



The Mediating Role of Generational Differences: Investigating Involvement Levels and Attitudes Toward Calvin Klein's Corporate Social Advocacy Activities

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Dissertation written under the supervision of Professor Nuno Moreira da Cruz

Dissertation submitted in partial fulfillment of requirements for the MSc in Management with a specialization in Marketing, at the Universidade Católica Portuguesa, 3rd January 2024.

Abstract

Title: The Mediating Role of Generational Differences: Investigating Involvement Levels Toward Calvin Klein's Corporate Social Advocacy Activities

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Corporate Social Advocacy (CSA) represents an emerging approach for companies to engage in controversial societal issues, eliciting varied consumer responses. Given that CSA's impact on consumer behavior and societal attitudes is not fully explored in literature, this study aims to deepen the understanding of these dynamics. Specifically, it examines the influence of individual levels of involvement with the LGBTQIA+ community on consumer responses to Calvin Klein's Mother's Day campaign. The research explores how involvement affects attitudes towards the brand, advertisement perception, brand reputation, and purchase intentions, with a particular focus on generational differences between Generation Z and Baby Boomers. A mixed-methods approach was used to analyze data from ten consumer interviews and a survey of 197 respondents. To answer the research question more comprehensively and provide a multifaceted view of CSA's impact on consumer behavior, two expert interviews were included. The interviews aimed to investigate strategies for increasing acceptance of CSA initiatives and mitigating potential backlash, thereby enriching the understanding of CSA's broader implications. The findings suggest that generational differences, particularly between Generation Z and Baby Boomers, are reflected in how consumers respond to CSA campaigns.

Compared to Baby Boomers, Generation Z shows a stronger level of involvement and more positive attitudes on a majority of the measured variables. These attitudinal differences are attributed to shifts in generational values and perceptions. This study concludes by discussing the theoretical implications. It suggests that CSA strategies should be customized to each generation's unique consumer characteristics.

Keywords: Corporate Social Advocacy, Level of Involvement, Brand Attitude, Advertisement, Brand Reputation, Purchase Intention

Resumo

Título: O papel mediador das diferenças geracionais: Investigação dos níveis de envolvimento nas actividades de defesa social da Calvin Klein

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Advocacia Social Corporativa (ASC) representa uma abordagem emergente para que empresas se envolvam em questões sociais controversas, provocando respostas variadas dos consumidores. Não sendo o impacto da ASC no comportamento do consumidor e nas atitudes sociais plenamente explorado na literatura, este estudo visa aprofundar a sua compreensão. Examina a influência dos níveis individuais de envolvimento com a comunidade LGBTQIA+ nas respostas dos consumidores à campanha da Calvin Klein. A pesquisa explora como o envolvimento afeta as atitudes em relação à marca, percepção do anúncio, reputação da marca e intenções de compra, com foco particular nas diferenças entre a Geração Z e os Baby Boomers. Uma abordagem de diferentes métodos foi usada para analisar dez entrevistas com consumidores e um questionário a 197 inquiridos. Para responder às questões do estudo com uma visão multifacetada do impacto da ASC no comportamento do consumidor, incluíram-se duas entrevistas com especialistas. Estas investigaram estratégias para aumentar a aceitação de iniciativas de ASC e mitigar possíveis reações adversas, enriquecendo a compreensão das implicações da ASC. As descobertas sugerem que as diferenças, particularmente entre a Geração Z e os Baby Boomers, refletem-se na forma como os consumidores respondem às campanhas de ASC. Em comparação com os Baby Boomers, a Geração Z mostra maiores níveis de envolvimento e atitudes mais positivas na maioria das variáveis. Essas diferenças de atitude são atribuídas às mudanças nos valores e percepções geracionais. O estudo sugere que as estratégias de ASC devem ser personalizadas às características únicas de cada geração de consumidores.

Palavras-chave: Advocacia Social das Empresas, Nível de Envolvimento, Atitude em relação à Marca, Publicidade, Reputação da Marca, Intenção de Compra

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List of Abbreviations

CSA *Corporate Social Advocacy*
CSR *Corporate Social Responsibility*
GLB *Gay Lesbian Bisexual*
HIV *Human Immunodeficiency Virus*
LGBTQIA+ *Lesbian Gay Bisexual Transgender Queer Questioning Intersex Asexual*

Acknowledgment

I would like to express my gratitude to my supervisor, Professor Nuno Moreira da Cruz for his guidance and support. Further, I would like to thank Professor Fernando Machado and Isabel Moreira for their support. Their expertise and insights have not only shaped this thesis but have also significantly contributed to my personal and professional growth.

