoor advertising. In the research, the author tested 15 belief statements, that reflected the general attitude towards outdoor advertising. Kumar also determined 6 groups of factors that influence the attitude: helpful for society, a better quality product, necessity, harmful for society, manipulative, persuasion factor.

Belief statements:

1. Advertising through Billboards is necessary.
2. We can get product /service information through Billboards Advertisement
3. In general, Billboard Advertising is misleading.
4. Billboard Advertising persuades people to buy things they should not buy.
5. Billboard Advertising results in better products for the public.
6. Billboard tells me which brands have the features I am looking for.
7. In general, Billboard advertisements present a true picture of the product advertised.
8. There is too much sex in Billboard advertising today.
9. Because of Billboard advertising, people buy a lot of things they do not actually need.
10. In general, Billboard advertising promotes competition, which is beneficial to consumers.
11. Billboard Ads help me to keep up date about products/services available in the market place.
12. Some products/services promoted in Billboard advertising are bad for society.
13. Improves product recall through billboards
14. Economical method of generating awareness is billboard advertising
15. There is expected to be very little one can communicate through billboard advertising. (Anil Kumar, 2012, p. 23)

Generally, author discovered that respondents had a generally positive attitude towards outdoor advertising. Helpfulness for society was rated two times higher than harmfulness. The necessity and possibility to affect the brands competition was underlined. Manipulative and persuasive nature of outdoor advertising was also pointed out by the respondents, but with low scores.

Fanny Sau-Lan Cheung and Wing-Fai Leung in 2014 studied the consumer beliefs towards outdoor advertising and compared them to the attitudes towards internet advertisements. Authors tested different statements within 5 categories:

- economic influence (“Outdoor advertising is essential to economic growth”);
- personal influence (“Outdoor advertising provides entertainment for people”);
- social influence (“Outdoor advertising should not be more realistic”);
- ethical influence (“There is not too much exaggeration in outdoor advertising”);
- advertising regulations (“There should not be less outdoor advertising”).

Scholars proved with their study that people rate more favourably the statements that represent personal influence. Authors underlined the importance for the advertisers to include the entertainment function in the advertising. On the other side, majority of respondents agreed that advertising needs more regulation and it should be less outdoor advertising in general. “The advertising industry may like to alarm on the people’s opinions and may like to enhance the industry ethical codes.” (Cheung and Leung, 2014, p. 255)
Considering the attitudes towards internet advertising, the study has shown that outdoor advertising received more positive responses in all regions it was tested. This indicates the importance of traditional advertising mediums and proved the necessity of studying it.

Abhilasha Mehta and Scott C. Purvis explored how such attitudes affect the recall of advertisements and the possible buying intent. As such interdependence was not commonly studies, authors asked a reasonable question: “In the real world of copy testing, do attitudes towards advertising influence advertising reactions?” (1995, p. 1)

The following groups of factors were tested - the enjoyment of advertising, belief in the promises given by ads, perception of brands (advertised and unadvertised) and the general value of advertisements. The sample included 15 different advertisements. Respondents were questioned whether they recall any advertisements, then if so, were asked following open-ended questions, to understand what actually was recalled. Then, respondents were asked to what extent the advertisement raised their purchase intentions.

It was expected by the scholars that positive attitude would influence the recall and the purchase intent. First of all, It was proved that one of the factors that influence the attention and the recall of advertisements is the general attitude towards advertising. It was also revealed by the study, that only one out of six respondents preferred advertised brands to unadvertised. Every fourth respondent has recalled more than 3 advertisements. About 25% recalled two and another 30% recalled one advertisement. Remaining 20% did not recall any of them.

In general, readers who claimed that they do not look at advertisements and did not believe that products perform as stated in ads, were among those who recalled only one advertisement or did not recall any. The number of recalled advertisements was also affected by 2 studied attitudes: related to the enjoyment and to the value of advertising. The purchase intent was impacted by all tested factors, including enjoyment, trustfulness and value.

Specifically, respondents that enjoyed looking at advertisements were more affected advertising. Purchase intent was also found to be influenced by the negative beliefs, such as “much of advertising is too annoying”, and by the perception that “often advertised brands are not as good as the ads claim them to be”. (Mehta and Purvis, 1995, p. 5)
3.3 Recall of Outdoor Advertising

Another topic that should be under discussion here is the recall of advertising and the factors that could affect this recall. Recall has a long story of empirical validation by numerous advertising researches. However, recall is still among the most criticised types of measurement. The dependence of the recall on the emotional exposure is one of the most discussed issue in the literature.

Abhilasha Mehta and Scott C. Purvis in their paper ‘Reconsidering Recall and Emotion in Advertising’ (2006) discussed the statement, that advertising must arise emotions in order to be recalled. Branding, authors claim, assumes the emotional response that consumer has when using the branded product. Additionally, when choosing a product, consumers often rely on the emotions, that product could cause. Despite the criticisms, authors insist that past and current studies demonstrate the dependence of recall on the emotions. Furthermore, recall of advertisements has correlations with liking of advertising, meaning that positively perceived ads are more likely to be remembered and recalled by customers. Mehta and Purvis criticise the study made by Kastenholz and Young (2003), showed that liking of advertising is better measure, than recall. Overall, it was stated that only multiple measures could help to fully understand the various factors of advertising effectiveness, and recall continues to be one of the most important measures. (Mehta and Purvis, 2006, p. 51)

Erik du Plessis in his book ‘The Advertised Mind’ (2005) described the differences in the recognition and the recall techniques and explained how it could be measured. For example, the advertisement could be just shown to the respondent accompanied with the question if he recalls it; or the brand could be removed from the ad and question would be to recall the brand. The advertisement also could be not shown and just requested to be described. However, the last technique could give poor results, while the first one tends to receive more positive answers than it could be in reality. Author also gave the empirical evidence that recall is dependent on emotions caused by advertising. Furthermore, author discusses if the recall is actually the misleading technique in measurement of advertising effectiveness, while recall does not always mean recognition and all the more, the purchase intent. (Plessis, 2005, p. 165)
Plessis also underlined the importance of the technique of persuasion - “to measure what effect the ad might have on behaviour” (Plessis, 2005, p. 166). Usually, such measurement takes place after the demonstration of the advertisement and is accompanied by questions connected with the desire to buy or just to try the promoted product. Nevertheless, in most cases a consumer does not make a purchase immediately, so it is still memory of the advertisement that leads to the purchase. Overall, author claims, that recall is an important instrument of the advertising research, especially when combined with other measures, it is a valid measure of advertising effectiveness.

Cherian, Donthu and Bhargava (1993) analysed different factors that influence recall and effectiveness of outdoor advertising, including both advertising-related and consumer-related groups factors. First group particularly meant the effect of position, location, colour and number of words. Second group described the respondents’ involvement, attention and attitude. Data was collected through telephone interviews and took place in the USA.

Respondents were requested to recall in as many details as possible, the advertisements they could have seen on the way to work. The following factors influencing the recall were tested: location, position, colour, number of words (advertising-related) and attention to billboards, involvement with the product, attitude towards advertising (respondents-related). Study showed, that all advertising-related factors significantly influenced the recall. The simplicity of advertisements was the most influential factor, while the ads with less than 7 words and in two colours were remembered the most. Among respondent-related variables, attention to ads and positive attitude were proved to be influential factors. (Cherian, Donthu and Bhargava, 1993, p. 66)

William Wells is among the scholars investigating the recall as one of the most accessible measure of advertising effectiveness. Author discusses not only recall, but also recognition and rating scales.

Scholar stated, that recognition had much higher scores (about 19%) than recall (3%) and a wider range (Wells at al, 2011, p. 18). And as a result, good recognition almost always meant bad recall and the other way around - good recall was accompanied with low recognition. There was also noted correlations between recognition and reader interest. Thus, author stated that “recognition is more like an expression of interest than a measure of recall”.
(Wells at al, 2011, p. 36). However, recognition, as the author explains, is mostly a measure of consumer judgement, not his memory. Recognition only means if the advertisement is worth to notice. Interest that customers pay to the advertisements does not mean that it would be remembered. Thus, “recognition scores have little if anything to do with memory.” They are the most likely to represent respondents subjective view on the probability of the ads to gain attention.

None the less, the recall method is claimed to be more objective. Respondents do not see the advertisements before they were questioned and could rely only on their memory. Author underlined following factors, affecting the recall: colour, size, and product interest. However, the degree of influence is not studied. The recognition of the brands was also very low in the study, even though the ads were remembered, the majority of them could not be associated with a particular brand.

The connection between the recall and rating scales was noted. Earlier research (Wells, 1964) has measured the attractiveness with the scale like ‘attractive—unattractive,’ and ‘pleasant—unpleasant.’ The meaningfulness was measured by the scale like ‘meaningful—meaningless,’ ‘important to me—unimportant to me,’ The correlation between meaningfulness and recall was higher than between attractiveness and recall. This finding reflects the idea, that recall is heavily influenced by its usefulness, understandability and meaningfulness. Nevertheless, the attractiveness still plays a big role. (Wells at al, 2011, p. 67).

### 3.4 Gender-based Differences

To rephrase Aristotle, it was believed that at the beginning people's minds are empty, a clean board, which will be fulfilled through life due to the gained experience. Within this concept, any so-called gender differences appear only after birth and develop during social integration.

In different academic fields different theories could be investigated, some of them support and some of them completely disprove this view. The most commonly known dis-

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7 Aristotle (350 BC).De Anima (On the Soul), translated.by J. A.Smith. (Internet Classics Archive) classics.mit.edu/Aristotle/soul.html
tinction between males and females is the aggressive behaviour of men. Indeed, since childhood they could be noted taking part in the violent conflicts much more frequently, than girls. As far as they understand their need to demonstrate dominance or status, they start to be verbally and non-verbally aggressive. Girls on the contrary, actively practice social skills and use words as a tool to achieve the goal. Boys are likely to have more social independence, while girls like to “play” typical female social roles and consequently are more socially skilled. They are usually involved into diverse social arrangements and demonstrate empathy towards friends. They seek for the eye contact, understand better non-verbal language and enjoy visual communication.

