

Gender Incongruence in Influencer Marketing: Navigating Gender Dynamics s

Master Seminar Thesis



Fall Term 2024

Advisor:
Victoria Meil

Chair of Quantitative Marketing and Consumer Analytics
L5, 2 - 2. OG
68161 Mannheim
Internet: www.quantitativemarketing.org

Table of Content

List of Figures.....	III
List of Tables.....	IV
List of Abbreviations.....	V
Abstract	VI
1. Introduction	1
2. Theoretical Foundations	2
2.1 Gender Stereotypes And Their Role In Marketing.....	2
2.2 Influencer Marketing	4
2.3 Formation Of Brand Perception And Its Interplay With Gender Stereotypes And Consumer Decision-Making.....	5
3. Recent Research Insights On Gender Dynamics Influencer Marketing.....	6
3.1 Findings On The Effect Of Gender Stereotypes In Influencer Marketing And Other Marketing Contexts	7
3.2 Gender Incongruence In Different Marketing And Sales Settings.....	9
3.2.1 Challenging gender norms in advertising.	9
3.2.2 Effects of incongruity in celebrity endorsements.	11
3.2.3 Consumer responses to gender incongruence in service settings.	12
3.2.4 Confronting gender stereotypes in e-commerce.	15
3.3 Impact Of Gender Incongruence In Influencer Marketing On Community Reactions And Brand Perception	16

4. Implications For Gender Incongruence In Influencer Marketing	18
5. Discussion	21
5.1 Critical Evaluation.....	21
5.2 Managerial Implications	23
5.3 Limitations And Future Research.....	25
Figures.....	26
Tables.....	27
Appendix	28
Appendix A: Literature Review Tables.....	28
Appendix B: Comparative Literature Review Table	67
Appendix C: Use Of AI-based Tools	68
References	71
Affidavit.....	76

List of Figures

Figure 1: Meaning Movement and the Endorsement Process.....	26
--	----

List of Tables

Table 1: Gender Congruence and Incongruence in Influencer Marketing Framework	27
--	----

List of Abbreviations

SNI	Susceptibility to Normative Influence
------------	---------------------------------------

Abstract

Influencer marketing has emerged as an impactful and powerful strategy, using influencers' authenticity and power to build trust and engage consumers. However, the effectiveness of these campaigns is affected by gender stereotypes, influencing consumer expectations and responses to influencers and brands. This paper investigates how gender roles impact perceptions within influencer marketing, focusing on the effects of gender incongruence, where the characteristics of an influencer deviate from traditional gender norms. Findings reveal that gender congruence generally enhances engagement and brand loyalty, while gender incongruence can provoke ambivalence or backlash, especially among traditional consumers. This research combines theoretical insights with recent studies on the collusion of gender stereotypes and influencer marketing, offering brands strategies to navigate these complex dynamics. By carefully considering gender expectations, brands can foster inclusivity while aligning with consumer expectations, ultimately building authentic relationships that improve engagement and loyalty.

Keywords: *influencer marketing, gender stereotypes, brand perception, gender incongruence, consumer trust, brand authenticity, purchase intentions.*

1. Introduction

The shift from traditional advertising to influencer marketing marks a significant change in how brands connect with consumers. Influencer marketing is built on partnerships with social media influencers, who use their familiarity to promote products and engage their followers (Leung et al. 2022, pp. 93-94). As trust in traditional advertising is declining, influencer marketing offers a compelling alternative by leveraging influencers credibility to foster consumer trust and drive consumer engagement (Karagür et al. 2022, pp. 329-330). However, the effectiveness of this approach varies, with gender stereotypes emerging as a significant factor influencing consumer perceptions of influencers and brands. Marketing often reinforces societal gender expectations, portraying women in nurturing or beauty-focused roles and men as symbols of strength (Meyers-Levy and Loken 2015, pp. 131-132). These stereotypes shape consumer expectations, affecting how brands and influencers are perceived and create challenges when marketing efforts diverge from traditional gender roles. Such gender incongruence can lead to consumer ambivalence or distrust, especially when it conflicts with brand identities (Eisend 2010, pp. 436-437). Understanding these dynamics is essential for brands, as failing to address them may risk both alienating consumers and reinforcing outdated norms.

Influencer marketing is a reasonably new phenomenon and marketing strategy, but research on its relationship with gender dynamics is limited. Therefore, this paper explores the following research questions: (1) What is the role of gender stereotypes in shaping audience expectations in marketing? (2) How does gender incongruence in influencer marketing affect brand perception and consumer trust? (3) How can brands navigate gender dynamics in influencer marketing to minimize backlash and optimize engagement?

The paper is organized as follows. The second chapter provides a theoretical background, exploring gender stereotypes in marketing and their impact on consumer

perceptions, followed by an analysis of influencer marketing and its effectiveness. It concludes by investigating how brand perception and credibility are shaped. After that, chapter three presents recent research insights into influencer marketing and gender stereotypes. Then, cases of gender incongruence are explicitly addressed in different marketing and sales settings. Lastly, the impact of gender incongruence on brand perception is examined. This is followed by chapter four, which discusses practical implications, suggesting strategies to balance gender inclusivity with audience expectations, foster authentic connections, and minimize backlash. Finally, chapter five concludes with a discussion covering the research questions, managerial implications, limitations, and future research directions, offering insights into how brands can better navigate gender dynamics in marketing to enhance consumer relationships and brand loyalty.

2. Theoretical Foundations

This chapter examines the theoretical background of influencer marketing and gender dynamics in marketing, as well as brand perception. The first section investigates gender stereotypes in marketing from a theoretical perspective to provide an understanding of how they can influence consumer perceptions. After that, influencer marketing is defined, and its increasing importance and risks are indicated. Finally, to analyze the outcomes of these concepts, the formation of brand perception and credibility will be explained.

2.1 Gender Stereotypes And Their Role In Marketing

Gender stereotypes in marketing are rooted in the belief that specific traits define male and female roles and stem from the notion that men and women have distinct characteristics shaped by socio-cultural, evolutionary, and biological factors (Eisend 2010, p. 421; Meyers-Levy and

Loken 2015, pp. 131-132). Socio-cultural theory ties traditional roles, meaning men as providers and women as caregivers, to enduring stereotypes. This influences marketing strategies where advertisements target women focusing on beauty and caregiving. In contrast, those for men emphasize strength (Meyers-Levy and Loken 2015, pp. 131-132). Evolutionary theory adds that biological differences like hormones impact behavior and shape marketing approaches (Meyers-Levy and Loken 2015, pp. 143-144).

Marketing research typically views gender as binary, linked to biological sex, or as a spectrum that includes social factors (Peñaloza et al. 2023, p. 859). Cultivation theory explains how repeated portrayals of men as dominant and women as nurturing reinforce stereotypes over time (Eisend 2010, p. 421). Simple cues, such as a product creator's gender, impact evaluations and can strengthen stereotypes, mainly when cognitive resources are limited (Folkes and Matta 2013, pp. 20-22). The similarity-attraction effect further suggests that consumers favor individuals who reflect their own gender identity, reinforcing positive evaluations through perceived similarity (Boshoff 2012, p. 403; Strauss, Barrick, and Connerley 2001, pp. 638-641). Advertisements that are androcentric, putting the male perspective at the center, or gynocentric, putting the needs of women at the center, evoke different reactions. Women typically find female-centered content more enjoyable, whereas men often react adversely. These differences in enjoyment and perceived relevance illustrate the central role that gender plays in how advertising is received and evaluated (Stern 1993, p. 562).

In summary, gender stereotypes in marketing reflect societal constructs that are deeply rooted in culture. While marketing has increasingly embraced diverse gender expressions, traditional stereotypes still hold significant influence, challenging marketers to balance these conventions with changing expectations.

2.2 Influencer Marketing

Influencer marketing has emerged in response to growing consumer skepticism towards traditional advertising, becoming a global trend and a vital component of marketing strategies (Leung et al. 2022, pp. 93-94). Online influencer marketing can be defined as “[...] a strategy in which a firm selects and incentivizes online influencers to engage their followers on social media in an attempt to leverage these influencers’ unique resources to promote the firm’s offerings, with the ultimate goal of enhancing firm performance” (Leung, Gu, and Palmatier 2022, p. 226). By collaborating with social media influencers who engage followers to promote products, brands can achieve higher sales and returns on investment (Leung, Gu, and Palmatier 2022, p. 228). Unlike traditional celebrities, influencers gain fame through social media, making them more relatable and authentic to followers, which enhances consumer engagement (Karagür et al. 2022, p. 317; Leung et al. 2022, pp. 93-94).

The social capital theory emphasizes trust in influencer marketing, as influencers are seen as authentic and build trust-based relationships as they are perceived to be motivated by passion rather than commercial interests, fostering deeper connections with followers. This trust boosts brand awareness, consumer preference, and sales (Leung, Gu, and Palmatier 2022, p. 231). Chung, Ding, and Kalra emphasize the importance of personal content in fostering authenticity and engagement. Posts featuring close relationships or expressions of emotion enhance relatability and consumer connection (Chung, Ding, and Kalra 2023, p. 698). Nonetheless, influencer marketing bears risks, including potential content control issues. Discrepancies between a brand’s message and an influencer’s interpretation may confuse consumers, particularly those with solid brand attachment, who may view such partnerships as breaches of trust (Bentley, Rajagopal, and Kulow 2024, pp. 12-13).

In summary, influencer marketing thrives on relatability and authenticity but requires careful transparency and message alignment to avoid consumer mistrust and reinforce positive perceptions.

2.3 Formation Of Brand Perception And Its Interplay With Gender Stereotypes And Consumer Decision-Making

Brand perception is shaped by trust, credibility, and the symbolic associations consumers attach to brands. Trustworthiness and expertise are essential elements of brand credibility, which impacts consumer behavior by lowering perceived risk and information costs (Erdem and Swait 2004, p. 191). In uncertain contexts, credibility becomes essential in influencing brand consideration and choice (Erdem and Swait 2004, p. 197). Also, brand attachment, the emotional bond between consumers and brands, affects responses to marketing strategies (Park et al. 2010, p. 2).

The schema approach argues that consumers form their brand perception based on already developed schemas for product categories, influencing how they process information and remember consistent attributes more than unique ones, which need regular reinforcement (Graesser, Gordon, and Sawyer 1979, p. 319; Sujan and Bettman 1989, pp. 455-456). Brands are more likely to be favored when their personality aligns with that of the consumer, particularly if those traits are a significant aspect of the consumer's self-perception. This effect is intensified when the surrounding situation emphasizes those traits (Aaker 1999, p. 54). Grohmann's research also confirms that consumers are more likely to develop positive brand attitudes when the brand's gendered traits align with their self-concept. This alignment, or gender congruence, fosters brand loyalty and enhances the likelihood of consumers recommending the brand to others (Grohmann 2009, pp. 113-114).

Another strategy is to associate brands with human characteristics, which is called anthropomorphism (Yang and Aggarwal 2024, p. 1). Gender stereotypes also affect brand perception. For instance, female brands adopting masculine traits are often criticized more, facing stricter gender expectations, while male brands face fewer issues deviating from norms, revealing asymmetries in stereotype impact (Yang and Aggarwal 2024, pp. 7-8). The susceptibility to normative influence (SNI) refers to an individual's tendency to conform to others' expectations and enhance their self-image through specific products and brands. High SNI consumers prioritize avoiding social disapproval and choose products that protect their image, making SNI a key predictor of self-presentation and the importance of conspicuous attributes in decisions (Bearden, Netemeyer, and Teel 1989, p. 474; Wooten and Reed II 2004, pp. 554-555).

In summary, gendered brand personalities and stereotypes strongly influence brand perception. Brand loyalty is often tied to how well brand identity aligns with consumer self-concept, making strategic alignment key to fostering trust across diverse gender expressions.

3. Recent Research Insights On Gender Dynamics Influencer Marketing

This chapter is structured into different sections to examine recent findings on gender dynamics in influencer marketing. The initial section will address the influence of gender stereotypes on consumer perceptions and engagement, with particular emphasis on the role of gender congruence between influencers and the products they endorse, as well as the emergence of influencers challenging traditional norms. The following chapter explores the effects of gender incongruence across various marketing and sales contexts, including advertising, celebrity endorsements, service settings, and e-commerce. It highlights the diverse consumer reactions influenced by cultural norms and personal experiences. Finally, an analysis of the impact of

gender incongruence in marketing on brand identity and consumer responses will be presented, emphasizing the necessity for brands to navigate these dynamics with caution.

3.1 Findings On The Effect Of Gender Stereotypes In Influencer Marketing And Other Marketing Contexts

The latest research into influencer marketing shows that gender stereotypes strongly influence consumer behavior and brand perception. Brands associated with one gender often face adverse reactions when appealing to the opposite sex, highlighting the impact of gender expectations on marketing success (Avery 2012, pp. 333-334). Further research has demonstrated that traditional gender roles remain common in advertising (Eisend 2010, p. 436). Cultivation theory, introduced earlier, shows that repeated portrayals in the media reinforce stereotypes (Eisend 2010, p. 421). However, these stereotypes have lessened in high-masculinity regions, reflecting shifting norms. Studies also reveal that consumers hold fixed expectations for gender-specific roles, reacting negatively when these are challenged, especially in service industries (Eisend 2010, pp. 418-419). The decline of gendered portrayals in some advertisements suggests the potential for a more inclusive and nuanced approach. This shift could facilitate the evolution of marketing in line with societal attitudes, challenging stereotypes and expanding beyond conventional gender roles (Eisend 2010, pp. 418-420).

Recent research suggests a trend toward using non-stereotypical gender roles in marketing, driven by societal changes and demand for diversity. Consumers respond positively to influencers who challenge traditional norms, especially as inclusivity initiatives and gender-neutral products gain popularity (Meyers-Levy and Loken 2015, p. 132; Peñaloza et al. 2023, pp. 847-848). Endorsements challenging gender expectations are influential, particularly with audiences open to non-traditional roles. This approach engages diverse consumers and reflects a shift toward more inclusive marketing (Fu, Huang, and Chen 2024, pp. 1-2). This is again

intensified by changing gender norms and a growing demand for diversity. Consumers value authenticity, and brands are now working with influencers across the gender spectrum to signal this inclusivity (Fu, Huang, and Chen 2024, p. 2; Peñaloza et al. 2023, pp. 847, 860-861). Gender-crossing, using influencers who break traditional roles, is well received, helping brands expand their audience, enhance their image, and build trust through authentic representation. The ideal level of influencer typicality can change depending on marketing objectives, and while strong brand associations are often valuable, there are cases where working with less typical influencers can help position the brand as inclusive and appealing to a wider audience (Fu, Huang, and Chen 2024, p. 7; Lee and Junqué de Fortuny 2022, p. 41).

Furthermore, the research shows that gender stereotypes influence consumer perceptions of influencer marketing, particularly around sponsorship disclosure. Male influencers are often seen as more trustworthy, while female influencers may be subjected more closely for commercial motives. This suggests that gender significantly impacts perceptions of authenticity (Karagür et al. 2022, p. 330; Knoll and Matthes 2017, p. 58; Yang and Aggarwal 2024, p. 8). The attractiveness and gender congruence of influencers play a significant role in consumer engagement. This can increase gender stereotypes, with attractive female influencers seeing higher male engagement, unattractive male influencers being preferred for expertise endorsements, and traditional gender expectations shaping perceptions. Also beauty and competence biases can influence consumer responses (Fu, Huang, and Chen 2024, p. 7; Peng et al. 2020, pp. 68-70).