A special thanks to my family and friends who supported me throughout my academic journey. Their support and inspiration have been indispensable. I am grateful for their guidance, without their unwavering faith in me, I would have never achieved my goals. Their presence and encouragement helped me to reach my goals, and I credit much of my current achievements to the solid foundation of support they provided.

Further, I would like to thank the two organizations “QueerNext” and “Queere Vernetzung Hamburg” for their insightful contributions and dedicated support which have been instrumental in the completion of this master thesis. Their expertise and perspective not only enriched the content but also provided valuable practical implications for answering the research question.

I utilized in this thesis DeepL, OpenAI’s ChatGPT, and Grammarly to assist with language improvements, such as correcting grammatical structures and including the optimization of word choice and sentence structure, on the input I provided. The contributions of these tools were strictly limited to linguistic enhancements. The research, intellectual content, and original ideas presented in this master thesis are entirely my own creations. Details on the prompts used during the revision process are available upon request. Further, I used OpenAI’s ChatGPT for translating the abstract into Portuguese.

1 Introduction

In today's rapidly changing environment and market landscape, brands must constantly adapt to new challenges. The goal of brands has long ceased to be solely profit-oriented, in recent years brands have had to reconsider their overall business concept and include measures such as sustainability to remain profitable in the future (Alberti & Garrido, 2017). Companies are increasingly expected to take responsibility for the environment due to consumer demands (White et al., 2019). In the past, consumers focused on Corporate Social Responsibility, and therefore companies invested more to integrate this into their business concept (Stobierski, 2021). New expectations from consumers require brands to position themselves on controversial topics in society (Sprout Social, 2023a). In the past, companies have taken stances on social issues (Hydock et al., 2019), like the Black Lives Matter movement, and have advocated for more equality and support for different communities, such as the LGBTQIA+ community. Nike received a lot of support with their campaign in cooperation with Colin Kaepernick regarding the Black Lives Matter movement. However, other companies like Anheuser and Bush faced heavy backlash for advertising their Bud Light Beer with a transgender model. The concept of brands taking a stance on polarizing topics is also considered as Corporate Social Advocacy (CSA) (Dodd & Supa, 2014) or Brand Activism (Kotler & Sarkar, 2017) is new and rarely scarce in the literature (Gaither et al., 2018). According to a study by Edelman (2018), more people trust companies to solve problems of society than the government. According to this, there is an increasing number of consumers who purchase products based on a company's values (Edelman, 2018). The importance of understanding consumer reactions to a company's social positioning is critical for contemporary businesses to avoid potential backlash and strengthen customer loyalty. A positive brand attitude not only increases the likelihood of repeat purchases but also provides a competitive advantage. Given the growing importance of CSA among consumers (Edelman, 2018), negative campaigns can significantly damage a company's financial performance (Dodd & Supa, 2014). This study is relevant when considering the different values and economic influence of generational cohorts, such as Generation Z and Baby Boomers. While Generation Z values a company's active social stance (Francis & Hoefel, 2018), Baby Boomers possess significant purchasing power (Coppola, 2011). Aligning a company's social initiatives with its customers' diverse values is not only strategic for business but promotes positive societal change. The research provides valuable insights into how a company can strategically align its social advocacy efforts with societal values. It emphasizes the need for companies to understand and integrate the values of

their varied customer base in their social strategies, which is essential for achieving long-term success and fostering positive societal change.

A few investigations in the field of perceived CSA have been made (Mukherjee & Althuizen, 2020; Vredenburg et al., 2020). The literature lacks extensive examination of the impacts of different factors on the evaluation of campaigns that include CSA among consumers, particularly across different generations. This paper focuses on the level of involvement based on the cognitive and affective components regarding the LGBTQIA+ community and the effects of Calvin Klein's Mother's Day Campaign of 2022 on the brand attitude, attitude toward the advertisement, brand reputation, and purchase intention. Further, it investigates the difference in perception of Generation Z and Baby Boomers. If consumers demand that companies take a stance on controversial issues, how do they perceive the actions of companies when they position themselves, and what effects does this have on a brand? To clarify this the following research questions can be implemented:

RQ1: What effect does the level of involvement have on the (a) attitude toward the advertising, (b) the attitude toward the brand, and (c) brand reputation vary among different generations?

RQ2: How do attitudes towards (a) the brand (b) the advertisement, and (c) the brand reputation affect purchase intention across different generations?

1.1 Objective

This study examines the different levels of cognitive and affective involvement of Baby Boomers and Generation Z. Its objective is to comprehend how this level of involvement impacts their attitudes towards brand, advertising, brand reputation, and purchase intention within these generational cohorts. The study also investigates the subsequent effects on purchase intentions and, consequently on a company's financial performance.