Significant differences were found in the vision, especially considering lateral vision that believed to be better among women. They can also better see the infrared end of the spectrum. Cramphorn (2011, p. 159) summarising different studies suggests that females also have better visual memory, rely on it and actively use this advantage when search for the places or objects. In comparison with men, who believed to have better vision in the bright light, women see better in the dark.

“Women are better able to develop memory for names and faces, and have greater sensitivity to others’ preferences. Women also have better memory for verbal material”. (Croft et al, 2007, in Putrevu, 2001, p. 3). Additionally, women are more attentive to the details and tend to focus on them, while men are usually capture the whole picture and are not interested in small details. “Roughly, women have a refined but microscopic approach and men a coarse but comprehensive one”. (Putrevu, 2001, p. 11) It is also believed that women spell better and more accurate with the mathematical calculations. However, there are no empirical studies to confirm these two statements.

Men are traditionally more successful in the fields where their ability to focus specifically on one task on one object plays a role. Men are also believed to be better in analysing patterns and in systematising of information. It is often said that women have better intuition, but men have “intuitional” sense of direction, perspective and thus are better in terrain orientation. “They are better at reading maps, while women are better at reading character” (Moir & Jessel, 1991, p. 19). It is also generally agreed and partly proved by scholars that men have ability to manipulate three-dimensional objects in their minds and
are better in abstract reasoning. “In general, males are poor at things that females do well – they are poor at empathising and may have no such capacity” (Cramphorn, 2011, p. 164). One of the most interesting questions that follow from aforesaid is: what actually determines our abilities, interests, advantages and disadvantages? What makes us the persons that we are?

3.5 The Origins of Behavioural and Information Processing Gender Differences

Gender has consistently been among the most common factors for audience segmentation used by scholars and advertisers. However, implementation of such contradictory factor requires better understanding of the behavioural and attitude differences between men and women. Do they really process information, judge products and advertisements and behave in the market differently? Such segmentation could be simply identified, segments are not difficult to access and with a thoughtful implementation it could be really profitable.

From various entertainment media to rigorous academic researches, it was concluded that women are more altruistic and concern for others much more than men. One of the most popular explanations clarifies that human behaviour is driven by reproductive and genetic goals. Therefore women oriented to the family values and men are competitors and hunters. Gendered roles and orientations are given by nature, but they develop further through their parents, schoolmates, teachers and other social and media agents. (Brunel, 1997; in Putrevu, 2001, p. 9)

Gender differences are usually connected to the biological differences such as hormones, sex chromosomes, and lateralisation of brain functions. “These hormonal flows also affect many other parts of the brain that collectively determine each person’s priorities, attitudes and feelings, and their responses” (Cramphorn, 2011, p. 162). The considerably huge amount of studies in the medical and biological fields approves that differences between the sexes could be linked to the biological factors. The most common explanation is the hormones that could drive the behaviour and create a male or female behavioural pattern.
Despite the fact that the influence of male hormones on the regulation of the activity of the brain has been proven by clinical studies, it remains unclear whether the masculine hormones cause aggression. For ethical reasons it is not possible to provide unequivocal evidence of such influence.

On the contrary, there is clinical data, based on the studies of infants lacking the second sex chromosome, suggesting that gender identity is not defined by the chromosomes or hormonal history. These patients were able to build gender identity even though it was not preordained by the nature. However, it should not be generalised that the gender is built only by family and environment and do not have roots in the biology, because such clinical data was gained from too small sample.

The theme of gender differences constitutes one of the central issue in sociology. According to the concept of sex-role identification, children in the early age identify themselves with specific gender and then start to build their personalities within the given standards of behaviour or what they understand to be acceptable to the gender. The Social Role Theory explains how traditional for particular societies roles are reflected in the males and females personalities. Men are driven by dominating in the society ideas of self-realisation and goals that serve assertiveness and self-esteem. They are targeted at specific aims and can vigorously follow them. Women are traditionally driven by the common idea of harmonious relationships and consequently could be more motivated when there is a threat of social rejection (McClelland et al. 1976, in Putrevu, 2001, p. 10). Scholars report that males are driven by leadership and intelligence and are not motivated by the risk of social rejection. “They argue that these findings are in line with women wanting to ‘get along with others’ and men wanting to ‘get ahead’” (Putrevu, 2001, p. 10).

Eagly (1987) suggests that gender differences in the behaviour and personality are caused by the division of labour. According to the author males and females developed the attributes that were suitable to the occupied positions. Males had to be more aggressive, because traditionally their working positions required leadership and competition. Females did not occupy such positions that is why they generally did not develop these attributes. The first and the main responsibility of a woman traditionally was parenting and domestic work, which also caused modern division of labour in the economy (Eagly, 1987, p. 756).
It is logical to assume, that the gender differences could be caused by both groups of factors - biological and sociological. While existence of significant biological differences between genders is not questionable, the effects of socialisation processes and social gender differences are discussed very actively in the scholar's literature.

Gloria Moss discusses 3 main groups of factors affecting the differences adding to biological and social evolutionary factors. Author presents studies of Regan at al., showing the connection between woman’s visual skills and tasks like gardening and berry-picking. “Scientists argue that colour vision evolved 35 million years ago to help with gardening, and the ability to detect yellow fruit and edible red leaves.” (Moss, 2009, p. 152)

Colour vision also should have helped women to look after infants. Having such evolutionary advantage, females were able to determine the emotional state and indicate different signals. The author indicates some recent research (Neave at al, for example) that proves women’s ability to indicate plants quicker and more accurate and also underlined the advantages of their more developed object-location memory. To contrast, men’s strengths in 3D-vision could be developed by their hunting tasks and their drawing practices, using the experiences from real hunting scenes. Therefore, author claims that these gender differences were developed in earlier times, but not determined by gender itself.

So far it was discussed, that gender traits and different gender values have been developed through biology, evolution and socialisation. The following question, that should be asked: how are such differences reflected in perception of advertising messages? Prakash suggests that men perceive more positive the advertising messages that contain images showing dominance and competition, while women prefer the appeals underlining importance for the other people, for families or for the world in general (1992, p. 44). Saucier and Elias (2001) assumed, that women’s brains are organised symmetrically, which make them open to both - visual and verbal stimuli and also differs the way of how memory works. Men, however, have more specialised hemispheres and would generally prefer the nonverbal information (in Prakash, 1992, p. 45). Further differences will be discussed within the following chapters.
Gloria Moss in the book ‘Gender, design, marketing’ (2009) has summarised the earlier discovered gendered visual preferences and investigates origins of existing differences.

Already in 1941 Eysenck has noted the difference in colour preference by gender: yellow is preferred to orange among women and the other way around between men. “Importantly two recent studies confirmed women’s love-affair with pink and lilac”. Dr Yazhu Ling has proven in 2004 that women strike out pink from the other bright colours. Then, in 2007, in cooperation with Professor Anya Hurlbert Dr Ling tested preferences for colour with the help of more than 200 respondents. The study has shown that men in general prefer blue and woman the lilac shade of pink. The study is even more significant, because the cultural factor was taken into account. The Chinese woman, who took part in the test, have demonstrated even more significant affiliation to the pink, than their British colleagues, even though they do not have any cultural predispositions to it (for instance, they had no Barbie dolls in their childhood). (in Moss, 2009, pp. 147-160)

Additionally it was proved that women’s response to bright colours in general is better than men’s and have serious memory advantage to them as well. It is known and proved scientifically fact, that the higher proportion of men is colour-blind and on the contrary, a higher proportion of women are extremely sensitive to colours.

Scholar also underlines differences in other visual aesthetic preferences, such as 3D

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<th>Male’s preferences</th>
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images (preferred by men) and 2D images (preferred by women). Author connects these differences with the evolutionary factors, mentioned above. These preferences were also accompanied by inclinations for straight lines by men, that could represent distant horizon and round shapes by women, mimicking shapes of nature. (Moss, 2009, p. 150)

Moreover, there is sign of preference to close-ups and more detailed images by women, due to their superior object location memory, which means that men are less attracted to the huge amount of details. Author examined numerous amounts of various studies of drawings made by children of different age groups (studies by Hurlock, McCarty, Ballard, Hargreaves, etc) in order to investigate whether subject matters in these drawings.

Even though some methodological flaws were indicated, the widespread trends have emerged. Not only the subject was different according to gender, but also usage of colours and shapes. According to the author's conclusion the differences indicated in the Table 1 proved to be significant.

Consequently, author investigates how these preferences affect the design decisions made by designers according to their gender and how they shape the resulting product. It should be emphasised, that these differences could be also used in the investigating concerning outdoor advertising. They could help to answer if such preferences affect the attitudes of the customers towards the advertisements and the advertised products.

3.7 Gender Differences in the Perception of Advertising Styles and Images

Probably not all of the variations between males and females mentioned within the previous chapter can prove to be relevant to communication. However, knowing them is necessary to build hypotheses regarding the gender differences in the perception of advertisements.

Cramphorn (2011) in his study of Gender effects in advertising insists, that products are intended to be used either by one of the genders, either by both of them. For example, baby food or make-up are traditionally bought by women. Therefore, advertisements supposed to be aimed at the specific gender. And on the contrary, the author proves, that such targeting is done much rarer, that could be imagined. His findings show that less than 15%
of advertisements have women as their target group, and maximum 5% are directed to men. Thus, at least 80% are intended for everyone, meaning actually no one. “The sheer size of this proportion may either simply reflect a lack of consideration, insurance that neither gender is alienated, a desire to have a bit each way, or even reflect the ‘saving’ in making one ad, not two” (Cramphorn, 2011, p. 147).

This assumes not so essential distinction in overall response between genders, which has puzzled the author, as long as basic gender differences do exist. Thus, from testing of 3,045 ads it emerges that for most of the brands advertisers do not direct advertising to a specific gender and that advertisements are mostly broad-brush.

From the graphs, it's quite clear that females react more positively to the same ads than men do. This tendency looks general and the comparatively minor variations might appear due to the different social and geographical factors.

Occam’s rule claims the simplest explanation. This is provided by accepting the prenatal effects discussed earlier: that these results are further evidence of an intrinsic gender difference, and that women generally respond more positively to their environment. Scholar investigates various factors, such as content of advertisements (comparison, humour, demonstration, product display), advertised category, images, used in ads, style of the ads and so on. For instance, there was indicated a more positive response to people depicted on ads by females.