In conclusion, gender stereotypes have a significant impact on consumer behavior and the effectiveness of influencer marketing. While traditional gender roles still exist, there is a notable shift towards inclusivity and non-stereotypical portrayals, driven by changing societal norms. Brands that embrace diverse and authentic representation through influencer partnerships can build trust, engage broader audiences and successfully adapt to modern

expectations. This evolution in approach signals a promising future for more inclusive and effective marketing strategies.

3.2 Gender Incongruence In Different Marketing And Sales Settings

This section investigates gender incongruence across various marketing contexts and is organized into four subchapters. The chapter on gender incongruence in advertising examines the consumer reactions to advertisements that challenge traditional gender roles. The section on celebrity endorsements examines the influence of incongruent endorsements on brand perception, emphasizing the significance of aligning a celebrity's gender with the product attributes they represent. In service settings, consumer responses to providers whose gender differs from traditional expectations have been found to affect perceived service quality. Finally, the section on e-commerce examines the influence of gender stereotypes on perceptions of seller attractiveness and competence, and outlines implications for online marketing strategies. This structured approach is designed to facilitate a deeper comprehension of the influence of gender incongruence on consumer behavior and brand engagement.

3.2.1 Challenging gender norms in advertising. Elliot, Eccles, and Hodgson experimented with the objective of re-coding gender representations in an advertising setting. The advertisements under examination included two principal campaigns. One advertisement depicts a competition between a man and a woman to clean a kitchen floor, while another features a man cleaning the kitchen while fantasizing about a holiday. Both advertisements intended to introduce the concept of the "New Man", engaging in traditionally female-dominated household tasks (Elliott, Eccles, and Hodgson 1993, pp. 313-314). The study yielded three primary consumer reactions. Some women expressed skepticism about these portrayals, questioning the existence of the "New Man" and the realism of the advertisements. Others accepted the advertisements at face value, focusing on the product benefits. A third group

expressed anger, interpreting the advertisements as manipulative attempts to alter gender roles in ways they found dishonest. Overall, the re-coding of gender in these advertisements was met with varied responses, demonstrating that consumers' interpretations were influenced by their lived experiences and views on gender roles (Elliott, Eccles, and Hodgson 1993, pp. 317-322). This phenomenon can be explained by schema theory, as gender schemas influence consumers' processing of non-traditional gender roles in advertising. When existing norms are challenged, consumers may experience schema incongruence, leading to skepticism or backlash (Graesser, Gordon, and Sawyer 1979, p. 319; Sujan and Bettman 1989, pp. 455-456).

In addition to that, Caballero and Pride's study examined the impact of salesperson sex and attractiveness on consumer purchase behavior in the context of direct mail advertisements. The key findings indicate that highly attractive female salespersons in advertisements generated significantly more purchases than other conditions, including advertisements featuring male salespersons and a control condition without a photograph. It is worth to mention that the attractiveness of male salespersons did not significantly affect purchase behavior, and there was no evidence to suggest that same-gender consumers preferred salespersons of the same sex. These results confirm that physical attractiveness, particularly in females, can have a persuasive impact on direct mail marketing. At the same time, gender congruence between salesperson and consumer did not appear to influence purchasing decisions (Caballero and Pride 1984, pp. 94, 97-99).

To mitigate the impact of negative publicity associated with an endorser, Wong, Fock, and Ho propose that using nuanced verbal and visual elements in advertisements is an effective strategy for marketers. These cues can facilitate a neutral evaluation process, directing consumer attention toward the product's positive attributes and thereby reducing any adverse effects related to the endorser (Wong, Fock, and Ho 2020, p. 578). These cues include highlighting positive attributes associated with the endorser's country of origin, brand

reputation, or functional features. Those elements guide consumer evaluations by associating the product with favorable aspects of the endorser's background or achievements (Wong, Fock, and Ho 2020, p. 568). In summary, advertising that challenges traditional gender roles can elicit various consumer responses, from acceptance to skepticism or even backlash. This variability highlights the importance of understanding consumer expectations and values when introducing non-traditional portrayals in advertising.

3.2.2 Effects of incongruity in celebrity endorsements. A review of the literature on celebrity endorsements reveals several studies that highlight instances of gender incongruence. McCracken defines a celebrity endorser as any individual who has public recognition and leverages that recognition to promote a consumer good by appearing in an advertisement (McCracken 1989, p. 310). In his study, the meaning transfer model offers a more comprehensive explanation of the endorsement process. Rather than focusing on factors such as credibility or physical appeal, this model emphasizes the endorser's cultural meanings, which are symbolic values, associations, and social roles that celebrities embody through their public personas (McCracken 1989, pp. 312-315).

- INSERT FIGURE 1 ABOUT HERE -

As visualized in the figure, these meanings are shaped by various cultural factors such as gender, class, status, and lifestyle. Celebrities serve as cultural intermediaries, with their public images embodying symbolic meanings that can be strategically linked to products through marketing. The efficacy of an endorsement depends on the successful transfer of these cultural meanings from the celebrity to the product and ultimately to the consumer, who incorporates these meanings into their self-identity. Therefore, it relies on the congruence between the cultural connotations associated with the celebrity and those sought for the product (McCracken 1989, pp. 312-315).

In a meta-analysis, Knoll and Matthes studied the efficacy of celebrity endorsements across several studies, with a particular focus on the influence of various factors, including the gender, type, and congruence of the celebrity with the product, on consumer responses (Knoll and Matthes 2017, pp. 56-60). The researchers discovered that male celebrities tend to have a stronger influence on consumer attitudes than their female counterparts. Moreover, they found that congruent endorsements, defined as instances where the celebrity's attributes align with the product in question, yielded more favorable outcomes. Additionally, implicit endorsements, referring to instances where the celebrity's support was suggested rather than explicitly stated, demonstrated superior performance compared to their explicit endorsement counterparts. The study underscored the significance of congruity and the influence of consumer perceptions in shaping the efficacy of celebrity endorsements (Knoll and Matthes 2017, pp. 69-70). In essence, the effectiveness of celebrity endorsements is enhanced when the endorser's gender aligns with the product's attributes. Incongruity may hurt consumer perceptions. However, carefully managed incongruence can be an effective strategy for appealing to progressive audiences, demonstrating the importance of strategic alignment in successful endorsements.

3.2.3 Consumer responses to gender incongruence in service settings. Boshoff investigated the impact of gender and ethnic similarity between consumers and service providers during service recovery situations. The study examined whether consumers responded more favorably when service providers were of the same gender and ethnicity. Contrary to expectations based on the similarity-attraction effect, the findings revealed that customers exhibited more robust negative emotional responses when the service provider shared the same gender and ethnicity. These adverse reactions were more pronounced during service recovery interactions, suggesting that consumers may have heightened expectations for providers similar to themselves, which, if unmet, lead to more negative emotional responses (Boshoff 2012, pp. 405-408).

In their study on the role of gender in service settings, Fischer, Gainer, and Bristor investigated how the gender of a service provider affects perceptions of service quality in diverse contexts, including fast food restaurants, hair salons, and dental offices. The study mentioned two key concepts. The server gender stereotypes represent societal expectations about which gender is better suited for particular service roles, and in-group bias, which is the tendency for consumers to favor service providers of the same gender (Fischer, Gainer, and Bristor 1997, pp. 361-364). The findings indicate that while gender stereotypes did influence perceptions of service quality in certain instances, such as men who rated female servers more favorably if they believed women were better suited for the role, this effect was not consistent. Importantly, gender was not the sole factor influencing judgments of service quality. Other factors, such as age, attractiveness, and ethnicity, also played a role. Furthermore, the anticipated in-group bias, whereby consumers would expect superior service from same-gender providers, was largely unsupported. Neither women nor men expected better service from providers of the same gender. These findings emphasize that sex-based homophily does not significantly influence consumers evaluations of service quality (Fischer, Gainer, and Bristor 1997, pp. 378-379).

Another perspective analyzed the impact of gender stereotypes on consumer anxiety and purchase intentions, particularly when consumers are reminded of a stereotype relevant to their gender. In several experiments, the participants were requested to interact with service providers in settings that were perceived as stereotypical, such as car purchases or financial advice, and the gender of the service provider was manipulated (Lee, Kim, and Vohs 2011, pp. 343-344). The results suggest that when women were reminded of stereotypes indicating that they were less knowledgeable in predominantly male domains, they experienced increased anxiety, which had a negative impact on their purchase intentions, especially when interacting with male service providers. It was further revealed that stereotype threat had a significant

impact on women's decisions to avoid engaging in transactions with male service providers. In contrast, no such effect was observed when interacting with female providers. This anxiety-driven avoidance of out-group service providers was an important finding, highlighting that gender incongruence, when consumers are forced to interact with a service provider of the opposite gender in a stereotyped domain, can increase negative emotional responses and diminish purchase intentions (Lee, Kim, and Vohs 2011, pp. 349, 351-353).

Looking at the product creator, Folkes and Matta investigated the impact of the gender of the product creator on consumer judgments, particularly in instances where the creator's gender is incongruent with the product's stereotypical associations. The study covered three experiments in which the congruence between the source's gender and the gender-typing of the product was manipulated. For example, a male conductor leading a masculine-typed symphony versus a female conductor leading the same piece (Folkes and Matta 2013, pp. 20-23). The main findings showed that when the gender of the product creator was congruent with the gender typing of the product, consumers' judgments of product quality and attributes were not significantly influenced by the creator's gender. However, when there was gender incongruence, consumers perceived the product as more in line with the stereotypical characteristics of the creator's gender. For example, a masculine product created by a woman was perceived as less powerful and more delicate, especially when the creator's competence was questioned. Conversely, when the creator was seen as unquestionably competent, the influence of gender incongruence on product judgments diminished. Cognitive resource constraints further moderated these effects, with consumers more likely to rely on gender stereotypes when their cognitive resources were limited (Folkes and Matta 2013, pp. 32-34).

Lastly, Lee and Schumann examined trust in human-computer interaction. The study investigated the impact of gender identity, both biological and psychological, on the formation of trust in computer agents. It comprised a series of experiments in which participants interacted

with computer agents assigned either a male or female identity (Lee and Schumann 2009, pp. 441-442). The results demonstrated that psychological gender identity, particularly femininity, caused a more pronounced influence on trust toward computer agents than biological gender. In human-computer interactions, individuals with a feminine psychological gender identity exhibited higher trust toward male agents than female agents, indicating that traditional gender stereotypes exerted less influence in these interactions. Conversely, in person-to-person interactions, biological gender was a more powerful predictor of trust. These findings challenged traditional gender theories that emphasize biological gender and supported the idea that gender identity is context-dependent (Lee and Schumann 2009, p. 448). In conclusion, gender incongruence in service settings often gives rise to a variety of consumer reactions, which are influenced by stereotypes and individual expectations. These findings confirm that incongruence may affect the perception of service quality, suggesting that alignment with gender norms may be advantageous in customer-facing roles.

3.2.4 Confronting gender stereotypes in e-commerce. In the context of e-commerce, gender stereotypes exert a considerable influence on sellers' perceptions of attractiveness and competence. While attractive sellers are typically perceived as more sociable, unattractive male sellers are regarded as more competent than plain looking or attractive ones. This results in a U-shaped relationship, whereby attractive and unattractive sellers outperform plain-looking sellers. Furthermore, gender moderates these perceptions. Female consumers place a competence premium upon unattractive male sellers, whereas male consumers do not necessarily assign a beauty premium upon attractive female sellers. This illustrates how physical appearance and gender stereotypes can influence consumer behaviors in ways that are not immediately evident (Peng et al. 2020, pp. 81-82).

Furthermore, Fu, Huang, and Chen explored the impact of non-stereotypical gender role endorsement on purchase behavior compared to the effect of stereotypical gender role

endorsement (Fu, Huang, and Chen 2024, pp. 1-2). The findings revealed that, in the case of female products, stereotypical gender role endorsement, meaning female streamers endorsing female products, was associated with higher purchase intentions compared to non-stereotypical endorsement. This effect was particularly pronounced among consumers with high traditional gender ideology (Fu, Huang, and Chen 2024, p. 7). Conversely, there was no significant distinction between stereotypical and non-stereotypical endorsements regarding purchase intentions for male products. This implies that non-stereotypical gender role endorsements should be cautiously approached, mainly when targeting products with robust gender associations and traditional consumers (Fu, Huang, and Chen 2024, p. 7). All in all, gender stereotypes in e-commerce can influence perceptions of competence and attractiveness, affecting consumer purchasing intentions. These insights demonstrate that gendered expectations influence online interactions, underscoring the importance of thoughtful representation that respects diverse consumer perceptions.

3.3 Impact Of Gender Incongruence In Influencer Marketing On Community Reactions And Brand Perception

The influence of gender incongruence in marketing reflects the complex interplay of stereotypes, consumer expectations, and cultural norms. Social media influencers play an important role in shaping brand perception by aligning or diverging from a brand's stereotypical consumer profile. Lee and Junqué de Fortuny highlight that influencers closely aligned with a brand's typical consumer profile strengthen perceptions of homogeneity and solidify reference group associations. However, atypical influencers can weaken these associations, with a U-shaped relationship showing that highly atypical influencers may unintentionally reinforce stereotypes instead of challenging them (Lee and Junqué de Fortuny 2022, pp. 38-41). Building on this, female brands can be more constrained by gender expectations than male brands, facing

resistance when adopting incongruent traits. Male brands, however, face fewer restrictions when crossing gender boundaries and may even benefit from adopting feminine traits or product categories (Yang and Aggarwal 2024, pp. 7-8). However, Grohmann finds that brands characterized by either feminine or masculine traits face negative consumer reactions when they expand into product categories that do not match their gender identity (Grohmann 2009, p. 116). Non-anthropomorphized brands, like for example Dove, enjoy more flexibility with gender norms, easing their navigation of these expectations (Yang and Aggarwal 2024, pp. 7-8). Despite societal shifts in women's roles, gender stereotypes for female brands remain rigid (Eagly et al. 2019, p. 10).

Source congruity, meaning the alignment between an endorser's persona and a brand's attributes, is critical in shaping brand attitudes. Kirmani and Shiv show that a congruent endorser strengthens brand attitudes when engagement is high, whereas when engagement is low, consumers rely on peripheral cues like attractiveness or trustworthiness rather than congruity (Kirmani and Shiv 1998, pp. 26, 43-45). Additionally, strong brand attachment may heighten negative consumer responses if influencers appear inauthentic or profit driven. These adverse effects can be mitigated by choosing influencers whose values align with the brand, especially in established brands, where high brand attachment consumers may be sensitive to perceived inconsistencies (Bentley, Rajagopal, and Kulow 2024, pp. 12-13). The impact of gender-bending in branding reveals the disruptive effect of gender incongruence. For example, Avery's study on Porsche's attempt to appeal to a female audience showed that the male-dominated community used stereotypes to marginalize female consumers and preserve the brand's masculine image. This underscores how brands with solid masculine identities may face resistance when adopting incongruent gender elements (Avery 2012, pp. 324, 333-334). Gender stereotypes heavily shape brand perception. Grohmann finds that tough or adventurous brands appeal more to male consumers, while those focused on beauty or nurturing resonate

more with females. Gender congruence fosters stronger emotional connections and influences purchase intentions (Grohmann 2009, pp. 106, 113-114).