1.2 Methodology Approach

A mixed-method approach, incorporating both quantitative and qualitative analyses, was applied to address the research question. A survey was conducted for the quantitative method, complemented by semi-structured interviews for qualitative insights. In total ten consumer

interviews (five for each generation) and two expert interviews were conducted with the organizations QueerNext and Queere Vernetzung Hamburg.

1.3 Dissertation Outline

The dissertation starts with a theoretical framework that presents the current state of research and identifies gaps in the literature. The following section describes the research approach along with the method used to answer the research question. The main body highlights the key findings of this study. The conclusion includes a discussion that integrates the findings into the existing literature and a final summary that concludes the thesis.

2 Literature Review

2.1 Brand Activism and Corporate Social Advocacy

When brands are taking a stance on social or political issues this can be characterized as brand activism (Kotler & Sarkar, 2017). In the literature, many terms are associated, with brand activism. A clear distinction between various terminologies regarding this topic is still scarce (Bhagwat et al., 2020). According to Kotler and Sarkar's (2017) definition, when brands take a stance towards the LGBTQIA+ community, it is classified as a social dimension of brand activism. After Dodd and Supa's (2014) definition, the action of a company can be characterized as 'Corporate Social Advocacy' (CSA), when it takes a position towards a social and politically controversial topic. CSA is the development of CSR (Sarkar & Kotler, 2017). CSR refers more to the ethical behavior of companies in their business actions (Hydock et al., 2019). Whereas CSA is more controversial (Hydock et al., 2019) and polarizing (Bhagwat et al., 2020). CSA involves consumers calling upon companies to position themselves on certain social topics (Kotler & Sarkar, 2017). Previous studies have shown that CSR activities are perceived better among consumers than CSA activities since they are more controversial and polarizing and consumers are more inclined to choose a brand that reflects their values (Hydock et al., 2019; Hydock et al., 2020). Although CSA has the potential to help companies develop new target groups (Mirzaei et al., 2022), it can also mitigate the risk of backlash, while the risk of losing existing customers is higher (Hydock et al., 2020). Prior studies by Kim and Lee (2009) have also shown that CSR positively influences consumer purchasing intentions. A study by Dodd and Supa (2014) found that if the positioning of a company towards a certain

social-political topic is aligned with the values of a consumer's attitudes they are more likely to buy a product from the company. However, the effects of CSA on the value of a firm are not yet concomitantly explained (Bhagwat et al., 2020). To sum this up according to Bhagwat et al., (2020), CSA draws a few parallels with the concept of CSR, but the literature has to be more consistent in comprehensive explanation.

In the following, the main effects of CSA, the level of involvement and its role in shaping consumer responses are examined.

2.2 Multifaceted Impact of CSA: Exploring Consumer Responses, Brand Authenticity and Moral Perceptions

Various criteria must be considered to perceive CSA more favorably. One crucial dimension for positively influencing the perception is brand authenticity (Vredenburg et al., 2020). This includes demonstrating the link between the purpose of a brand and its commitment to its communication (Vredenburg et al., 2020). Additionally, the congruence between the social action and the motives and fit of a brand must align (Vredenburg et al., 2020). Brands have also to consider being aware of the unfavorable reaction from consumers concerning skepticism (Du et al., 2010). Inauthentic brand activism can lead to the perception of ‘woke washing’ (Vredenburg et al., 2018). It is important to note that morality plays a significant role in this context. Morality can be defined as “a system of values ... [where] behaviours are judged to be good or bad (...)” (Oxford Reference, 2023, para. 1). When brands take a stance on social and political issues, consumers may judge them based on their morality (Mukherjee & Althuizen, 2020). According to Mukherjee and Althuizen (2020), the level of agreement towards a certain stance of a brand that is in line with its own set of values determines the self-brand similarity. The perception of consumers is more favorable towards a CSA activity of a firm when it aligns with their own values (Bhagwat et al., 2020). Recognizing the significance of understanding the impact of CSA activities from firms on consumer responses is crucial for companies not to risk a backlash (Hydock et al., 2020). The literature lacks research on the effect of brand attitude as a forecast for consumer behavior based on a company's social advocacy (Li et al., 2022).

2.3 Corporate Social Advocacy and Level of Involvement

Involvement is one factor that has a significant effect on a person's ability to get involved in more problematic thinking (O'Keefe, 2013). Zaichkowsky's (1984) conceptualization of involvement includes that based on the essential requirements, beliefs, and preferences of an individual the relevance for a person is determined. Another approach to describe the extent an individual is involved in a certain topic is the Elaboration Likelihood Model (O'Keefe, 2013). One crucial factor for engaging in an issue is the perceived personal relevance for the individual (O'Keefe, 2013). The relevance is also essential that an individual gets more engaged in the process of careful thinking and that the individual already has knowledge about that topic than it is assumed that the involvement is high (O'Keefe, 2013). In their studies, Parcha and Kingsley Westerman (2020) found that when a brand takes a stance on a polarizing issue, it can alter the attitude of a person regarding that issue. Similarly, Vera and Espinosa (2019) found, that involvement can impact advertising perspective. Hong and Li (2020) found in their studies, when an individual's level of involvement was low, they might not put much cognitive effort into evaluating the communication of a company and based on this the attitude of an individual is more likely to alter. From this prior study, the level of involvement is one factor in the response of a consumer (Hong & Li, 2020).