Charts representing these different factors and their influence on the perception created almost the same picture in every single case, demonstrating that females respond more positively than males in all means. Author insists, if the target is to increase the advertising result for a specific gender, then it got to be the case that advertising designed to one gender will be more efficient. Following charts prove this statement to be the case.

One of the figures indicated that, with the exception of Food Snacks, female respondents pay more attention to advertisements targeted to women. Another chart proved, excluding figure for personal appearance, women have a more positive perception of the advertised brands that are aimed directly at them.

Generally, Cramphorn proved, that the majority of tested ads are directed broad-brush to men and women. At the same time, such custom seems to be questionable, while
advertisements directed to the specific gender appear to be more positively perceived and consequentially more effective.

Furthermore, it did not matter what style of ads was used, women tended to react much more positive in comparison to men. “confirming the hard-wired gender predisposition findings, gender differences are not due to cultural effects, and different countries experience broadly similar outcomes.” (Cramphorn, 2011, p. 170).

The most effective advertising styles for women turned out to be ads using images such as Fantasy, a typical person and personalities. It was mentioned above that women tend to be more socially oriented. Thus, it is not unexpected that females respond more positively than males to advertising with people in it (personality, celebrity, typical person). The most effective ad designs for males were analogy (a type of abstraction), celebrity and fantasy.

However, there are also studies that contradict the previously indicated data. For instance, Pragya Keshari and Sangeeta Jain (2014) discuss the gender-based response, caused by rational and emotional appeals in advertising. As the scholars explain, the study is mostly descriptive and has the aim to reveal the differences in the response.

As it was stated by scholars, women are traditionally more active in purchasing of inexpensive goods and services, while men are responsible for the purchasing of cars, real estate or financial services. It was also underlined that women have a positive response on the male-directed advertising, while men usually reject female-oriented ones. (Keshari and Jain, 2014, p. 37)

It is traditionally believed that men respond more positively to the rational appeals in advertisements, while women are likely to rely on the emotional appeals. Thus, the hypothesis that rational appeal would cause better response among men was tested. Nevertheless, no differences were revealed by the scholar in the response to the rational appeals and in the response to the emotional appeals as well.

Scholars concluded, that gender does not play any role and does not have any statistically significant effect on the response. These results contradict previous studies, including the study by Meyers-Levy in 1989 cited by many scholars. The idea that women respond better to nonverbal stimuli that requires the associative type of thinking and processing of information, was disproved by the author. The author also states, that study has practical
implications for the advertising agencies, that would understand better what appeal to use in
the advertisements. However, the negative result is not influencing within the existing strat-
egy, that already assumes no gender stratification. Additionally, the study sample was not
reliable and the absence of differences, discovered by scholars should not be referred with-
out critical approach. (Keshari and Jain, 2014)

3.8 Sexualised Outdoor Advertising

In the last 3 decades, many scholars have addressed the issue of gender representa-
tion in the media and especially in advertising. Many studies (see Courtney, A. E. & Whipple T. W., 1983, Gilly M. C., 1988, Hubbard P. 2002, Sivulka J., 2011) were dedicated to
demonstrate the gendered stereotypes used by advertisers and to discuss the over sexualised
images of women’s bodies. Lauren Rosewarne (2005) also studies the sexist nature of out-
door advertising. Author insists, that outdoor advertising sexualises the public spaces and
therefore excludes women from full participation in the public life. The private space is
commonly associated with femininity and the public space, on the contrary, with the mas-
culinity. The built environment of the city, urban architecture, the connection to the politics -
that all provide public space with the masculine traits. The studies indicate, that women are
displayed in the advertisements far more often than men. Author claims, that female visual
are occupying the cities through outdoor advertising, where women represented as decor-
aton, often sexualised, which creates total illusion of males domination. Moreover, such
trend contributes to the informal sex education. Scholar connects this issue to the problem
of fear, that women experience. “The most obvious problem with women seeing themselves
routinely portrayed as sex objects is the fear they have of men perceiving them exclusively
in this manner and then being unable to separate their fantasies from reality.” (Rosewarne,
2005, p. 72)

Moreover, the Russian scholar Groshev (2000) underlined that one of the common
techniques in the outdoor advertising is the corresponding arrangement of the human body
in story-interior episode. The lying or reclining position is the one in which physical self-
defence is less convenient and hence it reflects the fact that the man is very dependent on
the generosity of others. Women are more portrayed more often (in 36% of advertisements) in a such position, lying on the floor, in the bed or on the sofa. It is a classic way to mirror the real-society model of relations "man-woman", i.e. models of the superiority of one sex over the other. Furthermore, author indicates other sexist traits of advertising. In the advertisements of soups, washing powders and bleaches, it is easy to notice that men are usually missing in them. Women in tv-commercials are actively discussing the benefits of a product, enthusiastically try it, compete and give advices to each other. It seems that a man would destroy the world of culinary and cleaning activities. Even if he is present in the advertising story, he appears usually at the very end, when all is ready for his arrival. Sometimes he is ridiculous in his ignorance of the benefits of a product, sometimes he is not able to solve basic secrets of the female household tricks. One of another examples is the study associated with the number of questions asked in the advertising by men and women. Studies showed that in more than 85% of different advertisements, including printed, outdoor and television ones, questions are asked by female characters. This makes male characters seem like professionals and even ‘reservoirs of knowledge’, compared to women. Another study has shown, that the total amount of the female characters in advertisements is more than 65%. Moreover, more than 50% of these female images are naked or half naked, which underlines again the sexualised nature of advertising. (Groshev, 2000, 172-187).

However, there are studies that claim unattractiveness of such promotional methods for both genders. Research done by Rossi (1985) indicates the gender differences in the perception of sexualised advertising. Scholar assumed, that men are more likely to judge sex in advertising less than women. The study described two types of advertisements - portraying women as sexual objects and representing men and women as equals. Both types were rated by men and women for the degree of sexism. It was expected that men would rate sexualised ads more favourably and that there would be no difference in rating of advertisements demonstrating equality.

Generally, sexualised ads were rated as more sexist by both genders. The following tests proved the hypotheses to be right, while a significant difference between male and female ratings of sexualised advertisements was revealed. “These results indicated that although males found target ads to be quite sexist, they rated target ads as significantly less
sexist than did females.” (Rossi, 1985, p. 1038) Advertisements that were rated high on the sexism scale, were rated more negatively and the other way around - low sexism rating was accompanied by higher appeal ratings. The correlation was the same for both genders. None the less, female respondents rated sexualised advertisements as less appealing than equal ones with more certainty than did the male respondents.
4 Methodology

The study was quantitative in its core, because it was necessary to quantify the problem of gender-based differences by generating data that could be transformed into usable statistics. However, in the last study respondents were asked about the motivations of their recall, thus, qualitative techniques were also partly implemented.

The complexity of the study, which tended to explore different aspects and factors of perception required the combination of methods and different studies focusing on specific research questions. The aim of the thesis defined the way how it could be achieved - through reviling and comparing the influential strength of the factors of the perception.

Methodology was inspired by the researches discussed in the 3rd chapter and by the preliminary study. The pilot study was held in Vienna city centre (Ringstraße) during October 2014. In total 57 unique advertisements were analysed and 28 respondents were interviewed. First of all, the study has revealed interesting patterns of the recall. The advertisement in nonconventional format was recalled by 90% of respondents and large-sized ad by almost 50%. None the less, the advertised brand was recalled by less than 10% of respondents. Additionally, the negative attitude towards advertisements was also found to be an influencing factor of the recall. Secondly, the existence of the gender-based differences in the perception was noted, while women clearly paid more attention to the images of animals in advertisements.

Thus, the research used in this thesis partly implemented the structure of the preliminary study: the content-analysis in the very beginning in order to map the factors and then the survey methods to measure the respondent responses. The surveys were chosen as the main methods of the research in order to get the comparative results and to collect opinions of quite large sample of individuals in a relatively short period of time. The different types of surveys (online, city survey, face-to-face survey) were chosen accordingly to the research questions and to the specifics a each study. In the case of Study 4 two types of surveys were implemented in order to compare the difference in the attitudes in the field and in the laboratory settings.
The studies were implemented during the summer of 2015 in St. Petersburg, Russia. All studies were conducted in the Russian language. The materials to analyse were collected within the randomly chosen period of time with no expectations of the amount and the quality of content that would be collected. The temporal nature of the outdoor advertising assumes that the sample would be unique in any chosen period, but would reveal general patterns irrespectively of time.

The study examined all advertisements, that were placed on the main street of St. Petersburg - Nevskiy prospect during the period 15-16 of June 2015. All posters were photographed and are available on demand. Overall, 134 unique advertisements were collected and analysed. As it was indicated above, the content-analysis of collected materials was implemented in the first place.

Furthermore, two internet surveys were designed with the help of free online survey platform\(^8\) and were spread within the biggest (70 millions users a day Russian)\(^9\) social medium - vk.com. The data for the first survey was collected during three weeks: 1-20 of June, 2015. Second survey was designed and implemented after the results of content-analysis were gained. Data was collected during the period 20th of June - 8th of July. Surveys were designed with the usage of Likert scale and the collected results were tested afterwards with the help of Student t-test.

Then, two surveys in urban settings were conducted. The responses were collected during the period of 19-20 of June and on 9-12 of July, 2015. One of the surveys was also supplemented with additional face-to-face survey, in order to compare the results in the different conditions. Face-to-face survey was organised in laboratory settings, meaning that people agreed to take part in the survey were coming to the scheduled meeting and answered the questions in the presence of the researcher. The answers were evaluated on a 4-point Likert scale.

The Likert scales are useful for measuring the latent constructs, meaning characteristics of people such as attitudes, feelings, opinions. The surveys were intended to measure

\(^8\) Online survey service, [https://www.surveymonkey.com/](https://www.surveymonkey.com/)

the variations in the attitudes and ratings, therefore Likert scale was the most useful and valid instrument.

As it was already stated, 5 different studies were conducted within this thesis in order to answer different research questions. Consequently, different sampling techniques and coding schemes were used. The detailed method design for each conducted study would be discussed in the following sections of this chapter.