Besides that, consumers align their self-concept with brands that reflect similar personality traits, reinforcing brand loyalty. For instance, a consumer who values sophistication may feel a stronger connection to brands embodying these traits (Aaker 1999, pp. 46-48). Conversely, brands that deviate from traditional roles, like female brands adopting masculine traits, may trigger mixed or adverse reactions (Yang and Aggarwal 2024, pp. 7-8). Cultural context further shapes gendered brand perception. Collectivist cultures prefer brands with nurturing traits, while individualistic cultures favor assertiveness, complicating the impact of gender stereotypes across markets (Yang, Aggarwal, and McGill 2019, pp. 11-12). Ultimately, gender stereotypes influence self-brand connections and loyalty. Consumers with independent self-concepts are attracted towards brands that help them stand out, especially in gendered contexts. For instance, a male consumer with a unique identity may prefer brands that challenge gender norms (Escalas and Bettman 2005, pp. 387-388).

In summary, brands that deviate from traditional gender norms can provoke a range of consumer responses, from reinforcing stereotypes to facing backlash. Aligning brand identity with audience expectations remains essential to foster positive consumer engagement.

4. Implications For Gender Incongruence In Influencer Marketing

Since existing research on gender incongruence in influencer marketing is limited, this paper draws implications. It provides a framework for influencer marketing on this topic based on the theoretical foundations and recent research insights presented. The complex implications of gender congruence and incongruence in influencer marketing go beyond traditional advertising, impacting consumer engagement, brand identity, and perception (Bentley, Rajagopal, and

Kulow 2024, pp. 13-14; Fu, Huang, and Chen 2024, p. 3). The alignment or mismatch of gender significantly shapes consumer attitudes, highlighting the importance of gender congruence in guiding brand perception (Fischer, Gainer, and Bristor 1997, pp. 378-379; Fu, Huang, and Chen 2024, p. 7; Grohmann 2009, p. 112). Therefore, this paper proposes a “Gender Congruence and Incongruence in Influencer Marketing Framework” to provide a structured approach to selecting influencers based on congruence, audience reactions, and strategic outcomes based on the insights of this paper.

- INSERT TABLE 1 ABOUT HERE -

Congruent influencers stabilize perception, fostering loyalty (Bentley, Rajagopal, and Kulow 2024, p. 12), while incongruent influencers can broaden brand appeal, aligning with values of inclusivity and authenticity (Yang and Aggarwal 2024, pp. 7-8).

Gender incongruent influencers can unintentionally reinforce gender stereotypes (Lee and Junqué de Fortuny 2022, pp. 38-39), which can lead to negative brand attitudes and consumer perceptions compared to congruent endorsements (Kirmani and Shiv 1998, pp. 43-45; Knoll and Matthes 2017, pp. 69-70). The potential backlash might be less likely for male influencers promoting female-oriented products or brands since male anthropomorphized brands encounter fewer challenges when diverging from norms and are less gendered than female brands (Yang and Aggarwal 2024, pp. 7-8). This is also supported by Fu, Huang, and Chen, who confirm that non-stereotypical gender role endorsements should be employed with caution for female products in order to optimize purchase intentions (Fu, Huang, and Chen 2024, p. 7). Penaloza’s study on gender crossings further shows this. Since gender stereotypes are deeply rooted in consumer’s minds, “the crossings exhibit an asymmetrical structure of male dominance that parallels that of the dual gender domains, and asserts that to move towards the masculine domain is to move into a world of privilege while entering the feminine domain is to move into a world of subordination and stigma” (Peñaloza 1994, p. 374). Lastly, as

mentioned above, another strategy to mitigate potential backlash from gender incongruence in influencer marketing is incorporating subtle visual and verbal elements in advertisements. This can facilitate a neutral evaluation process, redirecting the consumer's attention from endorsers to product attributes (Wong, Fock, and Ho 2020, p. 578). Also, choosing influencers whose values align with the brand can mitigate in gender incongruent settings (Bentley, Rajagopal, and Kulow 2024, pp. 12-13). Conversely, brands targeting progressive audiences may benefit from gender incongruent influencers, signaling inclusivity and appealing to consumers valuing non-traditional roles (Peñaloza et al. 2023, pp. 847-848, 861). Partnering with unconventional influencers can further help showcase the brand as inclusive and draw in a more diverse audience (Lee and Junqué de Fortuny 2022, p. 41). Introducing gender-diverse influencers could foster loyalty among progressive consumers and serve as a gradual strategy to diversify brands with traditional audiences (Peñaloza et al. 2023, pp. 860-861).

Furthermore, gender congruence between an endorser and a consumer does not influence purchase decisions in various cases (Caballero and Pride 1984, pp. 97-99; Fischer, Gainer, and Bristor 1997, pp. 378-379). However, for female products, stereotypical gender role endorsements are associated with higher purchase intentions, which is not the case for male products (Fu, Huang, and Chen 2024, p. 7). Aligning influencer gender with target audiences conforms with traditional consumers by reinforcing trust and familiarity, similar to findings in celebrity endorsements where congruent personas yield higher engagement (Fu, Huang, and Chen 2024, pp. 3, 7; Knoll and Matthes 2017, p. 68). This can be explained by social capital theory since trust and authenticity are important in influencer promotions (Leung, Gu, and Palmatier 2022, pp. 247-248). However, gender congruent influencer endorsements can lead to heightened expectations and therefore more negative responses if unmet (Boshoff 2012, pp. 405-408). For gendered products, congruent influencers typically enhance trust by aligning with consumer expectations. This approach is consistent with research suggesting that congruence

is more important in high-involvement contexts where consumers evaluate product attributes closely, while incongruence is less disruptive in flexible categories, allowing for more diversity in influencer selection (Fu, Huang, and Chen 2024, p. 7; Kirmani and Shiv 1998, pp. 43-44).

In essence, skillfully navigating gender incongruence in influencer marketing can expand brand appeal and foster inclusivity. By adopting flexible and thoughtful strategies, brands balance traditional appeal with modern values, enhancing engagement across varied demographics.

5. Discussion

This section examines the implications of gender dynamics in influencer marketing. The critical evaluation reviews the impact of gender stereotypes and incongruence on brand perception. Further, it addresses the research questions. The managerial implications provide insights into influencer selection and integrating gender incongruent influencers. Finally, limitations and future research avenues are suggested.

5.1 Critical Evaluation

This study presents a structured framework for analyzing gender dynamics in influencer marketing, contributing significantly to research on consumer perceptions shaped by gender incongruence. It addresses the following research questions. (1) What is the role of gender stereotypes in shaping audience expectations in marketing? Historically, gender stereotypes have shaped consumer expectations in marketing, creating a baseline for assessing influencers based on gender-product congruence (Meyers-Levy and Loken 2015, pp. 131-132). Research shows that such congruence fosters positive audience responses, enhancing authenticity and engagement. These stereotypes influence brand attachment, as consumers often feel aligned

with brands that reflect their self-concept through congruent gendered traits (Grohmann 2009 pp. 113-114). (2) What impact does gender incongruence in influencer marketing have on brand perception and consumer trust? Gender incongruence in influencer marketing often leads to ambivalent reactions, as consumers may respond negatively to deviations from traditional norms, which could ultimately undermine brand credibility (Knoll and Matthes 2017, p. 70). However, some consumers, particularly those less tied to traditional norms, view incongruent portrayals as progressive and inclusive (Yang and Aggarwal 2024, pp. 2-3). Lastly, (3) How can brands navigate gender dynamics in influencer marketing to minimize backlash and optimize engagement? The thesis suggests that brands can use gender incongruence to promote inclusivity but advises that there may be a backlash if gender norms are overly challenged or seem inauthentic (Avery 2012, pp. 333-334). A balanced approach, which uses congruent influencers to build trust while including incongruent ones for progressive appeal, can help retain consumers and attract diverse audiences (Lee and Junqué de Fortuny 2022, p. 41). Also, adding nuanced visual and verbal signals in advertisements can help to achieve neutral product evaluations in case of influencer-product incongruities (Wong, Fock, and Ho 2020, p. 578). Lastly, gender incongruence seems to be less disruptive for gender-neutral products and in low-involvement contexts, which can help to mitigate backlash by applying it in those areas (Kirmani and Shiv 1998, pp. 43-44; Peñaloza et al. 2023, pp. 847-848).

In summary, the study provides a valuable framework for understanding gender dynamics in influencer marketing. It demonstrates that gender congruence builds trust and loyalty, while incongruence can attract progressive audiences. However, portrayals that do not align with the audience's gender may face backlash if perceived as inauthentic. This emphasizes the importance of balancing, meeting audience expectations and promoting inclusivity.

5.2 Managerial Implications

This study highlights important strategies managers should adopt to navigate gender dynamics inherent in influencer marketing. The importance of gender congruence in influencer marketing cannot be overstated, as consumers tend to respond favorably to influencers whose gender aligns with traditional product roles (Fu, Huang, and Chen 2024, p. 7). Also, the “Gender Congruence and Incongruence in Influencer Marketing Framework” offers valuable insights and recommendations for managers on what strategy to implement.

As the demand for inclusivity grows, brands can benefit significantly from authentically incorporating gender incongruent influencers. This approach can broaden the brand's appeal, striking a balance between earning the trust of conservative consumers and engaging those who lean more progressive (Fu, Huang, and Chen 2024, pp. 7-8; Leung, Gu, and Palmatier 2022, pp. 237-238). A balanced strategy incorporates congruent and incongruent influencers to meet the expectations of both traditional and progressive audiences. The use of congruent influencers has been demonstrated to strengthen brand loyalty and trust (Kirmani and Shiv 1998, p. 28). Conversely, gender incongruent influencers may enhance the attractiveness of brands that prioritize inclusivity, making them especially appealing to younger or more progressive consumers (Avery 2012, p. 322; Peñaloza et al. 2023, p. 859). However, managers need to ensure that these portrayals are perceived as authentic and align with the brand's core values to prevent backlash (Avery 2012, pp. 333-334). It is also important to bear in mind that gender incongruent influencer endorsements can lead to a change in perception of the product's characteristics, since they can be perceived as more in line with the influencer's gender (Folkes and Matta 2013, pp. 32-34).

The effectiveness of an influencer's gender alignment often depends on the type of product being marketed and how involved the consumer is. Congruent influencers can foster trust for high-involvement products, like luxury items or specialized goods, as consumers seek

expertise and consistency. In contrast, gender incongruent influencers may be better suited to low-involvement or gender-neutral products that prioritize broad appeal and inclusivity (Kirmani and Shiv 1998, pp. 43-45; Peñaloza et al. 2023, p. 847-848). For brands operating in traditional markets or catering to conservative audiences, gradually introducing gender incongruent influencers, perhaps through subtle endorsements, can help ease this transition toward greater inclusivity. This careful approach can mitigate potential resistance, particularly in high-involvement categories where consumers value congruence significantly (Kang and Herr 2006, p. 129; Wong, Fock, and Ho 2020, p. 577). Additionally, when selecting influencers, managers need to consider the regional and cultural differences in perceptions of gender. Attitudes towards gender roles can vary widely, especially across different cultural contexts (Yang, Aggarwal, and McGill 2019, p. 11). Global brands must tailor their strategies to fit the cultural landscape, favoring congruent influencers in traditional markets while opting for incongruent ones in more progressive areas. Also factors beyond gender, such as cultural influences, play a significant role in how consumers perceive influencers (Fischer, Gainer, and Bristor 1997, p. 379). Lastly, the results demonstrate that women and female-oriented brands are more likely to be gendered than their male counterparts. It can be argued that the introduction of male influencers into female-dominated domains may be a suitable strategy for gradually integrating gender incongruent influencers, thereby enabling mitigation of potential backlash at an early stage (Yang and Aggarwal 2024, pp. 2, 7-8).

In summary, the recommendations for managers advocate for a balanced approach to audience engagement. This means leveraging congruent influencers to foster trust with traditional audiences while employing incongruent ones to connect with progressive consumers. By adapting strategies based on product type, consumer involvement, and cultural context, brands can enhance their appeal and inclusivity.

5.3 Limitations And Future Research

The study's findings are limited in demographic scope, which may not fully represent global attitudes toward gender roles. Further research should be conducted in various cultural contexts to understand gender incongruence in influencer marketing better. Furthermore, while this study addresses the potential backlash from gender incongruent portrayals, it lacks a quantitative measurement of how such incongruence affects trust across demographics. A more robust quantitative approach would help to clarify, for example, the effects of SNI on trust and loyalty. Moreover, the study's narrow focus on binary gender norms may fail to consider the growing relevance of the broader gender spectrum, including non-binary identities in understanding brand perception and consumer trust in today's markets (Peñaloza et al. 2023, p. 852).

It would be further beneficial for future research to include longitudinal studies that track the lasting effects of gender incongruent campaigns on brand loyalty. Also, the collection of empirical data would facilitate the drawing of more accurate conclusions, the verification of suggestions, and the analysis of consumer reactions. Besides that, as social norms evolve, studies could examine the impact of non-binary influencers across industries, revealing strategies for brands seeking to engage broader audiences beyond binary norms and gender incongruence. Finally, an investigation into the psychological factors that drive responses to gender incongruence, such as cognitive dissonance and stereotype threat, could assist brands in developing strategies that align with consumer psychology and potentially reduce negative responses (Lee, Kim, and Vohs 2011, pp. 351-353).

In conclusion, while this study provides a solid foundation for understanding gender dynamics, especially gender incongruence, in influencer marketing, further research is essential to gain deeper insights and develop more effective strategies for fostering consumer engagement and aligning with evolving values.

Figures

Figure 1: Meaning Movement and the Endorsement Process

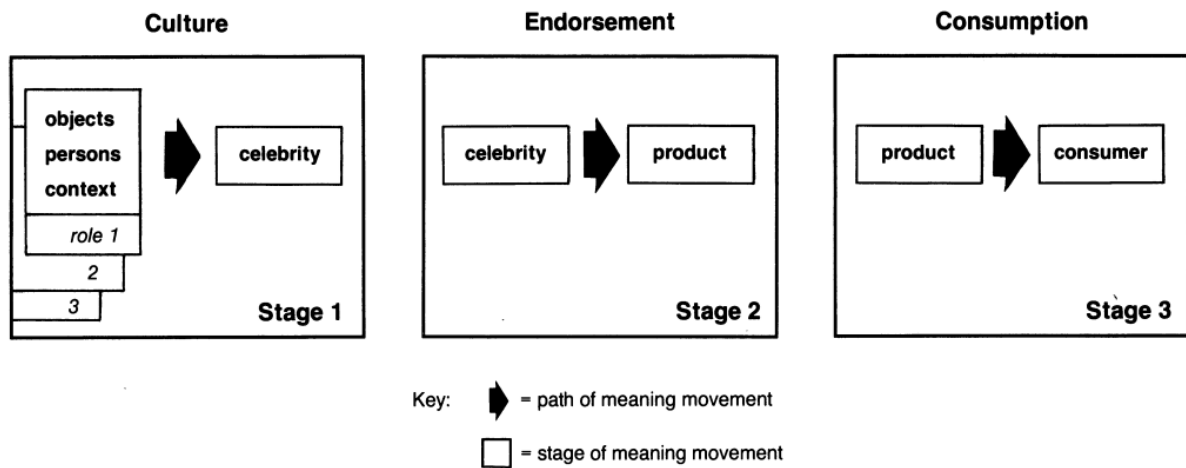


Figure 1: Meaning Movement and the Endorsement Process by McCracken (1989), p. 315.