2.4 Cognitive and Affective Involvement

However, most studies in the literature have focused more on the broad perspective of consumer involvement, with limited attention given to CSA (Li et al., 2022). Park and Young (1986) identified two dimensions of involvement: cognitive and affective. The literature predominately focuses on the cognitive and affective effects in the context of consumers' reactions toward advertising (Moore et al., 1995; Ruiz & Silcilia, 2004). The literature reveals a research gap regarding the contribution to scientific insights on attitude formation toward CSA issues based on individual differences (Gaither et al., 2018). First, it is important to define cognitive and affective to understand the differences. Cognition belongs to an individual's knowledge about an issue (Cambridge Dictionary, 2023a). Whereas affective belongs to the feelings of an individual regarding this topic (Cambridge Dictionary, 2023b). Both levels of involvement (cognitive and affective) are independent of each other, but significant for evaluating product involvement (Putrevu & Lord, 1994). Focusing on cognitive involvement, this study will adopt Li et al.'s (2022) concept of dividing it into two dimensions: issue silence (how crucial that

theme is to an individual) and issue positioning (how much an individual gives support to that topic). When companies take a stance, it may conflict with an individual's value system and relationship with the company (Hong & Li, 2020). This can have consequences on the cognitive equilibrium between the values of a company and the values and beliefs of an individual (Hong & Li, 2020). If a consumer disagrees with a company's position on an issue, it can pose a risk for a company (Hydock et al., 2020).

As previously stated, affective involvement belongs to the feelings of a person (Cambridge Dictionary, 2023b). The existence of feelings is one important dimension for forming attitudes toward an advertisement (Edell & Burke, 1987). Advertisements can also evoke feelings and have a high impact on the formation of attitudes toward the advertisement (Yoo & MacInnis, 2005). Prior studies have already examined consumers' feelings regarding an advertisement (Stout & Leckenby, 1986; Escalas & Stern, 2003). Edell and Burke (1987) found that feelings can be used to determine the effectiveness of an advertisement as well as for predicting the brand attitude.

To the best of the author's knowledge, most recent studies have more focused on evoked feelings of advertisements and examining their influence on the perception of the brand and the advertisement itself (Brown, 1998; Edell & Burke, 1987). This study aims to examine the level of involvement of an individual toward the LGBTQIA+ community initially, then present the advertisement of Calvin Klein related to this community and measure the attitude toward the brand, the advertisement, the overall brand reputation, and purchase intention.

2.5 Brand Attitude and Brand Reputation

Attitude defined by Mitchell and Olsen (1981) as an individual's judgment of an item. Armstrong et al. (2010), describe attitude as a construct that is built up on emotions, assessments and propensity, which is hard to modify. Since attitudes are comparably persistent, they can serve as predictors for the behavior of consumers (Mitchell & Olsen, 1981). However, the attitude toward advertising has a significant effect on the attitude toward the brand (MacKenzie & Lutz 1989) and can be accurately forecasted (Yoo & MacInnis, 2005). Prior studies enhanced the comprehension of the examining different aspects like cognitive (informational) (Lutz, 1975, as cited in Yoo & MacInnis, 2005; Wright, 1973) and affective (emotional) aspects, as well as their relationship to brand attitudes (Yoo & MacInnis, 2005). Although attitudes can be used as predictors, the literature is relatively scarce regarding the relationship between attitudes

and brands involved in social issues (Li et al., 2022). The reputation of a brand is a key factor that influences attitudes towards it, as noted by Arli et al. (2017). Corporate Reputation can be classified as the evaluation of a company by its audience (Fombrun, 1996, as cited in Roberts & Dowling, 2002). Additionally, corporate reputation can also be tied to individual concerns, and this can be assessed by a comprehensive analysis of the whole company (Walker, 2010, as cited in Lim & Young, 2021). Gözükara and Yildirim, (2015) highlighted in their study that attitude towards advertising had a notable impact on the corporate reputation and trust of a company. A positive reputation of a brand has a positive effect on brand loyalty, brand attitude, and purchase intention (Brown et al., 1997, as cited in Jung & Seock, 2016; Saxton, 1998) as well as on customer retention (Nguyen & Leblanc, 2001). Further, the corporate reputation of a company has also an impact on the financial result of the company (Roberts & Dowling, 2002). According to a study by Jung and Seock (2016), a negative reputation can affect both consumer behavior and the consumers themselves.