The reliability of the studies, meaning that methods should be capable of producing stable and consistent results, was ensured by preliminary study. In addition, all studies were implicated within at least two days, and used much bigger samples, than in preliminary study in order to avoid the accidental nature of results. The validity generally means how methods will measure what was supposed to be measured. The validity was granted by the design of content-analysis and surveys, that was based on the earlier researches and additionally was rated by the expert on the stage of the design.

4.1 Study 1. Content-analysis

A content analysis is the replicable and valid method broadly used in media research. (Krippendorff, 1980, p. 69). Neuendorf understands content-analysis as “the primary message-centred methodology” (2002, p.17) and quotes such researchers as Riffe and Freitag (1997) and Yale and Gilly (1988) who “reported that in the field of mass communication research, content analysis has been the fastest-growing technique over the past 20 years or so” (in Neuendorf, 2002, p. 27).

Keyton explains, that “in a content analysis, the data is close to the communicator and any inferences that the messages produce tend to be valid and representative of the studied text” (Keyton, 2006, p. 233). Additionally, information is examined directly by the researcher and there are no respondents taking part in the studies. Thus, the data is more trustful and objective. However, there are difficulties and limitations related to the coding schemes and categories. “The creation of too many or too few categories when coding can create inconsistencies in the study” (Keyton, 2006, p. 241). Moreover, sometimes content-
analysis can play only descriptive role and cannot reveal or explain any of the patterns or trends.

The content-analysis was aimed to categorise the specific factors that influence the perception of outdoor advertising. In examining of outdoor advertising placed in the centre of St. Petersburg, three major aspects, were analysed. First, the most frequently used formats, then the content of the messages and the last - the visual images, used in the advertisements.

The study examined all collected advertisements on the main street of St. Petersburg during the period 15-16 of June 2015. All posters were photographed and are available on demand. Overall amount of material totalled to 134 unique advertisements placed on 112 advertising mediums. Analysis of the coding results was based on the frequency of occurrence of identified variables. The goal of interpretation was to reveal any patterns or trends of communication, especially within the used images, that were supposed to be used in the following studies.

The first research question within the content analysis was:

*RQ1: What are the most frequently used formats of outdoor advertising in the centre of St. Petersburg?*

Thus, the variable values to analyse are the different advertising mediums:

- old fashioned pylon (or street stub poles) round two- or three-sized construction, size 1,4x3 m;
- triangle pylon - three-sized advertising carriers with inner lightning, size 1,4x3 m;
- city format - constructions with inner lightning, double-sized, exists in three types: static, scroller, on the bus stops, size 1,2x1,8 m;
- light poster - standing on one double-side carrier, size 1,2x0,8 m;
- console on the pole - double-side constructions, installed on panel-arms at right angle of the wall or support (column), size 1,2x0,8 m;
- billboard scrolled - size 3x6 m;
- brandmauer - large-format not standard advertising construction, placing on walls, on front view of houses and buildings;
- video panel (or firewalls) - the electronic screens of great sizes;
- asphaltart;
- nonconventional format.

*RQ2: What are the most frequently advertised products in the centre of St. Petersburg?*

The variable values in that case were:

- different bills - plays, concerts, exhibitions, movies/tv-shows, festivals, other events;
- places to go - restaurants, clubs, shops;
- education and health;
- goods and services - devices and apps, food and snacks, perfume, banks, souvenirs, tourism, real estate, other;
- social advertising.

The next research question was raised within the Cramphorn's observation about the specifically aimed advertisements.

*RQ3: Is there any difference in the amount of advertisements aimed at a specific gender?*

The following coding units were indicated: ads aimed at men; ads aimed at women; not specified. The orientation to the specific gender was defined mostly by the advertised product and the images used to promote. However, such coding scheme was not easy to implement. For example, the advertisement of male cologne with the male image could be targeted for both genders. It was expected to be indicated by the language in appeals, while in Russian verbs and adjectives have different endings according to gender. However, all appeals were in the neutral form.

Within the next part of the study of the visual images used in advertisements were explored.

*RQ4: What are the most frequently used images in the advertisements?*

The following categories were indicated as the variable values:

- products by themselves;
- people;
- animals, nature;
- abstract/creative images;
- composition of real objects;
- views of the city;
- only text and logo.

*RQ5: What are the most frequently used categories within the images of people?*

Variable values:

- artists;
- consumers;
- illustrations;
- celebrities;
- parts of the body / sexual images.

*RQ6: Is there any difference in the amount of male and female images, used in advertisements?*

Variable values: males; females; mixed.

### 4.2 Study 2. Internet-based Survey 1

The second study was aimed to compare the general perception of outdoor advertising between genders. As it was stated by Cramphorn, who tested gender-based detailed responses for 3,045 advertisements in 30 countries and confirmed that the tendency of female respondents to rate advertisements more positively was consistent, irrespective of the country. The design of the study was partly based on the research done by Anil Kumar, which was discussed in previous chapters. To measure the general attitude towards outdoor advertising a Likert scale was used. Respondents could choose one option out of 5: Strongly disagree, Disagree, Neutral, Agree, Strongly agree measuring their agreement or disagreement with the following 10 statements:

1. Outdoor advertising in the city centre is necessary.
2. I pay attention to outdoor advertising in the city centre.
3. Outdoor advertising persuades people to buy products they should not buy.
4. Consumers can get valuable information through outdoor advertising.
5. Outdoor advertising is irreplaceable part of the city.
6. There is too much sex in outdoor advertising today.
7. In general, outdoor advertising helps business competition, which is beneficial to the consumers.
8. Outdoor advertising creates visual pollution in the city.
10. There are many examples of interesting and creative outdoor advertising in the city.

The following hypothesis was tested:

\( H1: \) Women have more positive general attitude towards outdoor advertising.

Statements 3, 6 and 8 had negative meaning and the reverse coding scheme was implicated, other 7 statements were positive. The coding scheme is presented in the Appendix I. The independent variable taken into consideration was gender of the respondents. In total 72 respondents took part in the study - 34 males and 38 females. The collected data was analysed with the usage of independent sample t-test with the help of automatic statistical instruments online\(^{10}\). The survey could be observed in Appendix III, Figure 1.

4.3 Study 3. Internet-based Survey 2

Taking into consideration the research done by Moss (2009) the third study was designed. The survey was aimed to reveal the gender differences in perception of outdoor advertising according to the images that were used in the ads. The advertisements were chosen with the usage of stratified purposive sampling - two random advertisements from each of the following groups:

- advertisements using images of celebrity;
- advertisements using images of people;
- advertisements using no images;
- advertisements using images of animals;
- advertisements using images of vehicles;
- advertisements using images of male customers;
- advertisements using images of female customers;

\(^{10}\) Phycological online journal Psychol-Ok, [http://www.psychol-ok.ru/statistics/student/](http://www.psychol-ok.ru/statistics/student/)
• advertisements using creative/abstract images.

Advertising attitudes were evaluated by participants with five items on a 7-point semantic differential Likert scale: not informative/informative, dislike/like, usual/unusual, unattractive/attractive and boring/interesting. 53 females and 42 males took part in the study, n=95. The survey was conducted with the help of Russian social media and answers were collected during 3 weeks. In total, each respondent has measured 18 advertisements. All of the advertisements used in the study are available on demand. The coding scheme is presented in Appendix I, Table 2. Following hypotheses were tested:

H1: Generally respondents rate more positively advertisements containing images of people irrespective of gender.

H2: Generally respondents rate more negatively advertisements with no images irrespective of gender.

H3: Female respondents rate more positively advertisements containing images of celebrities.

H4a: Female respondents rate more positively advertisements with images of animals.

H4b: Female respondents rate more positively advertisements with images of female customers.

H4c: Female respondents rate more positively advertisements with abstract images.

H5a: Male respondents rate more positively advertisements with images vehicles and gadgets.

H5b: Male respondents rate more positively advertisements with images of male customers.

4.4 Study 4. City Survey 1

The fourth study was designed in order to measure purchase intent with the regard to attitude. However, after comparing the results of the Study 2 and Study 3, the new hypothesis concerning the dependence of attitude on the placement was suggested. Therefore, Study 4 was redesigned with the intent to test both hypotheses simultaneously:
**H1:** If the perception of advertisement is positive it is more likely for purchase intent to be higher irregardless to gender.

**H2:** Women are more likely to rate lower the advertisements observed in the field.

The first part of Study 4 took place in the centre of city, on Nevskiy prospect - 8 advertisements selected with the help of convenient sampling were measured in the field by the different random respondents, who agreed to take part in 5-minutes long survey.

The researcher was also supposed to limit the time of observation to a maximum of 5 seconds. Each respondent was asked to measure 4 advertisements located in observable distance from his/her location. The amount of advertisements was selected specifically in order to give the comparison possibility to the respondents, but not to take too much of their time. As it was stated, the respondents were chosen by convenience sampling - who happened to be there, and did not deny participating. The goal of the researcher, however, was to have equal amount of responses to every advertisement. All the advertisements were aimed at both genders. In total, every advertisement was rated by 24 males and 24 females.

The second part presumed the study of 8 same advertisements, but without indication of their format or placement. The ads were tested within the face-to-face survey. Respondents were looking on the photos of the advertisements on the computer in the presence of the researcher. The observation time was supposed to be as long as possible. The respondents were chosen within the convenience snowball sampling, meaning mostly recommendations made by the respondents that already took place in the previous studies. In total, every advertisement was rated by another 24 males and 24 females.

Both the attitude and purchase intention were measured within the two questions:

1. How do you find this advertisement?
2. Would you like to try this product if your decision was based only on this advertisement?

The answers were evaluated on two similar 4-point scales: dislike/more dislike than like/more like than dislike/like and no/rather no than yes/rather yes than no/yes. The coding scheme is presented in Appendix I, Table 3.
4.5 Study 5. City Survey 2

The fifth and the last study was aimed to reveal the patterns of advertising recall. As it was noted in the previous chapters, the studies related to the factors affecting the recall are out-of-date and the hypotheses should be tested in the new conditions. During the pilot study some of the factors were already mapped, such as the format of the advertisements (especially large and nonconventional formats), unexpected content, sometimes even negative and the location of advertisements. In order to confirm the preliminary findings and to understand what were other factors influencing the recall of advertisements the following mini-survey was designed and implemented. The respondents were asked following questions:

1. What advertisements placed on the Nevski prospect can you recall?
2. Do you remember what brand was promoted?
3. Why have you remembered these advertisements?