Tables

Table 1: Gender Congruence and Incongruence in Influencer Marketing Framework

Aspect	Gender Congruence in Influencer Marketing	Gender Incongruence in Influencer Marketing
Consumer Reactions	<ul style="list-style-type: none"> • Positive reactions among traditional audiences lead to high engagement • Reinforces familiarity and trust with brand identity 	<ul style="list-style-type: none"> • Mixed reactions • Positive among progressive consumers who value inclusivity • Potential ambivalence or backlash from traditional consumers
Brand Fit	<ul style="list-style-type: none"> • Aligns with traditional brand identity and image, enhancing loyalty among established consumer segments 	<ul style="list-style-type: none"> • Supports a modern, inclusive image • Appeals to diverse and younger audiences that align with socially progressive values
Application	<ul style="list-style-type: none"> • For established brands with strong gendered identities or products with pronounced gender associations 	<ul style="list-style-type: none"> • Products with neutral or fluid gender associations • Positioning a brand as inclusive and appealing to a wider audience • Expansion to new consumer segments
Risks	<ul style="list-style-type: none"> • Risk of reinforcing gender stereotypes • Potentially limited appeal to progressive audiences 	<ul style="list-style-type: none"> • Potential backlash from traditional consumers; eventually less likely when male influencers promote female-oriented products and brands • Requires careful management of brand identity and authenticity
Strategic Guideline	<ul style="list-style-type: none"> • Use for products with gendered solid associations, targeting traditional audiences to maintain brand loyalty 	<ul style="list-style-type: none"> • Leverage for gender-neutral or inclusivity-driven products, with gradual transitions for established brands to broaden consumer reach

Table 1: Gender Congruence and Incongruence in Influencer Marketing Framework. Own work.

Appendix

Appendix A: Literature Review Tables

Author/s (Year) [Journal]	Research Focus	Theoretical Background	Sample	Method/Analysis	Independent Variable(s)	Dependent Variable(s)	Main Findings
Aaker (1999) [<i>Journal of Marketing Research</i>]	<ul style="list-style-type: none"> Examines how a flexible self-concept influences consumer attitudes toward brands with specific personality traits. Shows that brand personality impacts consumer preferences. Highlights how consumer preferences are affected by self-schema (personal identity) and situational cues (external factors). 	Self-concept theory, schema theory, self-monitoring theory, and malleable self-concept	<ul style="list-style-type: none"> Experiment 1: 93 university employees (55% women, mean age of 27), including prior samples and procedures for stimuli development Experiment 2: 108 university employees (69% women, mean age of 31), including prior samples and procedures for stimuli development 	<ul style="list-style-type: none"> Both experiments used a 2 (self-schema: schematic vs. aschematic) \times 2 (situational cue: low vs. high salience) \times 2 (self-monitoring: low vs. high) mixed-factorial design. Experiment 1 used authentic brands, while Experiment 2 used fictitious brands with varying personality traits. Situational cues were manipulated by asking participants to imagine themselves in specific contexts and evaluate brands. Analysis through ANOVA and planned contrasts. 	Self-schema, situational cue salience, self-monitoring	Brand attitude	<ul style="list-style-type: none"> Participants preferred brands that matched their self-schema, especially low self-monitors. High self-monitors preferred brands with personality traits aligned with the situational cues. Self congruity was more substantial for low self-monitors, while situational cues influenced high self-monitors preferences more

Author/s (Year) [Journal]	Research Focus	Theoretical Background	Sample	Method/Analysis	Independent Variable(s)	Dependent Variable(s)	Main Findings
Avery (2012) [<i>International Journal of Research in Marketing</i>]	<ul style="list-style-type: none"> Studies how male consumers react to brands that challenge traditional gender roles. Focuses on the launch of the Porsche Cayenne SUV as an example Analyzes how these consumer responses affect the brand's meaning. Explores how these reactions contribute to the construction of gender identity. 	Enacting gender through consumption, gender-bending consumption and gender contamination, consumer resistance, and identity threat	<ul style="list-style-type: none"> Brand identity meaning elicitation experiment: 73 MBA students at a large U.S. business school, gender and car/SUV ownership were balanced Brand community netnography: 181,000 conversations (threads) manually combed and read through netnographic immersion on the Rennlist web forum 	<ul style="list-style-type: none"> Cultural discourse analysis to identify how Porsche is portrayed in media, focusing on gendered associations and identity markers. A between-subjects design in which participants were shown different parts of the Porsche product line (sports car vs. SUV). Analysis through MANOVA Netnography: Observation and participation in an online Porsche brand community over four years, with thematic analysis to identify identity-based responses and stereotypes. 	/	/	<ul style="list-style-type: none"> The Porsche Cayenne SUV was perceived as less masculine compared to Porsche sports cars, with stereotypes of SUV owners linked to femininity The introduction of the SUV diluted Porsche's strong association with masculinity, causing resistance among existing male Porsche owners. The Porsche brand community engaged in collective identity work by labeling SUV owners as "soccer moms" to maintain the masculine identity of the brand.

Author/s (Year) [Journal]	Research Focus	Theoretical Background	Sample	Method/Analysis	Independent Variable(s)	Dependent Variable(s)	Main Findings
Bearden, Netemeyer , and Teel (1989) [<i>Journal of Consumer Research</i>]	<ul style="list-style-type: none"> • Develops and validates a scale to measure consumer susceptibility to social influence. • Assesses how likely individuals are to conform to others' expectations. • Evaluates the tendency to seek advice or information from others when making purchasing decisions. 	Normative and informational influence	<ul style="list-style-type: none"> • Initial scale development: 220 adult consumers • Second administration: 141 undergraduate students • External judge studies Study 1: 72 fraternity/sorority members (39 fraternity, 33 sororities), Study 2: 43 undergraduate students evaluated by acquaintances • Behavioral index study: 43 undergraduate students • Motivation to comply with the study: 143 undergraduate students 	<ul style="list-style-type: none"> • Initial scale development: Analysis through factor analysis, coefficient alpha, and confirmatory factor analysis. • Second administration: Tested 18-item scale, refined to 12 items. Analysis through confirmatory factor analysis. • External judge studies: Participants completed the scale, and external judges rated them on susceptibility. Analysis through correlations. • Behavioral index study: Participants self-reported 21 normative and 17 informational behaviors over four intervals. The data were analyzed through correlations. • Motivation to Comply Study: A scenario involving a purchase decision and a friend's recommendation. Analysis through correlations. 	Dimensions of interpersonal influence: normative (desire for social acceptance) vs. informational (seeking guidance from others)	Consumer susceptibility to interpersonal influence	<ul style="list-style-type: none"> • Develop a valid, reliable two-dimensional scale for measuring consumer susceptibility to interpersonal influence • Findings support that normative influence is associated with social conformity, while informational influence is linked to information-seeking behaviors

Author/s (Year) [Journal]	Research Focus	Theoretical Background	Sample	Method/Analysis	Independent Variable(s)	Dependent Variable(s)	Main Findings
Bentley, Rajagopal, and Kulow (2024) [<i>Journal of Consumer Psychology</i>]	<ul style="list-style-type: none"> Analyzes how different audiences may respond with varying levels of positivity to influencer marketing campaigns. Studies the effectiveness of influencer marketing in shaping consumer purchase intentions and willingness to pay. 	Brand attachment, social influence, and consumer's brand expectation	590 Cloud Research workers (Median age = 38.4 years, 45.5% male)	Five studies using Instagram as a social media platform; Focus on study 5: High attachment towards social media influencers can attenuate negative consumer responses, regression analysis using the PROCESS macro.	Post source (brand vs. SMI)	Purchase intentions	<ul style="list-style-type: none"> Attachment with the SMI may help shield the brand from the adverse effects of using SMIs among high BA consumers, rendering the selection of the SMI critically important The use of SMIs may backfire among consumers who feel highly attached to the brand because the use of SMIs leads these consumers to perceive a norm violation, leading to lowered purchase intentions and willingness to pay for the brand These effects are found across different product categories, using natural and prominent brands as well as actual and fictitious SMI

Author/s (Year) [Journal]	Research Focus	Theoretical Background	Sample	Method/ Analysis	Independent Variable(s)	Dependent Variable(s)	Main Findings
Boshoff (2012) [<i>Journal of Service Research</i>]	<ul style="list-style-type: none"> • Neurophysiological approach to measure consumers' emotional responses during a service encounter • Focus on the role of gender. 	<ul style="list-style-type: none"> • Social identity theory • Similarity-attraction theory 	64 subjects consisting of 16 White males, 16 White females, 16 Black males, and 16 Black females	<ul style="list-style-type: none"> • Laboratory experiment collecting data using electronic observation through neurophysiology measurement. • Each subject was exposed to precisely the same scenarios in the form of a video clip illustrating a hypothetical service failure and recovery situation involving a travel agent. • Analysis through ANOVA and paired sample t-tests. 	Ethnicity and gender of the service provider	<ul style="list-style-type: none"> • Neuro-physiological measures (Electroencephalography (EEG), Galvanic Skin Response (GSR), Electromyography (EMG)) • Self-reported satisfaction 	<ul style="list-style-type: none"> • Neutral and negative emotional responses from consumers characterize a service failure/recovery encounter. Thus, the assumption that only negative emotional responses will be present in a service failure/recovery situation is not necessarily valid. • A service recovery action performed by someone of the same ethnicity and gender does not elicit a more positive emotion than when the service provider is from a different ethnicity and gender.

Author/s (Year) [Journal]	Research Focus	Theoretical Background	Sample	Method/ Analysis	Independent Variable(s)	Dependent Variable(s)	Main Findings
Caballero and Pride (1984) [<i>Journal of Marketing</i>]	<ul style="list-style-type: none"> Investigation of how the sex and physical attractiveness of a salesperson featured in direct mail advertisements influence the consumer's decision to purchase the advertised product. Impact of the receiver's gender on purchasing behavior. 	Attractiveness and persuasion	30,000 subscribers of Christianity Today magazine (15,000 male and 15,000 female subscribers)	<ul style="list-style-type: none"> 2x2x3 factorial design with two control groups The direct mail consisted of a sales letter for a religious book, an order form, and a photograph of the salesperson (or no photo for the control group). Six treatment groups displayed different combinations of male or female salespeople and varying levels of attractiveness. Analysis through ANOVA and Duncan test 	Sex and attractiveness level of the salesperson, presence of a photo	Purchase behavior	<ul style="list-style-type: none"> Advertisements featuring a female salesperson or no photo generated more sales than other combinations of attractiveness and sex. The sex of the receiver moderates the effect of the salesperson's attractiveness. Female receivers were more influenced by the salesperson's attractiveness, mainly when the salesperson was female. Male receivers were less influenced by the sex or attractiveness of the salesperson overall but still responded better to an attractive female salesperson than to a male. Attractive male salespeople did not have the same persuasive impact as attractive females. Using photographs of salespeople in advertisements can influence purchasing decisions, but it depends on the sex and attractiveness of the salesperson.

Author/s (Year) [Journal]	Research Focus	Theoretical Background	Sample	Method/ Analysis	Independent Variable(s)	Dependent Variable(s)	Main Findings
Chung, Ding, and Kalra (2023) [<i>Journal of Consumer Research</i>]	<ul style="list-style-type: none"> How referencing close social ties in social media posts affects audience engagement, and increase the perception of authenticity, warmth, and similarity with the influencer while also appealing to interpersonal curiosity. 	Referencing close social ties, consumer behavior	<p>Dataset from Instagram and three experiments, recruited participants between 18 and 35 years old for all experiments; Observational analysis of 55,631 Instagram posts from 763 influencers.</p> <ul style="list-style-type: none"> Experiment 1: 260 MTurk participants (male = 53.85%, M age = 29.15) Experiment 2: 326 male participants from Prolific (M age = 27.43) Experiment 3: 314 Prolific participants (male = 18.15%, M age = 26.59) 	<ul style="list-style-type: none"> Experiment 1: Participants in close and distant ties conditions examined four manipulated images with accompanying text. Analysis through one-way ANOVA. Experiment 2: Manipulating social ties by changing the number of people in a photograph with one specific influencer. While keeping the text the same. Analysis through one-way ANOVA. Experiment 3: Demonstration that the inverted U-effect is not bound to a specific influencer. Analysis through one-way ANOVA. 	Mention of close social ties, type of content (use of first-person pronouns, sponsored vs. non-sponsored)	Audience engagement	<ul style="list-style-type: none"> Referencing social ties increases consumer engagement as measured by liking a post The mention of social ties can be especially powerful when influencers complement the post using self-referencing language and first-person pronoun Social ties can mitigate the adverse effects of sponsored messages embedded in the posts

Author/s (Year) [Journal]	Research Focus	Theoretical Background	Sample	Method/ Analysis	Independent Variable(s)	Dependent Variable(s)	Main Findings
Eagly et al. (2019) [<i>American Psychologist</i>]	<ul style="list-style-type: none"> • Examination of how gender stereotypes in the US have evolved from 1946 to 2018 • Assesses shifts in public perception regarding traits commonly attributed to men and women 	Social role theory and dynamic stereotypes	Data from 16 nationally representative U.S. public opinion polls covering 30,093 adults from 1946 to 2018	<ul style="list-style-type: none"> • Compiled and coded poll responses about traits ascribed to men and women, categorizing these traits into three dimensions: communion, agency, and competence • Analysis through mixed-effects meta-regression models, checking for robustness by controlling for variables like polling methods and response formats 	Period (poll year) and gender (male vs. female)	Percentage of respondents attributing each trait more to women, more to men, or equally to both.	<ul style="list-style-type: none"> • Gender stereotypes have adapted in response to changing social roles • While women are increasingly viewed as more communal and equally competent compared to men, men maintain their traditional advantage in agency • This suggests that stereotypes adjust in line with observable social role changes but that the deeply entrenched view of men as more agentic persists

Author/s (Year) [Journal]	Research Focus	Theoretical Background	Sample	Method/ Analysis	Independent Variable(s)	Dependent Variable(s)	Main Findings
Eisend. (2010) [<i>Journal of the Academy of Marketing Science</i>]	<ul style="list-style-type: none"> • A meta-analysis of the research on gender roles in TV and radio advertising based on 64 primary studies 	<ul style="list-style-type: none"> • The degree of gender stereotyping in advertising • Social role theory • Mirror vs. mold debate • Cultivation theory 	A literature search from 1975 to 2007 revealed 84 content analyses on gender roles in TV/radio advertisements and 37 manuscripts covering 64 independent studies.	<ul style="list-style-type: none"> • Odds ratios were calculated to assess gender stereotyping, and a random-effects model was applied to account for study variability • Coding of gender role variables and moderator variables • Analysis of the effect size through regression and correlation 	Country (indexed by Hofstede's Masculinity scale) and year of data collection	Degree of gender stereotyping within advertising content	<ul style="list-style-type: none"> • Stereotyping is prevalent in advertising, occurring mainly related to gender's occupational status • Stereotyping in advertising has decreased over the years, although this decrease is almost exclusively due to developments in high-masculinity countries. • Gender stereotyping in advertising depends on gender-related developments and value changes in society

Author/s (Year) [Journal]	Research Focus	Theoretical Background	Sample	Method/ Analysis	Independent Variable(s)	Dependent Variable(s)	Main Findings
Elliott, Eccles, and Hodgson (1993) [<i>International Journal of Research in Marketing</i>]	<ul style="list-style-type: none"> • Consumer interpretations of attempts to re-code gender representations in TV advertising for household cleaning products • Investigation how women perceive these gender representations and whether such advertisements reflect or influence societal changes in gender roles. 	Feminist critique of advertising, schemer schema, gender representation through advertisement, consumer's ability to distinguish between simulated stereotypical portrayals in the advertisements and reality	27 adult women aged 22-50 years who were either married or living with a partner. The sample was drawn from a city with a population of 100,000 northwest of the United Kingdom.	<ul style="list-style-type: none"> • Protocol interpretive methodology: women were shown five advertisements followed by an extended discussion of the sex-role stereotypes in UK advertising, the changing roles of men and women in the home and the concept of the "New Man." • Examination of written protocols and focus group transcriptions using Zakia's Interpretant Matrix 	/	/	<ul style="list-style-type: none"> • Women often viewed gender role portrayals in cleaning advertisements as unrealistic, particularly men doing household tasks. • Gender role reversals were frequently seen as insincere marketing tactics. • The "New Man" concept was met with interest and resistance, as it did not align with many women's real-life experiences.