2.6 Advertising

Companies use advertising to increase their visibility, promote new products, improve customer relations, or take a stand on an issue. The perception of a brand can be influenced by advertising (Gardener, 1985). When an individual evaluates the advertising message and the level of involvement is high, the accessibility for brand attitude formation is higher (Kokkinaki & Lunt, 1999). At a high involvement level, the attitude toward a brand is influenced by the beliefs of a brand and the perception of an individual (Muehling & Laczniak, 1992). To forecast how efficient advertising is, feelings are crucial (Edell & Burke, 1987). As Pieters and de Klerk-Warmerdam (1996) found in their study the more positive and intensive the feelings of an advertising were this had a positive influence on brand recall. Further, they found that negatively associated feelings of advertising harmed the evaluation of the attitude toward the brand (Pieters & de Klerk-Warmerdam, 1996).

2.7 Consumer Purchase Intention

Purchase intention is defined by Spears and Singh (2004) as a person's purpose to acquire a good from a company. Dodd and Supa's (2015), study predicts that CSA can be a powerful barometer for the financial performance of a company based on the buying behavior of consumers. According to Orlitzky et al. (2003) taking a stance on social or environmental

matters can have a positive impact on the financial performance of a company. Nonetheless, the examination of the influence of CSA advertising on buying behavior is rather complex, due to the indirect connection between the advertising message and the brand (Lee & Yang, 2013). Mitchell and Olsen (1981) discovered that advertising had an effect on the attitude toward the brand as well as on the buying intention. The attitude towards the advertiser can also be a crucial factor for the purchase intention (Sinclair & Irani, 2005). Further consumer buying behavior is also influenced by the level of involvement in the product (Hong & Li, 2020). Highly involved consumers are more likely to take a clear stance on boycotting or supporting a company than those with low involvement (Hong & Li, 2020).

2.8 LGBTQIA+ Community and the Emergence of the Movement

For the comprehension of the topic, it is essential to define the term LGBTQIA+ community. This community includes individuals who identify as lesbian, gay, bisexual, transgender, queer or questioning, intersex, and asexual (The Center, 2023). The terminology evolved over time, and more terms have been added over time (Blakemore, 2021). The modern movement of this community began in 1969, triggered by a riot against a police raid in the Stonewall Inn bar in New York (Vazquez, 2019). A substantial transformation occurred after this time, but still in today's world, the openness of this community is far from being recognized by all countries (Lesben- und Schwulenverband Deutschland [LSDV], n.d.; Marks, 2006). Exclusion from society, the death penalty, or prosecution are still enshrined in the laws of many countries (LSDV, n.d.; Marks, 2006). The movement has achieved increasing legislative enactments across countries so far (LSVD, n.d.). The Netherlands was one of the first countries in legalizing same-sex marriage (Vazquez, 2019). Since then, 34 other countries have followed (LSVD, n.d.). According to a study by Statista Research Department (2023) among 30 countries, 9% of the worldwide population identified with the LGBT+ community. Studies have shown that countries with higher levels of development tend to be more accepting of the LGBTQIA+ community (Poushter & Kent, 2020).

In the following the term generation is defined and the differences between the Generation Z and Baby Boomers is highlighted.

3 Generation

The chapter aims to highlight the differences between Generation Z and Baby Boomers. To achieve this, the main characteristics and attitudes of both generations towards societal challenges and brands will be defined. This will provide a foundation for explaining their consumption habits and attitudes towards CSA issues, with a focus on generational dynamics.

Before delving into detail about the differences in the generations, the text provides a general definition, and a chronological classification of generations is provided.

3.1 Definition of Generations

A generation comprises individuals who build together a cohort and are born within a specific timeframe (Constanza et al., 2012). The influence of various events during their childhood and young adulthood like economic, social, technological, global, and political characterize a generation and shape their perception and attitude (Constanza et al., 2012; Dimock, 2019). This section will focus on the chronological classification of the generations.

Generation Silent, which was born between 1928 and 1945, marks the beginning here (Dimock, 2019). They were born before the Baby Boomers (1946-1964), followed by Generation X, which can be categorized as the next generation (1965-1980) (Dimock, 2019). After Generation X, Millennials or Generation Y were born between 1981 and 1996 (Dimock, 2019). Millennials are followed by Generation Z which can be classified as those who were born between 1997 and 2012 (Dimock, 2019). The latest generation is Generation Alpha which refers to individuals that are born after Generation Z (McKinsey & Company, 2023). The exact classification of years is not clearly defined in the literature, as the transition from one generation to the next is fluid (Schnitzer, n.d.).