Study took place on 19th and 20th of June in the centre of St. Petersburg, on the Nevski prospect. 67 persons took part in the mini-survey. Among them were 33 males and 34 females.
5 Results

5.1 Study 1. Formats, Content, Images

Content-analysis was aimed to categorise the formats of outdoor advertising, that were used in the centre of St. Petersburg, to investigate the content of advertisements and the images, used in the advertising messages. The overall amount of studied advertisements was 134 (n=134).

Graph 1 illustrates the usage of different outdoor advertising formats in the centre of St. Petersburg. (The detailed data is presented in the Appendix II, Table 4.) The most frequently used format - almost one third of all represented formats - was the light poster. It is the unique small-sized advertising construction placed on the 2 meter high carrier. Such format was specifically designed in order to correlate with the historical environment and to low the visual pollution on the roadsides. Additionally, due to small size of the advertising

Graph 1 - Formats of outdoor advertising (n=134)
construction it has quite low cost comparing to the pylons and especially brandmauers. The city format (16% + 8% = 24%) occupies the second place, being used with almost the same frequency as the light poster. However, the city format placed on the bus shelters was counted separately and amounted to additional 10%.

The old-fashioned round pylon was also used quite often - almost 15% of all formats. Brandmauers and nonconventional formats are used quite seldom compared to the other formats. Such trend was also observed in Vienna during the preliminary study and could be attributed to the high price of production and placement. Moreover, there are additional regulations that control the amount of large-sized formats in the centre of the city. The asphalt-tart format was taken into consideration, but is not represented in the results, while the legality of such advertising is questionable. Only one nonconventional format that was represented in the city centre was the Instagram photo booth, provided by Polaroid, where photos could be reprinted directly from Instagram of the user for a small price.

Graph 2 - Advertised categories (n=134)

Graph 2 represents the most promoted categories in the centre of the city. Additionally, Graph 3 contains more detailed information within the advertised categories. The different bills are promoted by the largest number of advertisements, which supports the trend noted in the centre of Vienna. The most promoted events within this category were the theatrical plays, underlining the idea of St. Petersburg as the cultural and theatrical capital. The
The second-largest category was goods and services (more than 28%) with such leading products as food and snacks. Shops and restaurants that were classified as places to go also promoted quite often.

Graph 3 - Advertised products (n=134)

- plays: 15.67%
- concerts: 10.45%
- exhibitions: 5.22%
- movies/tv-shows: 7.09%
- festivals: 2.24%
- other events: 3.15%
- restaurants: 9.45%
- clubs: 2.36%
- shops: 11.02%
- education and health: 3.73%
- devices and apps: 7.87%
- food and snacks: 7.09%
- perfume: 2.36%
- banks: 3.15%
- souvenirs: 1.57%
- tourism: 3.15%
- real estate: 1.57%
- other: 3.15%
- social advertising: 2.36%

Graph 4 - Gender-specific orientation of the advertisements (n=134)

- for men: 85%
- for women: 12%
- not specified: 3%
Nevertheless, more than 85% of advertisements had no specific gender orientation. The amount of advertisements aimed directly at women was 12% and at men - only 3%. The finding confirmed the statement suggested by Cramphorn, that more than 80% of advertisements are directed to everybody and nobody specifically. The data could be observed on the Graph 4.

Graph 5 - Groups of images used in advertisements (n=134)

<table>
<thead>
<tr>
<th>Group</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>A products by themselves</td>
<td>17.2%</td>
</tr>
<tr>
<td>B people</td>
<td>45.5%</td>
</tr>
<tr>
<td>C animals, nature</td>
<td>3.7%</td>
</tr>
<tr>
<td>D abstract/creative images</td>
<td>5.2%</td>
</tr>
<tr>
<td>E composition of real objects</td>
<td>8.2%</td>
</tr>
<tr>
<td>F views of the city</td>
<td>7.5%</td>
</tr>
<tr>
<td>G only text and logo</td>
<td>12.7%</td>
</tr>
</tbody>
</table>

Graphs 5 and 6 highlight the most frequently used images in the advertisements. The largest number of posters contained the images of humans - about the half of all ads. The second place had the images of the advertised products - 17%. Unexpectedly there were about 13% of advertisements, that contained no images at all and had only text and some-
times the logo of the brand. In the ads were also used views of the city, compositions of some real objects, abstract or creative images and the least frequently used images were animals. The detailed data could be observed in the Appendix II, Table 5.

The slices of the pie chart in the Graphs 7 and 8 compare the specific humans images, used in the advertisements. 36% of all human images amounted to images of artists, while almost all ads of theatre plays contain such images. The second largest number belonged to images of the prospective consumers of the goods and services. The third popular images were illustrations. Unexpectedely, the amount of female images equaled the amount of male images - 36%. However, as it is indicated by the Graph 7, the amount of sexual images was only 13%, overcoming the amount of celebrities, but dropping behind all other categories. There were twice as many female sexual images than male.

**5.2 Study 2. General Attitude towards Outdoor Advertising**

The average attitude rating among male respondents was 3.46, while the average response given by women was 2.75. The indifference line was 3.0 (neutral answer in the cod-
ing scheme). Thus, average female answer was even lower than indifference line. Such result clearly indicates contradiction with the initial assumption and disproved the hypothesis. The statistical significance was tested with the Student T-test, which indicated 2.6 meaning probability between 0.01 and 0.05. That generally means the uncertainty zone, but such probability is enough to reject the absence of differences between samples. The results, including the average rate for the each statement and the general trend lines are illustrated on the Graph 9. The overall amount of respondents was 72 (N=72).

It is clear from the graph that the only one statement where the average female rate overcame the average male rate is the statement №6 - There is too much sex in outdoor advertising today. Nevertheless, the difference is insignificant. The statements where the opinions of men and women differed the most widely are the statements 3, 4 and 10. Considering statement №3, which expresses the persuasive nature of the outdoor advertising, it could be observed, that the majority of men disagreed with the statement and women mostly confirmed it. The 4th statement describes outdoor advertising as a valuable source of informa-
tion, which was agreed by both men and women. Nevertheless, women’s rate barely over-
comes the 3,0 point indicating uncertainty, while men’s rate was more than 4,2. The surpris-
ing finding was indicated within the last statement, affirming the existence of interesting
and creative examples of outdoor advertising. Male respondents have supported the state-
ment with the rate overcoming 4 points, while women disproved the statement (rate lower
than 3).

Generally, positive statements had average rate of 3,52 among males and 2,75 among
females. A majority of female respondents answered that they do not pay attention to out-
door advertising, while males rate slightly overcame the indifference line. Another finding
worth to underline concerned with the 9th statement, which presents the idea of the outdoor
advertising ability to raise the recall of the products. Surprisingly, this statement was denied
by both genders. Negative statements, however, were disproved except the statement № 8,
indicating visual pollution caused by outdoor advertising.

5.3 Study 3. Perception of Images in Outdoor Advertising

As it was revealed by Cramphorn, who relied on the idea of better development of
social skills among women, female responses were generally more positive in the study of
each and every factor. The same picture could be observed in the current study, even though
that contradicts with the findings from the Study 2. The results could be observed on the
Graph 10. The overall amount of respondents was 95. Generally, gender was a central char-
acteristic to the study, but additional data about the age (between 22 and 40), place of living
(all in St. Petersburg) and education (all high education) was collected.

The overall rating of advertisements containing images of people slightly overcame
the 3,0 point. The indifference line in this study was 4,0, which means that generally these
advertisements were not rated positively. Average male rating of these advertisements was
lower than female - 3,0 and 3,2 respectively. T-test has shown statistical insignificance 1,5
(p>0,05). Thus, we can not fully confirm the initial hypothesis H1. However, it was neces-
sary to compare this result with other images ratings. The lowest rating had advertisements
containing no images - 2.4 among both men and women. This result confirmed the hypothesis H2.

Advertisements using images of celebrities were generally rated higher than any other images - 5.1. Nonetheless, there was no statistically significant difference between men’s and women’s responses. On the other hand, this result could be explained by the advertising sample. The two ads that were used in this study were chosen on purpose to be known among females (famous actor in mobile operator advertisement, see Figure 1) and among males as well (famous hockey player promoting the shop, see Figure 2). Thus, the advertisements were coded separately. First advertisement had an average rating of 4.91: 4.3 among men and 5.5 among women, which means t=5.3 (p<0.01), which is statistically significant result. Second advertisement had average rating 5.4: 5.5 among men and 5.1 among women, meaning statistical insignificance. The conclusion about the confirmation of the hypothesis could not be done by relying only on this ample. The result was dependent on the personality of celebrity and his/her fame among specific groups of potential consumers. However, the high rating of such advertisements should be noted.

Graph 10 - Gender differences in perception of advertisements (N=95, n=18)
The animal images were rated considerably higher among women than among men. The T-test showed the statistical difference 4,6, which was the highest result achieved during this study. Thus, the H4a was fully confirmed. The images of vehicles and gadgets were as expected rated more positively by men. However, the statistical test showed insignificance zone. Consequently, hypothesis H5a could not be fully verified.

To measure the difference in the perception of male and female images, two advertisements were chosen on purpose and coded again separately. Taking into consideration sexualised nature of the advertisements, discussed in the previous chapters, one subsample with two ads with sexual female images (see Figure 3) and one subsample with two ads with sexual male images (see Figure 4) were chosen for the study. Advertisements with neutral male images had an average rating 3,3 (t=0,8 - insignificant difference between genders), while ads with male sexual images had a much higher rating 5,3 (insignificant difference between genders). General average rate for two subsamples was 4,2 (almost the
same for men - 4,0 and for women - 4,2). Overall, there was no difference in gender response towards male images. Thus, hypothesis H5b was not confirmed by the study.