Author/s (Year) [Journal]	Research Focus	Theoretical Background	Sample	Method/ Analysis	Independent Variable(s)	Dependent Variable(s)	Main Findings
Erdem and Swait (2004) [<i>Journal of Consumer Research</i>]	<ul style="list-style-type: none"> • Role of brand credibility on brand choice and consideration across multiple product categories that vary in regard to potential uncertainty about attributes, associated information acquisition costs, and perceived consumption risks. 	Brands act as signals of product quality (signaling theory), brand credibility and perceived risks, consumer's decision process including consideration and choice	Survey at a major North American university for different product categories: 83 for athletic shoes, 84 for cellular services, 83 for headache medication, 83 for juice, 82 for personal computers, and 83 for shampoo.	<ul style="list-style-type: none"> • Respondents evaluated five brands in each product class on constructs related to trustworthiness, expertise, perceived quality, perceived risk, and information costs saved. • Measurement through nine-point agree/disagree scales • Analysis through binary logistic regression, multinomial logit models, and interaction analysis 	Brand Credibility	Brand consideration, brand choice	<ul style="list-style-type: none"> • Brand credibility significantly increased brand consideration and choice across all product classes, with trustworthiness having a more substantial impact than expertise. • Perceived quality consistently influenced brand choice, while perceived risk was more significant in the consideration stage, particularly for high-uncertainty products • The role of trustworthiness and expertise varied by product type, with trustworthiness playing a more critical role in products involving greater risk or uncertainty.

Author/s (Year) [Journal]	Research Focus	Theoretical Background	Sample	Method/ Analysis	Independent Variable(s)	Dependent Variable(s)	Main Findings
Escalas and Bettman (2005) [<i>Journal of Consumer Research</i>]	<ul style="list-style-type: none"> • How consumers use brands associated with their social reference groups to construct their self-concept. • How self-construal (independent vs. interdependent) influences self-brand connections when brands are associated with ingroups or outgroups. 	Self-concept theory, meaning transfer theory, social influence theory, self-construal theory	<ul style="list-style-type: none"> • Study 1: 288 undergraduates at a public university in the Southwest, divided by ethnic background (Asian, Hispanic, White American). • Study 2: 161 undergraduates at a public university in the Southwest, divided based on high independent or interdependent self-construal 	<ul style="list-style-type: none"> • Both studies used experimental designs where participants identified ingroups and outgroups and rated brands consistent and inconsistent with each group. • Analysis through mixed ANOVA. 	<ul style="list-style-type: none"> • ANOVA 1: Ethnocultural group, group type, brand image match • ANOVA 2: Self-construal (independent vs. interdependent), group type, brand image match, brand symbolism 	For both: Self-brand connection	<ul style="list-style-type: none"> • Consumers showed stronger self-brand connections for brands that matched the image of their ingroup • Independent individuals exhibited weaker self-brand connections for brands associated with outgroups, highlighting their desire for differentiation from groups they do not belong to. • The effects of brand associations on self-brand connections were more pronounced for brands perceived as symbolic

Author/s (Year) [Journal]	Research Focus	Theoretical Background	Sample	Method/ Analysis	Independent Variable(s)	Dependent Variable(s)	Main Findings
Fischer, Gainer, and Bristor (1997) [<i>Journal of Retailing</i>]	<ul style="list-style-type: none"> • Exploration of whether the sex of the service provider would influence perceptions of service quality in the contexts of fast-food restaurants, hair-cutting salons, and dental offices. • Two possibilities were explored: whether men might believe male servers provide higher quality and if women believe female servers do. 	<ul style="list-style-type: none"> • Server gender stereotypes and ingroup bias towards same-sex servers • Impact of the physical and social environment for services on customer perceptions of service quality 	<ul style="list-style-type: none"> • Undergraduates enrolled in business courses at a Toronto-area university participated in the study • Study 1: Fast Food Restaurants: 262 participants • Study 2: Hair Styling Service: 130 participants • Study 3: Dental Services: 134 participants 	<p>Three experiments in three settings with preliminary interviews</p> <ul style="list-style-type: none"> • Study 1: Viewing an artist's sketch of the counter area and evaluating it based on the 22-item expectations portion of the SERVQUAL scale. Each item comprising the five dimensions (tangibles, reliability, responsiveness, assurance, and empathy) was measured on a seven-point scale anchored with strongly agree/strongly disagree, and then subjects were exposed to one of four versions of the stimuli, analyzed through MANOVA • Study 2: Same procedure as in study 1, multiple regression for analysis • Study 3: Same procedure as in study 1 	Sex of service provider, service setting	Perceived service quality	<ul style="list-style-type: none"> • Gender stereotypes about service providers affected service quality evaluations inconsistently across different service settings and dimensions. • No significant support for in-group bias was found; respondents did not consistently rate same-sex servers higher. • The impact of gender stereotypes varied by context, with significant effects seen only in some service settings and on selected dimensions of service quality.

Author/s (Year) [Journal]	Research Focus	Theoretical Background	Sample	Method/ Analysis	Independent Variable(s)	Dependent Variable(s)	Main Findings
Folkes and Matta (2013) [<i>Journal of Consumer Psychology</i>]	<ul style="list-style-type: none"> Focus on how information about a product's creator (specifically gender) influences consumer judgments about the product's quality and attributes Explores whether congruence or incongruence between the creator's gender and the gender-typing of the product affects consumer evaluations of the product's attributes. 	Gender stereotyping, attribution theory	<ul style="list-style-type: none"> Study 1: 413 business undergraduate students Study 2: 104 business undergraduate students Study 3: field setting with a nonstudent sample used for replication 	<p>Three experiments assessing how gender congruence or incongruence influences the perceptions of product attributes (specifically music)</p> <ul style="list-style-type: none"> Study 1: Source effects on judgments of a product when the valence of source competence information varies Study 2: Source effects on product judgments for a product characterized by stereotypically feminine attributes Study 3: Comparing source trait inferences and product judgments Analysis of all studies through MANOVA 	<ul style="list-style-type: none"> MANOVA 1: Gender of the source, cognitive resource constraints, valence of competence information MANOVA 2: Gender of the source, cognitive resource constraints MANOVA 3: Gender of the source 	<ul style="list-style-type: none"> MANOVA 1: Product judgments including male-typed and female-typed attributes, product quality ratings MANOVA 2: Judgments of the product's secondary (male-typed) and primary (female-typed) attributes, product quality ratings MANOVA 3: Pre-trial inferences about the source's traits, post-trial judgments of the product's attributes 	<ul style="list-style-type: none"> Consumers judgments were affected by the source's gender, showing more substantial gender-typed attribute ratings when cognitive resources were unconstrained. Even with positive competence information, consumers maintained gender-typed inferences for product attributes, showcasing the deeply rooted nature of gender stereotypes.

Author/s (Year) [Journal]	Research Focus	Theoretical Background	Sample	Method/ Analysis	Independent Variable(s)	Dependent Variable(s)	Main Findings
Fu, Huang, and Chen (2024) [<i>Frontiers in Psychology</i>]	<ul style="list-style-type: none"> Investigation of the effects of non-stereotypical gender role endorsement in live-streaming e-commerce on consumer purchase intention. How the endorsement of gender incongruent products impacts purchase decisions, considering the moderating role of consumers' traditional gender ideology. 	Gender ideology, gender stereotypes, schema theory	<p>Participants were recruited from the Credamo platform</p> <ul style="list-style-type: none"> Study 1: pre-test with 46 participants (N = 46, female 73.9%); a total of 203 participants for the study (N = 203, females 62.6%) Study 2: pre-test with 48 participants (N=48, male 39.5%, age from 18 to 50), a total of 130 participants for the study (N=130, male 37.6%, age from 18 to 60) 	<ul style="list-style-type: none"> Pre-tests identified typical male and female products as well as streamers with apparent masculine and feminine traits Study 1: tested the effect of non-stereotypical gender role endorsement on female products Study 2: repeated study 1 focusing on male products Analysis through ANOVA 	<ul style="list-style-type: none"> ANOVA 1: Type of gender role endorsement (stereotypical vs. non-stereotypical, traditional gender ideology level (high vs. low)) ANOVA 2: Type of gender role endorsement (stereotypical vs. non-stereotypical) 	<ul style="list-style-type: none"> ANOVA 1: Purchase intention for a female-oriented product ANOVA 2: Purchase intention for a male-oriented product 	<ul style="list-style-type: none"> For female products, stereotypical gender role endorsements by female streamers led to higher purchase intentions than non-stereotypical endorsements. For male products, there was no significant difference in purchase intentions between stereotypical and non-stereotypical gender role endorsements. Individuals with high traditional gender beliefs preferred stereotypical endorsements, while those with low beliefs showed no significant preference.

Author/s (Year) [Journal]	Research Focus	Theoretical Background	Sample	Method/ Analysis	Independent Variable(s)	Dependent Variable(s)	Main Findings
Graesser, Gordon, and Sawyer (1979) [<i>Journal of Verbal Learning and Verbal Behavior</i>]	<ul style="list-style-type: none"> Investigation of recognition memory for typical and atypical actions within scripted activities. How people remember typical versus atypical actions when encountering scenarios that follow a standard "script" 	Schema-based framework, Script Pointer + Tag Hypothesis	<ul style="list-style-type: none"> Experiment 1: 51 introductory psychology students at California State University, Fullerton Experiment 2: 36 introductory psychology students at California State University, Fullerton 	<ul style="list-style-type: none"> Experiment 1: Participants were exposed to stories and a series of scripted activities including typical and atypical actions. Analysis through mean recognition ratings, hit and false alarm rates, ANOVA, and paired t-tests. Experiment 2: Modified the script order to test if interruption affects memory for typical and atypical actions. Analysis through mean recognition ratings, hit and false alarm rates, and multiple regression analysis. 	Script type, script sequence (interrupted vs. sequential)	Recognition ratings, hit rates, and false alarm rates	<ul style="list-style-type: none"> Confirmation that recognition memory was more accurate for atypical actions in scripts than typical actions. Typical actions showed zero memory discrimination, implying that typical script actions were linked to a generic script pointer without detailed memory tagging. Typical actions had higher false alarm rates than atypical actions, indicating that participants often mistakenly believed typical actions were present when they were not.

Author/s (Year) [Journal]	Research Focus	Theoretical Background	Sample	Method/ Analysis	Independent Variable(s)	Dependent Variable(s)	Main Findings
Grohmann (2009) [<i>Journal of Marketing Research</i>]	<ul style="list-style-type: none"> • Development and validation of a scale that measures masculine and feminine brand personality dimensions (MBP and FBP). • Examination how gender dimensions of brand personality influence consumer perceptions, responses, and brand-related outcomes, as well as the impact of brand personality-self-concept congruence on consumer responses. 	Gendered brand personalities, gender schema theory, self-congruity theory	Eight studies, focus on study 5: 292 undergraduate students (49% male)	<p>Study 5 examines whether spokespersons in an advertisement influence consumers' perception of MBP and FBP</p> <ul style="list-style-type: none"> • Brand personality of a fictitious brand was measured after exposure to a print advertisement in a 3 (spokesperson: masculine, feminine, none) × 2 (participant's sex: male, female) between-subjects experiment including a pretest • Analysis: Participants rated the brand on the MBP and FBP scales after seeing the advertisement. LISREL was used to test the properties of the brand personality dimensions. 	Spokesperson gender, participant gender	Masculine Brand Personality (MBP), Feminine Brand Personality (FBP)	<ul style="list-style-type: none"> • Masculine and feminine brand personalities are independent dimensions that can be effectively measured and manipulated. • Spokespeople influence brand personality perceptions: masculine spokespersons increase MBP perceptions, and feminine spokespersons increase FBP perceptions. • Congruence between brand personality and self-concept leads to more positive consumer responses, including higher brand trust, loyalty, and purchase intention. • Gender congruence between parent brand personality and brand extension category significantly improves brand extension evaluations and purchase intentions.

Author/s (Year) [Journal]	Research Focus	Theoretical Background	Sample	Method/ Analysis	Independent Variable(s)	Dependent Variable(s)	Main Findings
Kang and Herr (2006) [<i>Journal of Consumer Research</i>]	<ul style="list-style-type: none"> Development of an integrative model of how source characteristics influence consumer attitudes towards a product Development of an integrative framework to explain both positive and negative source effects through three processes. 	<ul style="list-style-type: none"> Elaboration likelihood model (ELM) and Heuristic-systematic model (HSM) Peripheral route vs. Central route 	<ul style="list-style-type: none"> Experiment 1: 136 college students Experiment 2: 137 business majors 	<p>A 2x2x2 between-subject design was used for both experiments.</p> <ul style="list-style-type: none"> Experiment 1: Participants were given a booklet containing 12 advertisements, including two target ads, featuring either an attractive or average-looking couple. Analysis through ANOVA. Experiment 2: This experiment added a priming task to make participants aware of the potential influence of attractiveness before exposing them to the advertisements. Analysis through ANOVA and post-hoc tests. 	<ul style="list-style-type: none"> ANOVA 1: Cognitive resource level, product type, attractiveness of the message source ANOVA 2: Priming condition (bias priming vs. no priming), product type, attractiveness of the message source 	For both ANOVAs: Attitudes toward the product	<ul style="list-style-type: none"> An attractive source influenced positive attitudes under low cognitive resources, regardless of product relevance. Under high cognitive resources, the influence depended on whether the product aligned with the attractiveness of the source. When cognitive resources were limited and participants were primed to recognize bias, attractive sources led to less favorable or even hostile attitudes for product categories where attractiveness was irrelevant. The positive influence of an attractive source was sustained only for products where attractiveness was contextually relevant.

Author/s (Year) [Journal]	Research Focus	Theoretical Background	Sample	Method/ Analysis	Independent Variable(s)	Dependent Variable(s)	Main Findings
Karagür et al. (2022) [<i>International Journal of Research in Marketing</i>]	<ul style="list-style-type: none"> How different types of disclosures in influencer marketing impact consumer perceptions of trustworthiness, the recognition of posts as advertising, and overall engagement. Conditions under which transparency in influencer marketing influences audience reactions, including the effects of influencer follower count and the number of product endorsements on these outcomes. 	Persuasion Knowledge Model	<ul style="list-style-type: none"> Field study: 61 German Instagram influencers with follower counts ranging from 6,130 to 6.7 million (average of 768,986 followers), 3,593 posts from these influencers Three central studies: a total of 1,600 participants across three studies 	<ul style="list-style-type: none"> Field study: Collection of actual engagement data on Instagram posts with varying disclosure types Three central studies: Participants were randomly assigned to view different Instagram posts with manipulated disclosure types to measure their perceptions of advertising, influencer trustworthiness, and intention to engage Analysis: Structural equation modeling and multilevel modeling 	Disclosure type (branded content, in-text, non), influencer characteristics (follower count, multiple product endorsements)	Perceptions that the post is advertising, perceived influencer trustworthiness, engagement	<ul style="list-style-type: none"> Using the branded content tool increased perceptions that a post was advertising, which reduced influencer trustworthiness and engagement. Expectations based on follower count and prior endorsements impacted perceptions of advertising, but a clear branded disclosure lessened these effects. While transparency via disclosures reduced engagement due to perceived commercial intent, it also signaled honesty, enhancing trust in some contexts.