3.2 Characteristics Generation Z

Generation Z has been shaped by the internet's progress and has been raised with it including social media from the beginning (Statista Research Department, 2013). Unlimited internet access transforms them into digital natives (Prensky, 2001). In addition to their offline lives, they also conduct a significant portion of their daily activities online, such as work socializing, and shopping (McKinsey & Company, 2023). Social media enables them to maintain

continuous communication with their peers, which is an integral aspect of their socializing habits (PrakashYadav & Rai, 2017). Moreover, they use social media to interact with brands or topics by commenting or giving feedback (PrakashYadav & Rai, 2017). The majority also use it to explore new brands and learn more about them (Sprout Social, 2023b). The time they grew up was characterized by the financial crisis of 2008 (Turner, 2015), global unrest like wars, and the COVID-19 pandemic (McKinsey & Company, 2023). It is important to note that this generation wants to be perceived as more individual (Francis & Hoefel, 2018). At the same time, they are the generation that has the highest education (Fry & Parker, 2018; Parker & Igielnik, 2020; Warren, 2022).

3.3 Generation Z's Attitude toward Societal Challenges

In today's world, society faces various challenges, one major concern is climate change, but also social issues like the Black Lives Matter movement and movements for more equality (Dyvik, 2023; Horowitz et al., 2023; Statista Research Department, 2023). Compared to other generations, Generation Z has a more social and environmental mindset (Tyson et al., 2021; Warren, 2022) and strives to be perceived as the most environmentally conscious generation (Wood, 2022). According to a study by OC&C (n.d.), social responsibility holds greater significance than environmental responsibility. This impacts consumer behavior by buying more clothes second-hand or adopting a vegan lifestyle (Forbes, 2022a). Besides that, they demand more than any other generation for more equality (McKinsey & Company, 2023) and are more open to people from different backgrounds (McKinsey & Company, 2023; Pandit, 2015). Additionally, they grew up in a time when more countries expanded laws for more rights for the LGBTQIA+ community (Pew Research Center, 2023). Additionally, a growing number of individuals identify as part of the LGTBQIA+ community (Ipsos, 2023).

3.4 Generation Z's Attitude toward Brands and Advertisement

Generation Z seeks individuality, which is reflected in their consumption habits, as they want to buy brands for self-expression (Francis & Hoefel, 2018). Further, to get more customized products they also are willing to pay a higher price (Francis & Hoefel, 2018). Outstanding is that Generation Z favors brands that are neither characterized as female nor male, according to a survey from Francis and Hoefel (2018). On the other hand, they also demand that companies get involved by positioning themselves towards societal topics (Francis & Hoefel, 2018).

Therefore, it is significant for them that companies align their actions with their core values (Francis & Hoefel, 2018). These mentioned indicators can be found as well in the attitude toward advertising, where they favored the brands that participated in social issues (Majidi, 2023). Being transparent and authentic is a factor they value highly as well and are likely to boycott a brand if they do not comply with this criterion (Francis & Hoefel, 2018; Hirose, 2022).

3.5 Characteristics Baby Boomers

The Baby Boomer generation was characterized by economic prosperity and political conflicts. Occurred events that happened before their birth, like World War II and the Great Depression (Bump, 2023). They grew up during times of political instability, including the Cold War (1947-1991) (Rafferty, n.d; Britannica, 2023) and the Vietnam War (1954-1975) (Bump, 2023). Over the years technology has advanced and new products like computers and smartphones have been launched, changing the way of communicating (Rogers, 2019) and working (McKinsey & Company, 2018). They use social media as well to connect with brands and explore new brands (Sprout Social, 2023b). This generation has one of the highest purchasing powers (Fromm, 2022; Roberts & Manolis, 2000; Pew Research Center, 2008).

3.6 Baby Boomer's Attitude toward Societal Challenges

The times marked by political unrest gave rise to a new movement and the 1960s and 1970s were dominated by the hippies (Britannica, n.d.). This has found resonance and is characterized by its opposition to war, advocacy for love and peace, and promotion of an eco-conscious lifestyle (Britannica n.d.; Pruitt, 2023). Still today Baby Boomers express concerns about climate change (Bregel, 2023). They grew up with different perspectives since there were still discrepancies between men and women, regarding the roles in families, voting rights, and equal rights (Oesterreichische Nationalbibliothek, n.d.; Rubio-Marín, 2014; Schonard, 2023). Various other events have exerted an impact on the development like the beginning of the gay and lesbian movement in 1969 (Lucero, 2019) an awakening that challenged the attitude of the society. Following the outbreak of the Human Immunodeficiency Virus (HIV) in 1981 (Robert Koch Institut, 2017), society stigmatized homosexuals (Rosenfeld et al., 2012; Ruel & Campbell, 2006) some of them are also identifying themselves as part of this community, although this is more common among younger generations (Ipsos, 2021).