Advertisements with neutral female images were rated more positively by women than by men - 5,4 and 3,2 respectively (t=5, p<0,01 - statistically significant). The ads containing the sexual female image were rated more positively by men - 5,2 and 3,2 respectively (t=2,9, 0,01<p<0,05 - hypothesis could be confirmed). General attitude by two samples was rated as 4,2 by men and 4,3 by women. This can verify the hypothesis H4b, but it should be taken into consideration that situation could be opposite if the sexualised female image is used.

The hypothesis H4c was the last to test. Two samples with creative/abstract images were clearly rated more positively by women with t=2,2, while the critical point is 2,4. Thus, it could be stated, that hypothesis was confirmed, but without enough of statistical significance.

Overall, it should be noted, that too many factors were taken into consideration. Even though it took considerable amount of time from the recipients to measure 18 samples, it
was clearly not enough to generalise the conclusions. In addition, the generalisation in the statistical sense to the whole Russian population could not be made because the samples were not statistically random. However they can give a hint of how outdoor advertising could be perceived by mainly young adult Russians with higher education.

### 5.4 Study 4. Purchase Intent

According to the first hypothesis the purchase intent should be in direct connection with the attitude towards advertisement. The Graphs 11 (male) and 12 (female) show the level of purchase intent near the rating level. The horizontal lines demonstrate a general trend. It is clear from the graph that the purchase intent is rated almost the same as the attitude towards advertisements. In 4 cases it was on 0,1-0,3 points higher than the attitude and in 4 cases on 0,1-0,4 points lower. The general trend lines on the Graph 11 are parallel, which indicated the direct relation between variables. Female purchase intent was also dependent on the attitude. However, as it is indicated by the Graph 12 the purchase intent was higher than attitude in 6 cases out of 8. As far as all samples were selected from the advertisements directed to both genders, the factor of the content was limited, but not excluded completely. Furthermore, taking into consideration the simplicity of the study, it is difficult to generalise the findings.

![Graph 11 - Male attitude towards ads and purchase intent (N=24, n=8)](image_url)
The second hypothesis stated that female respondents are likely to rate lower the advertisements that they meet in the city and with which they have less involvement (discussed in the previous chapters). Graph 13 demonstrates the attitude towards advertisements by gender in the first (in the field) and the second (face-to-face) studies. The data has partly approved the hypothesis, while general attitude towards the same advertisements among women was higher in the face-to-face study when respondents had much more time to explore the ads and were not distracted by the location or format of advertisements.
The T-test has shown statistical insignificance, but close to the critical point. The general attitude among men was insignificantly lower in the second study. Graph 14 shows the differences in the purchase intent. Generally, the graph repeats the data from the Graph 13 - the female purchase intent was higher in the second study with the t=1,8. Overall, both hypotheses were approved, but with low statistical significance.

**5.5 Study 5. Recall of Outdoor Advertising**

Due to the small sample (N=67) results were easy to analyse, but on the other hand the reliability of such study could be questioned. Future study could use more questions and measure scales additionally to a bigger amount of respondents. Nevertheless, some of the findings could be considered.

First of all, more than one third of respondents (42%) could not remember any advertisements placed on the Nevskiy Prospect. Answers of remaining 39 respondents were taken into consideration. Secondly, 9 respondents (13% of the overall amount) have remembered the brandmauer placed on the building that was renovated. This confirms the results of a preliminary study and is consistent with the findings of other scholars. The size of the advertisement, especially if we talk about extremely large-sized advertisements inevitably gain attention and are remembered by the potential customers. However, only 4 of them could remember the advertised brand.

Generally, women remembered advertisements better than men - 76% of the women recalled some of advertisements (26/34), compared to 39 % of the men (13/33).

Five respondents, four females and one male, (7% of the overall amount) have remembered the advertisement with celebrity promoting the mobile operator, used in the previous study. Two of respondents have explained the recollection with an active television advertising campaign, where they have already seen the celebrity. The brand was remembered by all 5 respondents.

One respondent underlined the slogan “Victory of Russia” and due to this has revealed the factor, that was not mentioned before - the slogan. Another subject said that he is mostly interested in the social advertising and thus had remembered two social advertise-
ments. Some of the respondents have recalled the advertisements due to their location, for example “while I was waiting for the bus and paid attention to the advertisement of the festival”.

Advertisements of different events were actually remembered quite often. For instance, advertisements of vk.com festival, sea festival (2 times), two musical concerts and terminator movie were recalled and explained within the interest in the event by itself. Advertisements of the restaurants such as MC Donalds and Teremok were remembered by 2 and 3 respondents respectively. All the subjects explained their recollection within the fact that they were “just searching where to eat”.

Thus, 9 respondents (13% of the overall amount) have explained their recollections with the personal interest in the content, which should be underlined as an important factor influencing the recall.

![Figure 5. Ad with animal image](image)

Two respondents have mentioned the advertisement with the dog (see Figure 5), but explained their recollections by two diverse reasons. First subject said that image sticks to the memory by itself, but the second was surprised by the advertiser of the social advertisement, which was a sex shop.
The poster promoting the movie and using male sexual image was mentioned by respondents 3 times (2 times by women), which also indicates the influential nature of the images used in advertisements. Another respondent also mentioned advertising of the exhibition with the sexual image of the girl.

Overall, the following factors influencing the recall were revealed: the size of the advertisement, the location of the advertisement, the image, the slogan and the content of the advertisement. It should also be underlined that the latter factor was mentioned more frequently than all other factors.
6 Discussion

The answers to the research questions were received within 5 different, but interconnected studies. Firstly, the general attitude was investigated and the gender differences were revealed. Women were clearly more negative when respondents rated the general statements about outdoor advertising (Study 2: internet survey 1), more positive on the advertisements than men when asked about specific images (Study 3: internet survey 2). Additionally, ratings among women were considerably lower in the urban environment when the time of contact was lower (Study 4: city survey 1).

Thus, one of the factors that became clear to be influential in terms of perception of outdoor advertising is the message response involvement. This factor was hard to separate from the location factor and was discussed in conjunction. The gender difference in that sense was quite significant, showing contradictory results in two different studies.

Also, different visual preferences were tested within one study. Generally, it could be concluded that different styles of advertising work differently for male and female consumers. Images of celebrities, images of animals, female images and creative (abstract) images were rated higher among women, while images of vehicles and gadgets had higher ratings among men (Study 3: internet survey 2). However, these factors are subject for further studies.

Another question studied within current research was sexualised nature of outdoor advertising. Both content-analysis and the survey methods have indicated that emphasis on the sexual images in outdoor advertising has been shifted. Respondents of both genders disagreed with the statement, that outdoor advertising is over-sexualised today (Study 2: internet survey 1). None the less, differences in the perception of sexualised images were indicated (Study 3: internet survey 2).

Additionally, the dependence of the purchase intent from the attitude towards advertising was additionally studied within the two surveys (Study 4: city survey 1). The results clearly showed that the higher rating of the advertising leads to the higher purchase intent. The recall of advertising, on the contrary, could be higher when negative emotions are involved. In addition, it was proved that the recall is dependent on the size and the location of
the advertisement, and also on the image, the slogan and the content used in it (Study 5: city survey 2).

The further discussion of the questions mentioned above is presented in the following sections.

6.1 Gender Differences in Perception of Outdoor Advertising

The general attitude towards outdoor advertising was investigated within the second study, when beliefs towards outdoor advertising were tested. Results indicated, that male attitudes were higher than the indifference line and more positive than female. These results clearly indicated contradiction with the initial assumption, that women have a more positive attitude towards advertising, and disproved the hypothesis. However, the general trend in the Study 3 indicates, that female respondents ranged advertisements more positively, than men. These results are consistent with the findings of Cramphorn (2011), who also proved that females tend to measure the images in advertisements and other factors more positively. Nevertheless, it was revealed by the current study that such ratings do not indicate that the general attitude towards outdoor advertising is positive.

How could such different results be possible? Do men and women have different attitudes to general advertising issues and specific ads? First of all, during the second study respondents were concentrated only on images used in advertisements and not on the general statements. Their general attitude in its turn was based only on respondents’ own experiences and was not influenced by any images. Views of the respondents concerning outdoor advertising could be developed due to different experiences, some negative recollections and the general judgmental trend towards outdoor advertising. It should be underlined, that one of the main features of outdoor advertising is its negative perception. It has been termed by scholars and journalists as ‘visual pollution’ and has been criticised a lot during the last decades. As a result, the perception of outdoor advertising has negative premises. Nevertheless, female respondents, who expressed much more negative attitude towards outdoor advertising than male during the first study, were more positive when asked to measure the specific features of advertisements. That leads us to the second possible reason - the atten-
tion of women to the details and their involvement in the task, that was mentioned in the section 3.1. As it was stated by MacInnis and Jaworski, “message response involvement is the degree to which consumers are likely to process an advertisement due to the amount of attention given to the task” (1991, p. 40). Consumers are usually unmotivated when perceiving advertising, especially in the outdoor environment, but when amount of the attention is increased, the attitude towards advertising and the brand would become more positive. Female respondents clearly have higher message response involvement than men, who's rating did not differ significantly in two studies. Papyrina (2015) also proved that the higher information processing opportunity affects judgement about the promoted products and raises the purchase intentions among women, which correlates with the findings.

It was additionally verified within the fourth study, when the results of the survey in the field were compared to the result gained in the laboratory setting. The study showed clear difference in the perception of advertising and in the purchase intent among women, when the time of consideration was higher and no background or hint on the format of advertising was involved. The situation among men was almost the same, with a minor decrease in the case of laboratory settings.

The third study was implemented in order to investigate the differences in the perception of various images used in the advertisements. The images were chosen based on the preliminary study, content-analysis and on the research made by Cramphorn (2011) and Moss (2009). The study was aimed to combine the factors that were earlier studied separately in order to make the applicable set of suggestion for the advertising practice.

The absence of images in the advertisement was found to have negative influence on the rating. It was stated, for example, by Y-Lan Boureau (2005) and other scholars, that women are better in emotion recognition and generally react more positively on advertisements with presence of images. However, the study has shown that advertisements with no image lead to a negative reaction irrespectively of gender. In this sense, the results of the content-analyse, demonstrating that there were 13% of advertisements containing no images (third place after images of people and products) seem even more surprising.