Author/s (Year) [Journal]	Research Focus	Theoretical Background	Sample	Method/ Analysis	Independent Variable(s)	Dependent Variable(s)	Main Findings
Kirmani and Shiv (1998) [<i>Journal of Consumer Psychology</i>]	<ul style="list-style-type: none"> Source congruity in celebrity endorsements, meaning the match between the endorser and brand attributes. Examination how congruity impacts brand attitudes and brand attribute beliefs under different levels of elaboration. 	Elaboration likelihood model and heuristic-systematic model	<ul style="list-style-type: none"> Study 1: 80 undergraduate students at a southern university who were part of the psychology participant pool, including two pretests Study 2: 67 under-graduate students 	<ul style="list-style-type: none"> 2 x 2 between-subject design for both studies' processing goal (brand vs. ad) and celebrity congruity (high vs. low). In study 2, a different procedure was used, e.g., a varied order of the measures. Analysis through ANOVA. 	<ul style="list-style-type: none"> For all three ANOVAs: Processing goal, celebrity congruity ANOVA 3 also included type of product positioning 	For all three ANOVAs: Brand attitudes, brand attribute beliefs	<ul style="list-style-type: none"> Source congruity is more effective in shaping brand attitudes and beliefs when consumers engage in high issue-relevant elaboration When elaboration is low, people rely on superficial cues like the endorser's attractiveness, likability, and congruity with the brand, which have little effect. Endorsers seem persuasive when congruent with the brand, but this only occurs when consumers actively process the information.

Author/s (Year) [Journal]	Research Focus	Theoretical Background	Sample	Method/ Analysis	Independent Variable(s)	Dependent Variable(s)	Main Findings
Knoll and Matthes (2017) [<i>Journal of the Academy of Marketing Science</i>]	<ul style="list-style-type: none"> • Overall effectiveness of celebrity endorsements in influencing consumer behavior, attitudes, and cognitive outcomes. • Moderating role of factors such as endorser characteristics, endorsement types, and comparison groups. 	Advertising effectiveness models, match-up hypothesis, balance theory	10,357 participants taken from 46 studies published up to April 2016	<ul style="list-style-type: none"> • Multilevel meta-analysis to account for dependencies across multiple effect sizes and variations between studies • Standardized mean difference was calculated to compare the effects of celebrity endorsements against non-celebrity endorsements or no endorsement. 	Endorser characteristics and endorsement context	Cognitive outcomes, affective outcomes, behavioral outcomes	<ul style="list-style-type: none"> • Celebrity endorsements had varied effectiveness, showing strong positive effects when aligned with theoretically relevant moderators, such as the match between the endorser and the product. • Celebrity endorsements performed better than non-celebrity controls but were less effective than endorsements like quality seals or other reputable endorsers. • Endorsements by male celebrities and congruent endorsements led to higher effectiveness in consumer attitudes and behaviors, highlighting the importance of endorser-product fit.

Author/s (Year) [Journal]	Research Focus	Theoretical Background	Sample	Method/ Analysis	Independent Variable(s)	Dependent Variable(s)	Main Findings
Lee and Junqué de Fortuny (2022) [<i>Journal of Consumer Research</i>]	<ul style="list-style-type: none"> Examination of how influencers shape brand reference group association How an influencer's typicality, meaning the match of the influencer with a brand's stereotypical consumption, influences the strength and homogeneity of brand associations 	Reference groups and cultural meaning transfer in marketing	5,000 exposed to 125 Instagram posts	<ul style="list-style-type: none"> Participants used natural language processing, text-based, and non-text-based measures to analyze the reference groups associated with each brand. They were shown Instagram posts of 25 major brands Analysis through regression and curvilinear relationships 	Influencer typicality, brand characteristics	Perceived homogeneity, the strength of reference group associations	<ul style="list-style-type: none"> Typical influencers reinforced strong reference group associations and increased perceived consumer homogeneity for a brand. A U-shaped relationship was noted where highly atypical influencers did not enhance associations. Fashion brands showed more apparent shifts in reference group associations due to influencer posts than non-fashion brands.

Author/s (Year) [Journal]	Research Focus	Theoretical Background	Sample	Method/ Analysis	Independent Variable(s)	Dependent Variable(s)	Main Findings
Lee and Schumann (2009) [<i>Journal of Consumer Psychology</i>]	<ul style="list-style-type: none"> How gender identity affects consumer trust in online interactions with computer agents Proposing that psychological gender identity (e.g., femininity) has more impact than biological gender in these settings. It contrasts this with face-to-face interactions, where biological gender is more influential. 	First-generation gender theory, second-generation gender theory, third-generation gender theory (CGIT)	<ul style="list-style-type: none"> Study 1: 50 male and female students from a large university in Korea Study 2: 193 students from a large Korean university Study 3: 37 male and female students from a large university in the Western United States Study 4: 93 students from multiple undergraduate classes in a large university in Korea 	<ul style="list-style-type: none"> Study 1: Experiment where participants interacted with computer agents to evaluate trust, analysis through ANOVA Study 2: Replicated the experiment with human-to-human interactions, analysis through ANOVA. Study 3: Expanded on Study 1 by introducing different interaction contexts with computer agents, analysis through MANOVA. Study 4: Focused on real-world applications by observing participants' trust in agents across diverse tasks, analysis through ANOVA. 	<ul style="list-style-type: none"> All ANOVAs: Biological gender, psychological gender identity MANOVA 3 added interaction context 	<ul style="list-style-type: none"> ANOVA 1: Trust in the computer agent ANOVA 2: Trust in the human interaction partner MANOVA 3: Trust in the computer agent in different contexts ANOVA 4: Trust in the computer agent across various tasks 	<ul style="list-style-type: none"> In online interactions with computer agents, psychological gender identity (especially femininity) significantly influenced trust more than biological gender. During person-to-person interactions, biological gender was the more robust determinant of trust, indicating that gender identity adapts based on interaction context. Human-computer interactions reduce social pressures tied to biological gender.

Author/s (Year) [Journal]	Research Focus	Theoretical Background	Sample	Method/ Analysis	Independent Variable(s)	Dependent Variable(s)	Main Findings
Lee, Kim, and Vohs (2011) [<i>Journal of Consumer Research</i>]	<ul style="list-style-type: none"> • How stereotype threat affects consumer behavior in marketplace settings • Examining the impact on women's purchase intentions when interacting with in-group versus out-group service providers. • Investigates the role of anxiety in mediating these effects and explores how situational factors like scent can mitigate stereotype threat. 	Stereotype threat, anxiety, scent as moderator	338 undergraduate participants across three experiments: <ul style="list-style-type: none"> • Experiment 1: 134 participants (77 women) • Experiment 2: 113 participants (58 women) • Experiment 3: 91 female participants 	<ul style="list-style-type: none"> • Experiment 1: Investigated the activation of stereotype threat through math-related cues in advertisements and its effect on purchase intentions, using 2x2 ANOVA. • Experiment 2: Explored how anxiety mediates the relationship between stereotype threat and purchase intentions with 2x2 ANOVA and mediation analysis to evaluate the role of anxiety. • Experiment 3: Examined the moderating effect of a soothing scent (vanilla) in reducing anxiety and mitigating the impact of stereotype threat, analyzed with 2x2 ANOVA for purchase intentions. 	<ul style="list-style-type: none"> • ANOVA 1: Presence of math cue, gender of the service provider • ANOVA 2: Stereotype activation, gender of the technician • ANOVA 3: Presence of a soothing scent, gender of the salesperson 	<ul style="list-style-type: none"> • ANOVA 1: Purchase intentions • ANOVA 2: Purchase intentions, transaction-related anxiety • ANOVA 3: Purchase intentions 	<ul style="list-style-type: none"> • Women showed lower purchase intentions when stereotype threat was activated, especially when the service provider was an out-group member (male). • The effect of stereotype threat on purchase intentions was mediated by heightened transaction-related anxiety. • Introducing a soothing scent reduced anxiety and invalidated the negative impact of stereotype threat on purchase intentions.

Author/s (Year) [Journal]	Research Focus	Theoretical Background	Sample	Method/ Analysis	Independent Variable(s)	Dependent Variable(s)	Main Findings
Leung et al. (2022) [Journal of Marketing]	<ul style="list-style-type: none"> Evaluation of influencer marketing effectiveness by analyzing how characteristics related to influencers, their followers, and their posts impact engagement elasticity, defined as the percentage change in consumer engagement due to changes in influencer marketing spending. 	<p>A communication model to examine how the influencer, followers, and post interact to influence the effectiveness of influencer marketing; further grounded in advertising elasticity and consumer engagement</p>	<ul style="list-style-type: none"> 5,835 marketing posts created by 2,412 online influencers, representing 861 brands across 29 distinct product categories. Data was obtained from a publicly available influencer marketing platform in China, with an emphasis on the social media platform Weibo 	<ul style="list-style-type: none"> Log-log regression model to estimate the effects of influencer marketing spend on engagement Examination how factors like influencer activity, originality, follower size, follower-brand fit, and post characteristics interact with marketing spend to influence engagement 	Influencer characteristics, post characteristics, follower characteristics	Consumer engagement	<ul style="list-style-type: none"> A 1% increase in influencer marketing spending led to a 0.457% increase in consumer engagement, showing that strategic budget allocation can significantly improve campaign effectiveness. Influencers with medium levels of activity, large follower bases, and high originality enhanced engagement most effectively, but excessive activity and overly positive posts reduced engagement. Posts with moderate positivity and sponsor mentions were most effective.

Author/s (Year) [Journal]	Research Focus	Theoretical Background	Sample	Method/ Analysis	Independent Variable(s)	Dependent Variable(s)	Main Findings
Leung, Gu, and Palmatier (2022) [<i>Journal of the Academy of Marketing Science</i>]	<ul style="list-style-type: none"> Investigates the effectiveness of Online Influencer Marketing (OIM), including the factors that enhance or hinder it How firms can better utilize influencers' networks to achieve marketing goals. 	Social capital theory	<ul style="list-style-type: none"> Practitioners sample: Interviews with 20 marketing professionals from various industries (e.g., apparel, beauty, food) who manage OIM strategies within their companies Consumers' sample: A survey of 58 graduate students from Hong Kong (Mage = 25.34 years, 62.07% women) who regularly follow influencers on social media and engage with their content 	<ul style="list-style-type: none"> Qualitative Interviews: Open-ended interviews with practitioners to gather insights on the use of influencer marketing. Qualitative Survey: Consumers were surveyed on their engagement with influencers and their views on OIM. Coding and Analysis: Data from both interviews and surveys were systematically coded using open, axial, and selective coding methods. 	Influencer characteristics, type of product or service being promoted	Effectiveness of OIM	<ul style="list-style-type: none"> Influencers can effectively spread brand messages by leveraging their social capital, particularly if they have strong ties within their networks Consumers are more likely to engage with influencer content when there is a high level of trust between the influencer and their followers Over-reliance on influencers for brand promotion poses risks, including loss of content control and difficulty in maintaining consumer engagement once the influencer partnership ends

Author/s (Year) [Journal]	Research Focus	Theoretical Background	Sample	Method/ Analysis	Independent Variable(s)	Dependent Variable(s)	Main Findings
McCracken (1998) [<i>Journal of Consumer Research</i>]	<ul style="list-style-type: none"> Investigation of the dynamics of celebrity endorsements Role of celebrities in conveying cultural meanings to products and consumers. Critiques existing theories and introduces a novel model that highlights the cultural importance of celebrities in the endorsement process. 	Source credibility model and source attractiveness model	No sample since it is a literature review	<ul style="list-style-type: none"> Development of a conceptual framework utilizing qualitative examples from marketing and advertising literature to support McCracken's meaning transfer model This model explains the process by which cultural meanings are conveyed from the celebrity including roles, public personas and affiliations to the endorsed product and the consumer 	/	/	<ul style="list-style-type: none"> The meaning transfer model offers a more thorough explanation of celebrity endorsements by emphasizing cultural significance rather than only considering factors such as credibility or physical appeal Celebrities act as cultural intermediaries with their public images representing symbolic meanings that can be linked to products through marketing Effectiveness of the endorsement process depends on the successful transfer of these meanings from the celebrity to the product, ultimately reaching the consumer, who uses these meanings to shape their self-identity

Author/s (Year) [Journal]	Research Focus	Theoretical Background	Sample	Method/ Analysis	Independent Variable(s)	Dependent Variable(s)	Main Findings
Meyers- Levy and Loken (2015) [<i>Journal of Consumer Psychology</i>]	<ul style="list-style-type: none"> • Focus on the identification, comprehension and summary of gender differences in consumer behavior and psychological mechanisms. • Objective is to revitalize research in this domain by consolidating current findings and identifying areas for further exploration. 	<p>Review of four major theories that explain gender differences:</p> <ul style="list-style-type: none"> • Socio-cultural theory • Evolutionary theory • Hormonal and brain science theories • Selectivity hypothesis 	No sample since it is a literature review, analyzing research articles published between 2000 and 2013 across multiple disciplines	Experimental studies and meta-analyses	/	/	<ul style="list-style-type: none"> • Males tend to prioritize practicality and independence, while females place greater importance on inclusiveness and interdependence • In contrast to males, females tend to display greater caution and avoidance in their behavior, while males are more risk-seeking, assertive and direct • Females show greater sensitivity and responsiveness to stimuli with potential negative implications and tend to be more comprehensive compared to males in utilizing information • Females exhibit more nuanced and differentiated responses to discriminating contextual cues compared to males

Author/s (Year) [Journal]	Research Focus	Theoretical Background	Sample	Method/ Analysis	Independent Variable(s)	Dependent Variable(s)	Main Findings
Park et al. (2010) [<i>Journal of Marketing</i>]	<ul style="list-style-type: none"> Conceptual and empirical distinction between brand attachment and brand attitude strength. 	Self-expansion theory and attachment theory	<ul style="list-style-type: none"> Study 1: Consumer responses to the ten-item scale using three different brands Study 2: 108 undergraduate marketing students completing a booklet Study 3: 141 undergraduate marketing students completing a booklet Study 4: 697 customers of a large European retail bank 	<ul style="list-style-type: none"> Study 1: Exploratory and confirmatory factor analysis to develop and validate a scale measuring brand attachment through brand-self connection and brand prominence. Study 2: Confirmatory factor analysis and regression to demonstrate that brand attachment and brand attitude strength are distinct constructs and predict separation distress. Study 3: Applied structural equation modeling to test the predictive power of brand attachment versus attitude strength on intentions to perform behaviors of varying difficulty. Study 4: Regression and structural equation modeling to evaluate how brand attachment outperforms attitude strength in predicting actual purchase behavior, brand purchase share, and need share using real consumer data. 	<ul style="list-style-type: none"> Study 1: Brand-self connection, brand prominence Study 2, 3, and 4: Brand attachment, brand attitude strength 	<ul style="list-style-type: none"> Study 1: Responses to scale items measuring brand attachment Study 2: Separation distress Study 3: Intentions to perform behaviors of varying difficulty Study 4: Actual purchase behavior, brand purchase share, need share 	<ul style="list-style-type: none"> Brand attachment is distinct from and often more predictive of behavior than brand attitude strength. Brand attachment's emotional depth and self-relevance make it a powerful predictor of both intentions and actual behaviors that involve substantial personal investment. Firms should focus on building brand attachment to enhance loyalty and secure long-term customer relationships.