3.7 Baby Boomer's Attitude toward Brands and Advertisement

According to the study of Roberts and Manolis (2000), Baby Boomers generally hold a skeptical attitude towards marketing activities, perceiving them as neither beneficial nor harmful to society. This generation is also critical of marketing's lack of social responsibility and its potential to drive up prices (Roberts & Manolis, 2000). Baby Boomer's main criteria for making a buying decision are product quality, features, and price (Weinberg, n.d.). Although this generation is environmentally concerned, they do not prioritize environmental factors when buying products as a major criterion (Weinberg, n.d.).

Building on the comprehensive literature review, the next chapter will examine the dynamics of the level of involvement toward the attitude toward the brand, advertisement, brand reputation and purchase intention among Generation Z and Baby Boomers.

4 Framework Hypotheses and Model

Based on the literature there are the following hypotheses that can be derived:

H1a: The effect of involvement toward the attitude of the brand has a stronger effect on Generation Z than on the Baby Boomers

H1b: Generation Z has a more positive attitude toward the brand after seeing the advertisement than Baby Boomers

H2: The effect of involvement toward the attitude of the advertisement has a stronger effect on Generation Z than on the Baby Boomers

H3: The effect of involvement toward the brand reputation has a stronger effect on Generation Z than on the Baby Boomers

H4: Generation Z has a stronger attitude toward the brand Calvin Klein and therefore it is more likely to purchase the products of the brand than Baby Boomers

H5: Generation Z has a stronger attitude toward the advertisement Calvin Klein and therefore it is more likely to purchase the products of the brand than Baby Boomers.

H6: Generation Z has a stronger attitude toward the brand reputation of Calvin Klein and therefore it is more likely to purchase the products of the brand than Baby Boomers.

To provide a better overview Figure 1 shows an exemplary model to measure H1a and H4. Other models can be found in Appendix A (see Figure A1, A2).

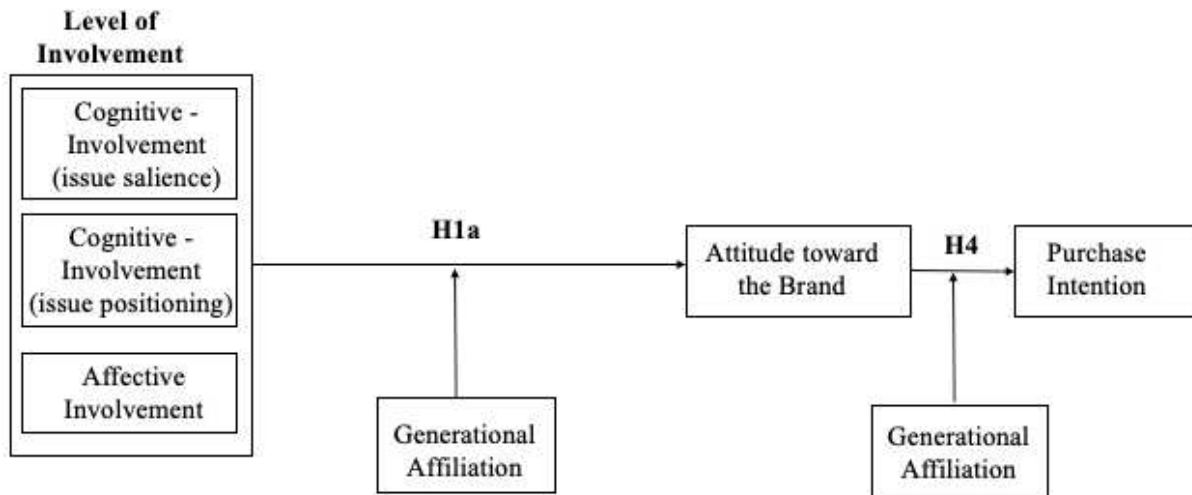


Figure 1: Model Attitude toward the brand

5 Research Design

For conducting the purpose of the master thesis and answering the research questions an explorative and descriptive framework containing a quantitative and qualitative approach (mixed method) was applied. For this study, a deductive approach was used. The qualitative approach aims to collect data that provides a more comprehensive perspective and deeper insights (Kelle, 2006) into consumer reactions to the LGBTQIA+ movement and when a brand engages in a CSA activity. For the qualitative approach, consumer and expert interviews were conducted. To ensure the validity of the consumer interviews a survey was conducted using questions that were closely aligned in content but varied in type. The quantitative method is used in addition to supplementing the qualitative data to make the results more generalizable for verification (Polit & Beck, 2010). The quantitative data serves the researcher to get a broader overview of the research field (Kelle, 2006). The expert interviews were a crucial complement to gaining more insights into the topic from the perspective of people who identify with the LGBTQIA+ community. These interviews shed also light on how companies could advocate for greater acceptance in society. In all methods, the same campaign was used, and only one picture from the advertisement was chosen, to gain deeper knowledge (Appendix B). Therefore