Furthermore, images of people should have also caused more positive reaction among women, according to the ideas of Croft et al (in Putrevu, 2001), while they should
have developed better social skills and empathy through evolution and socialisation. None the less, there were no evidences found, that this feature has its reflections in the perception of advertisements, while the difference in the rating was about 0.2. Such difference could not be discussed as statistically significant, so it was concluded, that attitude towards advertisements with images of people is slightly negative irrespectively of gender.

Usage of celebrities’ images was another factor, that generally did not significantly differ among genders. Nevertheless, as it was already discussed in the section, the usage of celebrities’ images that are widely known among women, could raise the rating. Cramphorn (2011) also had received similar results and argued that the use of celebrities could be justified, especially when directed to women. Additionally, such images were generally the most rated among both genders. It should be noted that the sample of the study was too small to generalise the conclusions and study needs further investigation.

The differences in the perception between genders were proven to exist within the following factors. First of all, based on the both preliminary study in Vienna and the study made in St. Petersburg it could be argued that women clearly pay more attention and react more positively to the advertisements containing animalistic images. This is consistent with the study made by Moss and reflects already discussed abilities of women for the empathy. However, as content-analysis showed, animalistic images were the most seldom used images in the sample and in the sample of a preliminary study. This contradictory finding leaves place for the discussion and for the implementation among advertising specialists.

The statement, that men prefer and rate higher the images of vehicles and gadgets was partly verified, but with the lack of statistical reliability. Such idea could generally seem out-of-date, while women’s interest in technology only increases in the last decades, which could reflect on the results.

It was not approved by the study, that male images are more attractive for male respondents. Female images, on the contrary, were rated more positively among women, which is consistent with the initial idea. The sexualised male and female images would be discussed in more details in the section 6.3.
6.2 Outdoor Advertising and its Recall

Recall of advertising is a quite contradictory method and was heavily criticised by many researchers (see, for example, Zielske, 1982 and Plessis, 1994). There were many examples in the advertising history, when the commercials were watched and remembered by many people, and slogans even became aphorisms, but advertising was not associated with the brand. In fact, it is a common occurrence and the connection of advertising to the brand is called ‘brand linkage’. In Russian academic literature, the low or incorrect brand linkage, is called ‘vampire image’. The term came to the Russian literature from the book of Rosser Reeves ‘Reality in Advertising’ (1961). It generally means, that the image or the story used in the advertisement very strong and demonstrated good recall among audience, but the advertised product was displaced from the memory.

Nevertheless, as it was underlined in section 3.8, recall is one of the most objective techniques and is widely used among scholars and the advertisers to measure the effectiveness of the campaigns.

The last study within the current research was designed in order to understand what factors affect the recall, while these aspects of advertising perception should be different from the aspects influencing the positive or negative perception. The existing studies of the recall are quite out-of-date and need to be tested in the current conditions. Moreover, the respondents were asked directly why did they remember the advertisements, which was made in order to avoid the situation when too many factors could affect the recall and it would be not possible to distinguish the particular factor.

Some of the scholars, for example, Krugman insisted, that the type of advertising is one of the main factors affecting the recall (1977, p. 7). As it was discussed in the section 4.6.2, about 42% of respondents could not remember any advertisements, which means 58% percent of the recall. This figure is comparable to the figures revealed by Cherian, Donthu and Bhargava (48% of the recall) in their study of outdoor advertising recall (1993, p. 72). However, the figure still seems quite high, while according to Robert J. Morais (2007) and his study of tv-advertising recall made in showed that recall fell from 24.7 percent to 22.5. And the recall of tv-advertising is traditionally considered to be higher than recall of out-
door advertising. This could be explained by the fact that survey was made just on the spot where advertising was located, which means that the contact of the respondents with the studied material was very recent. So that they could have kept short-term memories of the advertisements.

One of the factors, that was revealed by Bhargava et al (1993), was the location of the outdoor advertising. However, authors studied the advertisements on the highways and the location of the advertisements differed only in the side of the road. In the current study, the subjects were pedestrians and the side of the road did not matter in that case. Nevertheless, one of the respondents who mentioned that remembered advertising on the bus shelter, while he spent there a long time waiting for the bus, revealed the importance of the location factor. Future study could concentrate more on this issue and take into consideration the location of the advertisements in terms of height of the placement, for example.

Furthermore, the preliminary study in Vienna has shown the dependence of the recall on the format of the advertisements, while the unconventional format was recalled by 90% of the respondents. This finding, however, could not be confirmed by the current study, while there were no unconventional formats among the studied sample. Nevertheless, 13% of respondents have remembered the large-sized brandmauer placed on the renovated building. It should be also noted, that only half of them recalled the advertised brand.

Such factor as the content of advertising should clearly play a significant role in the recall. As it was indicated in the previous chapters, women are inclined to pay attention to the advertisements that answer their purchase habits intents. Therefore, these factors were mapped in the content analysis, but were not taken into account within the next steps of the research due to the limitations. None the less, about 13% of respondents underlined that their recollections were caused by the personal interest in the content, meaning, for example, festivals and restaurants. This contradict the findings of Bhargava et al (1993), who proved that all respondent-related factors affect the recall, excluding the involvement with a product. Current study, however, revealed that personal involvement is quite the contrary the most influential factor.

Additionally, the same authors insisted that the simplicity of the advertisement made respondents recall these advertisements better. In the current study, no advertisement with-
out image was recalled. Nevertheless, authors stated in the conclusion, that black and white ads could be remembered not due to their simplicity, but because they were standing out against a background of colourful advertisements.

Mehta and Purvis (2006) claimed that one of the most influential factors is the attitude towards advertising. There are other studies indicating that the negative perception affects the recall of advertising. During the preliminary study, some of the recalled advertisements were remembered in a very negative way: “I would never go to this Volks opera”, - said one of the respondents. Thus, it should be underlined in the end of this section that recall, however, does not mean recognition and also does not mean the purchase intent. It could be the case that negative emotions raise the recall, but they are barely capable to raise the sells of the product. Nevertheless, it was not studied within current research if the dependence between recall and the purchase intent exists. Future research could take into consideration this aspect and test it in the current circumstances.

Last, but not least to mention, the general recall among women was higher (66% of respondents recalled ads were female). This interesting finding should be discussed within the idea, that women have better visual memory, stated, for instance, by Cramphorn (2011) on the basis of the previous research. However, this single observation could not be the ground for the general conclusion.

6.3 Outdoor Advertising and its Sexual Nature

As it was discussed in the theoretical framework chapter, the nature of outdoor advertising was described by many scholars as sexualised. It was claimed that public spaces are covered with advertisements representing sexualised images of women. Moreover, there are studies showing that women are represented more often than men, that they are usually portrayed naked or at least half-naked and very often in the lying position. Women’s bodies are used in the advertisements of cars, computers, watches, men’s cologne and women are depicted as objects of consumption. Furthermore, female images are often stereotyped, women are usually imparted with the domestic functions and represented as housewives, wives and mothers. Male bodies in advertisements are usually representing success and pro-
fessionalism. Nevertheless, male images are also often sexualised, but this issue, however, is not discussed a lot in the academic literature.

The selling nature of advertising assumes the usage of sexualised images, because as it was declared, for example, by Sheglov: “There are only three topics that appeal to the unconscious layers and are almost always subjects of interest: sex, crime associated with violence, and success.” (Sheglov, 1998, p. 113). Nevertheless, study made by Rossi indicated the high sexism rating of advertisements made by both genders. However, as it was predicted, men tended to judge sexualised advertisements more favourably than women.

Current study has aimed to address the issue of sexual nature of outdoor advertising. The content-analysis has shown that amount of female images was equal to the amount of male images. This result has contradicted the findings of Rosewarne and Groshev, who claimed that the female images are used in advertisements much more often than male, which creates the masculine public spaces, aimed and sold to men. There are two main possible explanations to such clear contradiction. First of all, studies were done by Rosewarne and Groshev in 2005 and 2001 respectively. Thus, the current study is more reliable. In the last decade the situation has generally changed in the society and women now are not only portrayed in equal amounts to men, but also within the different roles. For example, they drive cars, go to the office and perform other traditionally male activities. Secondly, as it was underlined by Cramphorn, more than 80% of advertisements are not aimed at the specific gender. The current research has proved this statement, while 12% of studied ads were directed to women and only 3% were aimed at men. Thus, all the broad-brush advertisements were no using sexualised images in order to sell the product to both genders.

The content analysis showed, that the amount of sexual images was 13% out of all human images used in the advertisements. If we take all different images as 100%, then sexual ones would amount only 6%. This clearly indicates that such images are still actively used by the advertisers, but not in the amounts discussed by Groshev (2000, pp. 174-182).

In the second study, when the general attitude towards advertising was measured, one of the statements was concerned with sexual images in advertisements. Respondents were asked to agree or disagree with the statement that there is too much sex in advertising nowadays. Within the reverse coding scheme the statement got about 4 points from both
genders, meaning their disagreement with the statement. The female disagreement was even stronger than the male, even though the statistical significance was very low in this particular case. Overall, in this study both genders did not admit the sexualised nature of outdoor advertising and women were even more tolerant towards it.

In the third study the gender differences in the perception of images were examined. One of the categories influencing the perception of advertising was male and female images. They were studied separately and on the different samples, including sexualised images of both genders. The advertisement containing sexual male image was rated more favourably than usual male image among both genders (the female rating was insignificantly higher). On the other hand, the sexualised female image was clearly perceived more positively by men. These results are consistent with the findings of Rossi, that describe sexist female images as more favourable between men.

6.4 Methodology Discussion

In order to achieve a wide grasp of the research issues, several approaches were used in the current research. It was possible due to the combination of methods to obtain results on different aspects of the empirical material.

The first method used in the research was content-analysis. As it was already noted in Section 4.2, this method is claimed to be the most objective. Content-analysis assumes the direct investigation of the material by the researcher. However, the question of subjectivity still could be raised, while design, meaning samples, categories and variables is constructed by the researcher. In other words, the researcher when he knows more or less what the results should the study bring, is tempted to design the study in order to gain such results. Nevertheless, in the current study content-analysis was mostly used in order to map the factors that were used in the following studies. Additionally, this method was pretested during the preliminary study and has shown the legitimate results.