Author/s (Year) [Journal]	Research Focus	Theoretical Background	Sample	Method/ Analysis	Independent Variable(s)	Dependent Variable(s)	Main Findings
Peñaloza (1994) [<i>International Journal of Research in Marketing</i>]	<ul style="list-style-type: none"> How gender boundaries shape marketing research and consumer behavior. Critiques the dichotomous treatment of gender and challenges the assumptions made in marketing research that reinforce traditional male/female distinctions. How gender crossings impact both marketing strategies and consumer identities, advocating for a more nuanced, inclusive understanding of gender in marketing. 	Feminist theory, postmodern gender studies, gender performativity theory, dual-gender system	<p>Based on qualitative data sources:</p> <ul style="list-style-type: none"> Personal experiences and observations Scholarly literature from gender and marketing Cultural artifacts like advertisements, music videos, films and fashion that exemplify gender performances and crossings 	<p>Interpretative analysis of media, advertising and academic literature to explore how gender boundaries are constructed and challenged in marketing. Thereby, gender crossings are identified, and it is assessed how they challenge the binary gender categories.</p> <p>Focus on four main types of gender crossings:</p> <ul style="list-style-type: none"> Cross-dressing: Wearing clothing of the opposite gender Androgyny/effeminacy: Blurring gender lines through fashion, behavior or appearance Hermaphroditism: Intersex individuals who challenge binary gender categories Transsexuality: Transgender individuals 	/	/	<ul style="list-style-type: none"> Gender boundaries in marketing are socially constructed and enforce a binary system that fails to capture the diversity of modern gender expressions. Masculine bias in both research and practice leads to a misunderstanding of gender dynamics in consumer behavior Gender crossings are important because they expose the limitations of binary thinking in marketing and promote gender fluidity.

Author/s (Year) [Journal]	Research Focus	Theoretical Background	Sample	Method/ Analysis	Independent Variable(s)	Dependent Variable(s)	Main Findings
Peñaloza et al. (2023) [<i>Journal of Marketing</i>]	<ul style="list-style-type: none"> Investigation of the history, current state and future directions of gender research in marketing. Exploration how paradigms, value-based commitments and intellectual personae and stances impact the diversity, relevance, and consideration of ethics in gender research. 	Stance theory, building on previous work that distinguishes between qualitative/humanistic and quantitative/positivist studies in marketing	The study reviews 635 articles on gender published between 1993 and 2021 in top-tier marketing journals. This includes journals ranked 4*, 4, and 3 in the Academic Journal Guide by CABS in 2021.	<p>Systematic literature review to assess the articles with a focus on:</p> <ul style="list-style-type: none"> Gender topics: Differences, representation, stereotypes, body, gender identity, roles and gender injustice Research methods: Quantitative, qualitative, conceptual or mixed Stances and paradigms: Identifying value-based commitments and how they shape the nature of the research conducted 	/	/	<ul style="list-style-type: none"> Marketing research often emphasizes binary gender categories and traditional roles, which marginalizes non-binary and intersectional gender experiences. Need for more inclusive, ethically driven research that adopts more diverse stances, incorporates both firm and societal interests, and better addresses the complexity of gender in contemporary markets. The dominance of positivist approaches, which emphasize business interests, has limited the diversity and ethical scope of gender research.

Author/s (Year) [Journal]	Research Focus	Theoretical Background	Sample	Method/ Analysis	Independent Variable(s)	Dependent Variable(s)	Main Findings
Peng et al. (2020) [<i>Journal of Marketing</i>]	<ul style="list-style-type: none"> Examination how facial attractiveness, both high and low, influences consumer behavior and sales outcomes on e-commerce platforms. 	Impression formation, match-up hypothesis, evolutionary psychology, source credibility	<ul style="list-style-type: none"> Study 1a: 17,935 Airbnb properties listed by 10,979 hosts in Los Angeles Study 1b: 26,228 product listings from 11,115 sellers tracked over 60 days across three product categories, beauty products, electronics and bags, on 5miles Study 2a: 350 participants (187 men, average age = 36.76) recruited from consumer panelists on Amazon's Mechanical Turk (MTurk) to one of the three (attractive, plain-looking, unattractive) between-subject conditions Study 2b: 556 participants (306 men, average age = 37.15) recruited from MTurk 	<ul style="list-style-type: none"> Study 1a: Employed machine learning to rate facial attractiveness from host profile pictures and regression analysis to assess its effect on the annual occupancy rate. Study 1b: Same procedure extracting facial attractiveness from sellers. Analysis through regression and topic modelling. Study 2a: Experiment where participants rated sellers based on profile pictures, using mediation analysis to explore how attractiveness influences perceived credibility and purchase intention. Study 2b: Online experiment to examine how product relevance and seller gender moderated the effects of attractiveness on consumer perceptions, analyzed through mediation and interaction effects. 	Facial attractiveness and product relevance	Sales outcomes, purchase intentions and perceptions of source credibility	<ul style="list-style-type: none"> Both highly attractive and unattractive sellers achieve better sales outcomes compared to plain-looking sellers, highlighting a U-shaped relationship between facial attractiveness and sales performance. Attractive sellers benefit from higher perceived sociability, while unattractive sellers are perceived as more competent, contributing to source credibility and influencing purchase intention. The effects of attractiveness vary by product type and gender dynamics, with attractiveness being more impactful for appearance-relevant products and cross-gender evaluations showing distinct preferences.

Author/s (Year) [Journal]	Research Focus	Theoretical Background	Sample	Method/ Analysis	Independent Variable(s)	Dependent Variable(s)	Main Findings
Stern (1993) [<i>Journal of Consumer Research</i>]	<ul style="list-style-type: none"> Examining advertisements as gendered texts by using a feminist literary criticism framework. How gender shapes both the construction of advertisements and consumer responses to them, questioning traditional assumptions in advertising. 	Reader-response and postmodern feminist criticism	No specific sample since it is primarily a theoretical analysis of advertisements using feminist literary techniques	<ul style="list-style-type: none"> Analysis is based on specific advertisements, such as those featuring the Marlboro Man and the Dakota Woman, which are treated as textual examples. Sex-reversal technique is employed, where the gender of characters in advertisements is imagined as the opposite sex to reveal underlying gender norms. The advertisements are deconstructed to examine how gender roles are constructed and reinforced. They are analyzed for their semiotic symbols, such as clothing, body posture and relational positioning. 	Gender of the characters in the advertisements, gender of the consumer	Consumer interpretations of advertisements emotional and cognitive engagement with the advertisements	<ul style="list-style-type: none"> Advertisements are gendered texts that represent traditional gender norms. Male characters are portrayed as independent and powerful while female characters are often shown as dependent or secondary. Sex-reversal analysis shows that male traits are not seen as appropriate when attributed to female characters. Men and women interpret advertisements differently: Men are focused on authorial intent and women are more likely to make empathetic connections to the characters.

Author/s (Year) [Journal]	Research Focus	Theoretical Background	Sample	Method/ Analysis	Independent Variable(s)	Dependent Variable(s)	Main Findings
Strauss, Barrick, and Connerley (2001) [<i>Journal of Occupational and Organizational Psychology</i>]	<ul style="list-style-type: none"> Investigation of the effects of actual and perceived personality similarity between raters and ratees on performance ratings. Explores whether interpersonal familiarity and liking mediate or moderate these effects. 	"Similar-to-me" hypothesis, self-categorization theory, similarity-attraction paradigm by Byrne, cognitive processing models	157 salespeople from a national appliance organization, with performance ratings provided by 100 supervisors and peer	<ul style="list-style-type: none"> Participants completed measures of personality, perceived similarity, familiarity, liking, and performance ratings. Regression and polynomial regression analyses were used to assess the relationships between the variables with mediation analysis. 	Actual personality similarity and perceived personality similarity	Performance ratings, with liking as a mediator and familiarity as a potential moderator	<ul style="list-style-type: none"> Perceived personality similarity was significantly related to higher performance ratings from both supervisors and peers, showing that subjective perceptions have more influence on ratings than actual personality similarities. Liking partially mediated the relationship between perceived personality similarity and performance ratings. Actual personality similarity had limited impact on performance ratings and interpersonal familiarity did not moderate the relationship between actual and perceived similarity.

Author/s (Year) [Journal]	Research Focus	Theoretical Background	Sample	Method/ Analysis	Independent Variable(s)	Dependent Variable(s)	Main Findings
Sujan and Bettman (1989) [<i>Journal of Marketing Research</i>]	<ul style="list-style-type: none"> Focus on how brand positioning strategies, specifically subtyping and differentiation, influence consumers' perceptions of brands and their associated product categories. 	Schema plus tag model and subtyping model	<ul style="list-style-type: none"> Study 1: 46 undergraduate and graduate business students from a major eastern university Study 2: 71 undergraduate and graduate business students from a major eastern university Study 3: 40 undergraduate and graduate business students from a major eastern university Study 4: 96 participants undergraduate and graduate business students who had sufficient knowledge of 35mm SLR cameras 	<ul style="list-style-type: none"> Study 1: Experiment where participants evaluated brand descriptions with varying levels of discrepancy and used ANOVA to analyze their effects on brand perceptions Study 2: Follow-up experiment to study the effects of discrepancy patterns over time, analysis through ANOVA. Study 3: Sorting task where participants grouped brands to assess if a brand was seen as a subtype or differentiated, with sorting results analyzed statistically Study 4: Extended the analysis by introducing multiple discrepant brands and observing sorting behavior to assess subtyping, with results analyzed using chi-square tests 	<ul style="list-style-type: none"> Study 1: Level of discrepancy (consistent, moderate, strong) Study 2: Pattern of discrepancy (clustered vs. dispersed) Study 3: Level of discrepancy (consistent, moderate, strong) Study 4: Number and type of discrepant brands 	<ul style="list-style-type: none"> Study 1: Brand subtyping, brand differentiation, recall of brand features, inferences about features, brand evaluation, and category perceptions Study 2: Memory for brand features, brand evaluation, and category perceptions Study 3: Placement of the brand in a distinct group (subtyped) or mixed with other brands (differentiated) Study 4: Grouping of discrepant brands (subtyped vs. integrated) 	<ul style="list-style-type: none"> Strongly discrepant brands are perceived as subtyped and distinct from other brands in the category, while moderately discrepant brands are viewed as differentiated yet part of the main category. Strong discrepancy leads to better recall of unique brand features and fewer inferences about other attributes, indicating deeper processing and distinct categorization. The differences in brand positioning between strong and moderate discrepancies are intensified over time.

Author/s (Year) [Journal]	Research Focus	Theoretical Background	Sample	Method/ Analysis	Independent Variable(s)	Dependent Variable(s)	Main Findings
Wong, Fock, and Ho (2020) [<i>Journal of Marketing Research</i>]	<ul style="list-style-type: none"> • Proposal of a process-transfer model to explain how celebrity endorsements work. • Suggests that consumers use a cognitive process to evaluate the endorser that carries over to the evaluation of the endorsed product. 	Affect-transfer model, meaning-transfer model, source-credibility model	<ul style="list-style-type: none"> • Experiment 1: 184 shoppers in a field study at a convenience store in Hong Kong • Experiment 2: 446 adults (44% female, mean age = 37.88 years) recruited from Amazon's Mechanical Turk (MTurk) • Experiment 3: 306 participants (51% female, mean age = 39.76 years) recruited from MTurk • Experiment 4: 618 participants (45% female, mean age = 38.45 years) recruited from MTurk • Experiment 5: 358 undergraduate students (56% female, mean age = 20.09 years) in a lab experiment 	<ul style="list-style-type: none"> • Experiment 1: Field study in a store setting, using a one-factor design to observe shoppers' product choices based on process-transfer cues in an endorsement, analyzed with chi-square tests. • Experiment 2: Online experiment that manipulated verbal descriptions of a celebrity, analyzed using ANOVA and mediation analysis • Experiment 3: Experiment using visual cues to trigger cognitive processes and tested their impact on product evaluation, analyzed with ANOVA and mediation • Experiment 4: Tested the boundary conditions of process transfer with different product positioning strategies, using a three-way ANOVA • Experiment 5: Investigated the role of consumer involvement in process transfer using an experimental design with ANOVA and moderation analysis 	<ul style="list-style-type: none"> • Experiment 1, 2 and 3: Type of process transfer (who-one-is vs. what-one-does) • Experiment 4: Type of process transfer, product positioning • Experiment 5: Type of process transfer, level of consumer involvement 	<ul style="list-style-type: none"> • - Experiment 1: Choice share of COO-dominant vs. nutrition-dominant Pepsi • Experiment 2: Purchase intention for COO-dominant vs. taste-dominant wine • Experiment 3: Purchase intention for COO-dominant vs. nutrition-dominant fish oil • Experiment 4: Purchase intention for COO-dominant vs. resolution-dominant camcorder • Experiment 5: Intention to visit a brand background-framed vs. food quality-framed restaurant involvement 	<ul style="list-style-type: none"> • Cognitive processes (who-one-is vs. what-one-does) activated by endorser cues can transfer to product evaluations, affecting consumer preferences and purchase intentions, even with negative or controversial endorsers. • The process-transfer model showed that endorsers with negative or neutral attributes could still positively impact product evaluations when appropriate cognitive processes were activated. • The effectiveness of the process-transfer model was moderated by factors such as product positioning and consumer involvement, with higher involvement enhancing the transfer effects.

Author/s (Year) [Journal]	Research Focus	Theoretical Background	Sample	Method/ Analysis	Independent Variable(s)	Dependent Variable(s)	Main Findings
Wooten and Reed II (2004) [<i>Journal of Consumer Research</i>]	<ul style="list-style-type: none"> Examines Susceptibility to Normative Influence (SNI) as a predictor of protective self-presentation. Investigation how individuals with high SNI engage in protective behaviors to avoid social disapproval and make inconspicuous choices to align with social expectations. 	<ul style="list-style-type: none"> SNI Protective self-presentation (avoiding disapproval) versus acquisitive self-presentation (aim to seek approval) Conspicuous product benefits (visibility of product benefits) 	<ul style="list-style-type: none"> Study 1: 140 undergraduate students Study 2: not stated 	<ul style="list-style-type: none"> Study 1: Experimental design, analysis through planned contrasts. Study 2: Correlational study using the Self-Presentation Scale to measure tendencies to make self-presentations aligned with “ought” selves. Analysis through correlations. Both studies aim to assess relationships between SNI and protective behaviors 	<ul style="list-style-type: none"> Study 1: SNI (high vs. low), benefit conspicuousness (high vs. low), message framing (protective vs. acquisitive), product category (mouthwash vs. soap) Study 2: SNI 	<ul style="list-style-type: none"> Study 1: Evaluation of advertising claims Study 2: Tendency to make self-presentations that exaggerate similarities to oneself, tendency to make self-presentations that differentiate oneself favorably from others. 	<ul style="list-style-type: none"> High-SNI consumers are more inclined to choose products and messaging that help them maintain a low profile, especially with highly visible products. These consumers prefer protective self-presentation, aiming to avoid any impression that might lead to disapproval. SNI is a key predictor of protective behaviors, especially for high-conspicuousness products. High-SNI individuals consistently avoid self-enhancing portrayals.