Overall, the usage of content-analysis separately would not bring valuable results that would help to answer the research questions. Nevertheless, it is a strong instrument of advertising research, that helps structure the data and make it easy to compare.
The following studies were conducted with the help of Likert scale. The main advantage of such scaling is that it is easy to implement and to be understood by the respondents. The results of the rating method were easy to handle within the special statistical software. The answers did not force respondents to answer strictly yes or no and allow a degree of agreement. On the other hand, this could be a methodological problem, while respondents tend to choose more neutral points over the “extremes” options. One of the most concerning trend revealed within the rating method is that was called by Wells the ‘halo effect’. It generally means, that the advertisements that cause positive emotions, are tended to be measured more positively within all aspects asked in the survey. The respondents tend to rate ads in accordance with the general impression no matter whether they are supposed to be rated. “If people like an ad, they may overrate its meaningfulness, its honesty, its believability. If they dislike the ad they may downgrade it on all traits.” (Wells et al, 2011, p. 67) Thus, the possibility of this effect was taken into consideration. One of the solutions was not to give respondents the additional possibility to express the general impression, so that the questions about the general attitude towards advertisements were separated and explored within study 4. It could be observed from the statistics that the halo effect had a place in the rating of some advertisements, but in less than 40% of cases. It should be stated here, that Likert scale is still capable of showing valuable results.

Furthermore, it should be mentioned that the amount of influencing factors taken into consideration within the third study was too big and the sample, however, too small. Respondents spent significant amount of time rating the ads and coding was also time-consuming. The future study could be concentrated on the creation of a specific method that could allow to study and to compare different factors within the one research.

Generally, the usage of a combination of methods and the decision to conduct 5 different studies helped to gain results within various aspects and to compare some of the findings. Overall, future studies should concentrate on the specific factors and within the bigger samples.
6.5 Concluding Remarks

The perception of outdoor advertising is complicated communicative process, that is still understudied, especially in terms of gender differences. This gap is even more surprising while gender is the most commonly used segmentation factor in the advertising practice. It is hard to avoid the conclusion that advertisers are in the need of the research that could combine the different factors and help to implement finding gaining new opportunities.

The practical studies were concentrated on the several questions concerning outdoor advertising with the main focus on gender differences in the perception. Within the theoretical framework in section 3, the reasons of gender differences were discussed and different aspects of perception were underlined.

The empirical data has shown that gender differences do influence the perception, meaning the general attitude, the recall and, consequently, the purchase intent. Given that there were not so many studies conducted on outdoor advertising with the focus on gender differences, this study could make a valuable contribution to the knowledge in this area.

It should be underlined in the conclusion, that the findings are limited to the geographical region (Russia, St. Petersburg, city centre) and the studies were implicated with the consideration of specifics of Russian outdoor advertising market. The results would not necessarily be validated if studies took place in other regions. Additionally, the samples in the studies were not statistically random and could not be generalised within the whole country. However, they can give a hint of how outdoor advertising could be perceived by mainly young adult Russians with higher education.
Reference List


**Internet sources:**


Непроизвольное внимание. [Involuntary attention]. Psychological online journal, http://psyznaiyka.net/view-vnimanie.html?id=neproizvolnoe-vnimanie


Appendix I. Coding Schemes

Table 1. Coding scheme for study 2

<table>
<thead>
<tr>
<th>Statement</th>
<th>Positive/ Negative</th>
<th>The scale of agreement and the points</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Strongly disagree</td>
<td>Disagree</td>
</tr>
<tr>
<td>1</td>
<td>+</td>
<td>1</td>
</tr>
<tr>
<td>2</td>
<td>+</td>
<td>1</td>
</tr>
<tr>
<td>3</td>
<td>-</td>
<td>5</td>
</tr>
<tr>
<td>4</td>
<td>+</td>
<td>1</td>
</tr>
<tr>
<td>5</td>
<td>+</td>
<td>1</td>
</tr>
<tr>
<td>6</td>
<td>-</td>
<td>5</td>
</tr>
<tr>
<td>7</td>
<td>+</td>
<td>1</td>
</tr>
<tr>
<td>8</td>
<td>-</td>
<td>5</td>
</tr>
<tr>
<td>9</td>
<td>+</td>
<td>1</td>
</tr>
<tr>
<td>10</td>
<td>+</td>
<td>1</td>
</tr>
</tbody>
</table>

Table 2. Coding scheme for study 3

<table>
<thead>
<tr>
<th>Indicator</th>
<th>The scale of agreement and the points</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Strongly disagree</td>
</tr>
<tr>
<td>informative</td>
<td>1</td>
</tr>
<tr>
<td>like</td>
<td>1</td>
</tr>
<tr>
<td>unusual</td>
<td>1</td>
</tr>
<tr>
<td>attractive</td>
<td>1</td>
</tr>
<tr>
<td>interesting</td>
<td>1</td>
</tr>
</tbody>
</table>
Table 3. Coding scheme for study 4

<table>
<thead>
<tr>
<th>Advertisement</th>
<th>The scale of agreement and the points</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>no/dislike</td>
</tr>
<tr>
<td></td>
<td>rather no than yes/more dislike than</td>
</tr>
<tr>
<td></td>
<td>like</td>
</tr>
<tr>
<td></td>
<td>rather yes than no/more like than</td>
</tr>
<tr>
<td></td>
<td>dislike</td>
</tr>
<tr>
<td></td>
<td>yes/like</td>
</tr>
<tr>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>3</td>
<td>1</td>
</tr>
<tr>
<td>4</td>
<td>1</td>
</tr>
<tr>
<td>5</td>
<td>1</td>
</tr>
<tr>
<td>6</td>
<td>1</td>
</tr>
<tr>
<td>7</td>
<td>1</td>
</tr>
<tr>
<td>8</td>
<td>1</td>
</tr>
</tbody>
</table>
Appendix II. Results of Content-analysis

Table 4. Content of advertisements

<table>
<thead>
<tr>
<th></th>
<th>Number</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>A different bills</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1 plays</td>
<td>58</td>
<td>43,28%</td>
</tr>
<tr>
<td>2 concerts</td>
<td>14</td>
<td>15,67%</td>
</tr>
<tr>
<td>3 exhibitions</td>
<td>7</td>
<td>5,22%</td>
</tr>
<tr>
<td>4 movies/tv-shows</td>
<td>3</td>
<td>2,24%</td>
</tr>
<tr>
<td>5 festivals</td>
<td>9</td>
<td>7,09%</td>
</tr>
<tr>
<td>6 other events</td>
<td>4</td>
<td>3,15%</td>
</tr>
<tr>
<td>B places to go</td>
<td>29</td>
<td>21,64%</td>
</tr>
<tr>
<td>1 restaurants</td>
<td>12</td>
<td>9,45%</td>
</tr>
<tr>
<td>2 clubs</td>
<td>3</td>
<td>2,36%</td>
</tr>
<tr>
<td>3 shops</td>
<td>14</td>
<td>11,02%</td>
</tr>
<tr>
<td>C education and health</td>
<td>5</td>
<td>3,73%</td>
</tr>
<tr>
<td>D goods and services</td>
<td>38</td>
<td>28,36%</td>
</tr>
<tr>
<td>1 devices and apps</td>
<td>10</td>
<td>7,87%</td>
</tr>
<tr>
<td>2 food and snacks</td>
<td>9</td>
<td>7,09%</td>
</tr>
<tr>
<td>3 perfume</td>
<td>3</td>
<td>2,36%</td>
</tr>
<tr>
<td>4 banks</td>
<td>4</td>
<td>3,15%</td>
</tr>
<tr>
<td>5 souvenirs</td>
<td>2</td>
<td>1,57%</td>
</tr>
<tr>
<td>6 tourism</td>
<td>4</td>
<td>3,15%</td>
</tr>
<tr>
<td>7 real estate</td>
<td>2</td>
<td>1,57%</td>
</tr>
<tr>
<td>8 other</td>
<td>4</td>
<td>3,15%</td>
</tr>
<tr>
<td>E social advertising</td>
<td>4</td>
<td>2,99%</td>
</tr>
<tr>
<td>Total</td>
<td>134</td>
<td>100,00%</td>
</tr>
</tbody>
</table>
Table 5. Images, used in advertisements

<table>
<thead>
<tr>
<th>Category</th>
<th>Number</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>A products by themselves</td>
<td>23</td>
<td>17,16%</td>
</tr>
<tr>
<td>1 food</td>
<td>14</td>
<td>10,45%</td>
</tr>
<tr>
<td>2 devices/machines</td>
<td>9</td>
<td>6,72%</td>
</tr>
<tr>
<td>B people</td>
<td>61</td>
<td>45,52%</td>
</tr>
<tr>
<td>1 artists</td>
<td>22</td>
<td>16,42%</td>
</tr>
<tr>
<td>2 consumers</td>
<td>15</td>
<td>11,19%</td>
</tr>
<tr>
<td>3 illustrations</td>
<td>13</td>
<td>9,70%</td>
</tr>
<tr>
<td>4 celebrities</td>
<td>3</td>
<td>2,24%</td>
</tr>
<tr>
<td>5 parts of body / sexual images</td>
<td>8</td>
<td>5,97%</td>
</tr>
<tr>
<td>males</td>
<td>22</td>
<td>16,42%</td>
</tr>
<tr>
<td>females</td>
<td>22</td>
<td>16,42%</td>
</tr>
<tr>
<td>mixed</td>
<td>17</td>
<td>12,69%</td>
</tr>
<tr>
<td>C animals, nature</td>
<td>5</td>
<td>3,73%</td>
</tr>
<tr>
<td>D abstract/creative images</td>
<td>7</td>
<td>5,22%</td>
</tr>
<tr>
<td>E composition of real objects</td>
<td>11</td>
<td>8,21%</td>
</tr>
<tr>
<td>F views of the city</td>
<td>10</td>
<td>7,46%</td>
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Appendix III. Internet-based Surveys

Figure 1. Survey for Study 2. Print screen from surveymonkey.com

Figure 2. Survey for Study 3. Print screen from surveymonkey.com, page 1
### Figure 3. Survey for Study 3. Print screen from surveymonkey.com, page 2

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Предварительный просмотр и проверка.