Author/s (Year) [Journal]	Research Focus	Theoretical Background	Sample	Method/ Analysis	Independent Variable(s)	Dependent Variable(s)	Main Findings
Yang and Aggarwal (2024) [<i>Journal of Consumer Psychology</i>]	<ul style="list-style-type: none"> How consumers perceive anthropomorphized brands when they adopt traits or behaviors traditionally associated with the opposite gender. How consumers react to gender incongruent behaviors of male and female anthropomorphized brands and whether female brands are subjected to stronger gender-based stereotyping than male brands. 	Social psychology, gender stereotypes, anthropomorphism, androcentrism, gender incongruity	<ul style="list-style-type: none"> Study 1: 17,000 US consumers 617 brands from the Brand Asset Valuator (BAV) in 2010 Study 2: 560 undergraduates in a two in-person lab settings Study 3: 600 MTurk participants for an experiment assessing brand extensions 	<ul style="list-style-type: none"> Study 1: Analysis of data from the BAV dataset to assess how gendered personality traits influence consumer preferences for anthropomorphized brands. Regression models were used for analysis. Study 2: Testing consumer perceptions of brand fit when brands with assigned gender offer products with masculine or feminine features. Analysis through ANOVA. Study 3: Participants were shown a gendered brand that extended into either a feminine or masculine product category. Analysis through 2x2 ANOVA. 	<ul style="list-style-type: none"> Study 1: Brand gender, association with gender-typical personality traits Study 2: Brand gender, product flavor Study 3: Brand gender, extension product category, method of gender operationalization (manipulated vs. measured) 	<ul style="list-style-type: none"> Study 1: Brand preference Study 2: Perceived fit between the product feature and the brand Study 3: Perceived fit of the brand's extension into a new product category 	<ul style="list-style-type: none"> Female anthropomorphized brands are subjected to stronger gender-based expectations and are penalized more heavily than male brands when they engage in gender incongruent behaviors. Male brands are less constrained and may even benefit from adopting feminine traits or product categories. Cognitive drivers related to the stronger gendering of women and overall strengthening of female-communal stereotypes may play a larger role when consumers anthropomorphize brands.

Author/s (Year) [Journal]	Research Focus	Theoretical Background	Sample	Method/ Analysis	Independent Variable(s)	Dependent Variable(s)	Main Findings
Yang, Aggarwal, and McGill (2019) [<i>Consumer Psychology Review</i>]	<ul style="list-style-type: none"> • Focus on understanding how consumers relate to anthropomorphized products and brands by exploring three main dimensions: connection, comprehension, and competition. • It examines how anthropomorphism influences consumer perception and behavior by positioning products and brands as having human traits and agency. 	Consumer psychology, human schema activation model, motivational theories	No sample since it is a literature review	<ul style="list-style-type: none"> • Analysis of existing consumer behavior literature • Drawing from studies that employed a range of methodologies, including experimental research on consumer responses to anthropomorphized products and brands 	/	/	<ul style="list-style-type: none"> • Anthropomorphism allows consumers to form deeper emotional connections with products and brands, fulfilling social needs and enhancing consumer attachment. • Anthropomorphized products help consumers make sense of complex or unfamiliar items by framing them in human terms, enabling better understanding. • Anthropomorphism can evoke a sense of rivalry or threat when consumers perceive these human-like products as independent agents with their own goals.

Appendix B: Comparative Literature Review Table

[illegible]

Appendix C: Use Of AI-based Tools

The use of AI-based tools, specifically ChatGPT and Grammarly, was instrumental in supporting the various stages of this thesis. ChatGPT is an advanced language-based AI model, while Grammarly was employed as a comprehensive writing enhancement add-in for Microsoft Word. This reflection provides an in-depth review of the use of these tools, the purposes they served, their effectiveness, limitations and overall impact on the quality of the work. All ChatGPT prompts used during the writing process are stored in the dedicated Google Drive folder that is shared via e-mail. However, as Grammarly was embedded as an add-in, it was not possible to provide specific prompts or records of its real-time use.

ChatGPT was utilized for several purposes throughout the development of the thesis. A primary function was to provide a summary of academic papers to make an assessment of their relevance. This provided rapid, comprehensive overviews of the core concepts and findings, enabling the efficient prioritization of literature sources. The summaries were instrumental in consolidating information, identifying key findings and suggesting relationships between topics that informed the theoretical framework. It was primarily used when there was uncertainty as to whether the paper was relevant to the topic of this thesis. Another practical application of ChatGPT was to generate ideas for potential topics and to create an initial outline for the table of contents. Furthermore, it was used to gain a first understanding of the potential structure for the theoretical foundations on gender stereotypes in marketing and the formation of brand perception. This approach enabled a more structured development of content, ensuring that key themes were effectively represented and logically linked. In addition, ChatGPT was employed to clarify complex academic terminology and theoretical frameworks by rephrasing them in simpler language and providing additional explanations. This use was crucial in consolidating understanding and ensuring that the descriptions within the thesis were both accurate and accessible to readers who are unfamiliar with certain concepts. In terms of brainstorming, it

offered new insights and facilitated a more comprehensive analysis. This approach broadened the range of ideas considered and reduced the time needed to produce a preliminary draft. It assisted in transforming complex concepts into comprehensible language, thereby facilitating the production of more reader-friendly content. However, it is important to be aware that the use of ChatGPT requires careful supervision. While the output of ChatGPT is useful as a starting point, it is essential to conduct thorough fact-checking and substantial editing to ensure that the text conforms to the required academic standards. It was crucial to verify the information against academic sources, as ChatGPT did not always provide completely accurate or up-to-date data. Furthermore, the tool does not generate citations, requiring additional research to substantiate claims and provide proper references. This highlighted the value of viewing ChatGPT as a complementary resource rather than a standalone content creator.

Grammarly was used to guarantee that the thesis met the required academic standards of clarity, spelling, grammar and coherence. The advanced algorithm identified and corrected a range of issues, from minor typos to complex sentence structures, thereby enhancing the overall quality and flow of the text. Furthermore, Grammarly offered paraphrasing assistance, enabling sentences to be rewritten in accordance with academic standards while maintaining their original meaning throughout the whole thesis. The plagiarism detection option provided an additional layer of security by checking content against an extensive database, thus preventing unintentional overlap with existing work. Grammarly facilitated a more efficient editing process by providing real-time feedback, enabling a more continuous and uninterrupted writing flow. However, it should be noted that Grammarly has certain limitations. On some occasions, the tool made suggestions that were not appropriate for the specific context of academic writing or failed to recognize specific terminology. This could lead to unnecessary or incorrect changes. Each suggestion had to be critically assessed to ensure that it was in line with the original message and perspective. Furthermore, while Grammarly offered a range of useful

features, its automated approach sometimes resulted in incomplete or inaccurate understanding of complex academic content. This led to instances where technical terms or complex concepts were incorrectly flagged, requiring manual review to prevent incorrect edits. It was essential to balance the use of Grammarly with thorough, manual editing to ensure that the output was both refined and reflected a personal academic approach.

In conclusion, integrating ChatGPT and Grammarly into the writing process brought significant benefits, increasing efficiency, improving clarity and refining language. However, the importance of responsible and reflective use of AI-based tools should always be highlighted. While these technologies provided essential support, they could not replace the critical thinking, detailed analysis and comprehensive review that academic writing requires. Effective use requires a balance between the AI-generated content and personal judgement and expertise to maintain the originality and integrity of the work. Ultimately, it is the responsibility of the writer to ensure that the quality, credibility and scholarly value of the work aligns with the high standards of academic quality.

References

- Aaker, Jennifer L. (1999), "The Malleable Self: The Role of Self-Expression in Persuasion," *Journal of Marketing Research*, 36 (1), 45–57.
- Avery, Jill (2012), "Defending the markers of masculinity: Consumer resistance to brand gender-bending," *International Journal of Research in Marketing*, 29 (4), 322–36.
- Bearden, William O., Richard G. Netemeyer, and Jesse E. Teel (1989), "Measurement of Consumer Susceptibility to Interpersonal Influence," *Journal of Consumer Research*, 15 (4), 473–81.
- Bentley, Kara, Priyali Rajagopal, and Katina Kulow (2024), "Unfaithful brands: How brand attachment can lead to negative responses to influencer marketing campaigns," *Journal of Consumer Psychology*, n/a (n/a).
- Boshoff, Christo (2012), "A Neurophysiological Assessment of Consumers' Emotional Responses to Service Recovery Behaviors: The Impact of Ethnic Group and Gender Similarity," *Journal of Service Research*, 15 (4), 401–13.
- Caballero, Marjorie J. and William M. Pride (1984), "Selected Effects of Salesperson Sex and Attractiveness in Direct Mail Advertisements," *Journal of Marketing*, 48 (1), 94–100.
- Chung, Jaeyeon (Jae), Yu Ding, and Ajay Kalra (2023), "I Really Know You: How Influencers Can Increase Audience Engagement by Referencing Their Close Social Ties," *Journal of Consumer Research*, 50 (4), 683–703.
- Eagly, Alice, Christa Nater, David Miller, Michèle Kaufmann, and Sabine Sczesny (2019), "Gender Stereotypes Have Changed: A Cross-Temporal Meta-Analysis of U.S. Public Opinion Polls From 1946 to 2018," *American Psychologist*, 75.
- Eisend, Martin (2010), "A meta-analysis of gender roles in advertising," *Journal of the Academy of Marketing Science*, 38 (4), 418–40.

- Elliott, Richard, Susan Eccles, and Michelle Hodgson (1993), "Re-coding gender representations: Women, cleaning products, and advertising's 'New Man,'" *International Journal of Research in Marketing*, 10 (3), 311–24.
- Erdem, Tülin and Joffre Swait (2004), "Brand Credibility, Brand Consideration, and Choice," *Journal of Consumer Research*, 31 (1), 191–98.
- Escalas, Jennifer Edson and James R. Bettman (2005), "Self-Construal, Reference Groups, and Brand Meaning," *Journal of Consumer Research*, 32 (3), 378–89.
- Fischer, Eileen, Brenda Gainer, and Julia Bristor (1997), "The sex of the service provider: Does it influence perceptions of service quality?," *Journal of Retailing*, 73 (3), 361–82.
- Folkes, Valerie S. and Shashi Matta (2013), "When a product takes on characteristics of the person who created it: Sometimes it sounds sweeter," *Journal of Consumer Psychology*, 23 (1), 19–35.
- Fu, Jia, Simin Huang, and Xiaolin Chen (2024), "The impact of non-stereotypical gender role endorsement in live broadcasting on consumers' purchase intention," *Frontiers in Psychology*, 15.
- Graesser, Arthur C., Sallie E. Gordon, and John D. Sawyer (1979), "Recognition memory for typical and atypical actions in scripted activities: Tests of a script pointer + tag hypothesis," *Journal of Verbal Learning and Verbal Behavior*, 18 (3), 319–32.
- Grohmann, Bianca (2009), "Gender Dimensions of Brand Personality," *Journal of Marketing Research*.
- Kang, Yong-Soon and Paul M. Herr (2006), "Beauty and the Beholder: Toward an Integrative Model of Communication Source Effects," *Journal of Consumer Research*, 33 (1), 123–30.

- Karagür, Zeynep, Jan-Michael Becker, Kristina Klein, and Alexander Edeling (2022), “How, why, and when disclosure type matters for influencer marketing,” *International Journal of Research in Marketing*, 39 (2), 313–35.
- Kirmani, Amna and Baba Shiv (1998), “Effects of Source Congruity on Brand Attitudes and Beliefs: The Moderating Role of Issue-Relevant Elaboration,” *Journal of Consumer Psychology*, 7 (1), 25–47.
- Knoll, Johannes and Jörg Matthes (2017), “The effectiveness of celebrity endorsements: a meta-analysis,” *Journal of the Academy of Marketing Science*, 45 (1), 55–75.
- Lee, Eun-Ju and David W. Schumann (2009), “Proposing and testing the contextual gender influence theory: An examination of gender influence types on trust of computer agents,” *Journal of Consumer Psychology*, 19 (3), 440–50.
- Lee, Jeffrey K and Enric Junqué de Fortuny (2022), “Influencer-Generated Reference Groups,” *Journal of Consumer Research*, 49 (1), 25–45.
- Lee, Kyoungmi, Hakkyun Kim, and Kathleen D. Vohs (2011), “Stereotype Threat in the Marketplace: Consumer Anxiety and Purchase Intentions,” *Journal of Consumer Research*, 38 (2), 343–57.
- Leung, Fine F., Flora F. Gu, Yiwei Li, Jonathan Z. Zhang, and Robert W. Palmatier (2022), “Influencer Marketing Effectiveness,” *Journal of Marketing*, 86 (6), 93–115.
- Leung, Fine F., Flora F. Gu, and Robert W. Palmatier (2022), “Online influencer marketing,” *Journal of the Academy of Marketing Science*, 50 (2), 226–51.
- McCracken, Grant (1989), “Who is the Celebrity Endorser? Cultural Foundations of the Endorsement Process,” *Journal of Consumer Research*, 16 (3), 310–21.
- Meyers-Levy, Joan and Barbara Loken (2015), “Revisiting gender differences: What we know and what lies ahead,” *Journal of Consumer Psychology*, 25 (1), 129–49.

- Park, C. Whan, Deborah J. MacInnis, Joseph Priester, Andreas B. Eisingerich, and Dawn Iacobucci (2010), "Brand Attachment and Brand Attitude Strength: Conceptual and Empirical Differentiation of Two Critical Brand Equity Drivers," *Journal of Marketing*, 74 (6), 1–17.
- Peñaloza, Lisa (1994), "Crossing boundaries/drawing lines: A look at the nature of gender boundaries and their impact on marketing research," *International Journal of Research in Marketing*, 11 (4), 359–79.
- Peñaloza, Lisa, Andrea Prothero, Pierre McDonagh, and Kathryn Pounders (2023), "The Past and Future of Gender Research in Marketing: Paradigms, Stances, and Value-Based Commitments," *Journal of Marketing*, 87 (6), 847–68.
- Peng, Ling, Geng Cui, Yuho Chung, and Wanyi Zheng (2020), "The Faces of Success: Beauty and Ugliness Premiums in e-Commerce Platforms," *Journal of Marketing*, 84 (4), 67–85.
- Stern, Barbara B. (1993), "Feminist Literary Criticism and the Deconstruction of Ads: A Postmodern View of Advertising and Consumer Responses," *Journal of Consumer Research*, 19 (4), 556–66.
- Strauss, Judy, Murray Barrick, and Mary Connerley (2001), "An Investigation of Personality Similarity Effects (Relational and Perceived) on Peer and Supervisor Ratings and the Role of Familiarity and Liking," *Journal of Occupational and Organizational Psychology*, 74.
- Sujan, Mita and James R. Bettman (1989), "The Effects of Brand Positioning Strategies on Consumers' Brand and Category Perceptions: Some Insights from Schema Research," *Journal of Marketing Research*, 26 (4), 454–67.
- Wong, Vincent Chi, Henry Fock, and Candy K.Y. Ho (2020), "Toward a Process-Transfer Model of the Endorser Effect," *Journal of Marketing Research*, 57 (3), 565–81.

- Wooten, David B. and Americus Reed II (2004), “Playing It Safe: Susceptibility to Normative Influence and Protective Self-Presentation,” *Journal of Consumer Research*, 31 (3), 551–56.
- Yang, Linyun, Pankaj Aggarwal, and Ann McGill (2019), “The 3 C’s of anthropomorphism: Connection, comprehension, and competition,” *Consumer Psychology Review*, 3.
- Yang, Linyun W. and Pankaj Aggarwal (2024), “When anthropomorphized brands push their gender boundaries,” *Journal of Consumer Psychology*, n/a (n/a).

Affidavit

"I hereby declare that I have written the enclosed Master Seminar thesis myself and that I have not used any outside help that is not apparent from the information I have provided. I also assure that this thesis or parts thereof have not been submitted by myself or by others as a performance record elsewhere. Literal or analogous adoptions from other writings and publications in printed or electronic form are marked. All secondary literature and other sources are identified and listed in the bibliography. The same applies to graphical representations and images as well as to all internet sources and answers generated by AI-based applications. I further agree that my work may be sent and stored anonymously in electronic form for the purpose of plagiarism checking. I am aware that correction of the work may be waived if this declaration is not given."

Mannheim, November 04, 2024