Calvin Klein's Mother's Day 2022 campaign was used with the caption, "Today, in support of women and mothers all over the world, we're spotlighting the realities of new families." (Calvin Klein, 2022).

5.1 Data Collection Method Qualitative Approach

An exploratory approach in the form of a semi-structured interview was used to collect data. For the consumers, an interview guide was pretested with two participants (one participant from each generation) to identify and address potential issues with comprehensibility. The semi-structured interview guide allowed for additional relevant questions to be raised during the interview, leading to a broader understanding and exploration of the data. The interviews served preliminary as a basis for testing the questions in the survey, ensuring clarity and relevance of the questions. Additionally, they should provide rich, qualitative insights that should deepen the analysis of the survey results. The consumer interviews focused on the individual level of involvement with the LGBTQIA+ community and the attitudes toward Calvin Klein after viewing the advertisement. An exemplary interview guide can be found in Appendix C. The expert interviews followed a similar approach, but with a contrasting interview guide that was only pretested on one person. The interviews focused on approaches companies can take to promote greater acceptance of the LGBTQIA+ community in society. Appendix D contains an exemplary interview guide.

All interviews were conducted in German (except for one expert interview) to avoid bias due to the language barrier and to provide valuable insights for the researcher. Translations and transcriptions of all interviews into English are available upon request. The interviews were audio-recorded and transcribed to ensure more reliability and validity. Consistent coding was applied to both consumer participants and experts. In-depth interviews were conducted online via videoconference.

5.2 Data Collection Method Quantitative Approach

A descriptive research design for the quantitative approach in the form of an online survey was used. The survey was tested on five participants, including individuals from each generation. This was done to ensure its durability in identifying potential errors, comprehension issues, and

ambiguities. Based on this one word was changed into a synonymous word (see Appendix E, Figure E2), to prevent bias and difficulty for participants and to prevent bias arising from this.

Two specific requirements were included in the survey. The survey was limited to participants born between 1946-1964 (Baby Boomers) or between 1997-2012 (Generation Z) and who were familiar with the brand Calvin Klein. The survey predominantly utilized seven-point Likert scales and seven-point semantic differential scales. A rating of 1 indicates a positive response and 7 indicates a negative response. To confirm more reliability and viability the scales were adopted from pretested scientific articles. The order of the possible answers was randomized, to ensure consistency and comparability of results between both generations who received the same survey. The survey measured an individual's level of involvement which was divided into the cognitive (issue salience and issue positioning) and affective component. Additionally, participants were asked about their attitude toward the brand Calvin Klein before and after seeing the campaign. In addition, participants were asked to evaluate the advertising, brand reputation, and their purchase intention. The complete survey can be found in Appendix E (Figure E1). The scales and from which scientific papers they were adopted can be found in Appendix E (Figure E2).

5.3 Data Sample and Population

The most appropriate sample for this study was the quota sample. This consists of a non-probability sampling since this study requires specific characteristics. This type of sample allows for easier comparison between the generation of Baby Boomers and Generation Z. Further, this sample is more precise to compare the complete population (Nikolopoulou, 2022).

5.4 Qualitative Approach

The qualitative method consisted of conducting ten consumer interviews (five Baby Boomers (born 1946-1964) and five Generation Z (born 1997-2012)). The participants of the Baby Boomers were between 59 and 63 years old, all are still actively working except for one. The Generation Z participants were between 21 and 26 years old, with the majority being students who also held jobs, except for one who was already actively working. A detailed description of the participants' characteristics can be found in Appendix F. The Interviews took place between the 15th of October 2023 and the 3rd of November 2023.

To gain further insights and to include the perspectives of the LGBTQIA+ community, two expert interviews were conducted. Therefore, the organizations QueerNext and Queere Vernetzung Hamburg, both advocates for greater social acceptance of the LGBTQIA+ community were interviewed. The two semi-structured interviews, which lasted approximately 20 minutes were conducted via video conference on the 22nd of November and 27th of November 2023.

5.5 Quantitative Approach

Quantitative data was collected through a Qualtrics survey, as participants are more willing to share sensitive data anonymously (Helou, 2021). The survey was distributed via email and social media platforms such as Instagram, LinkedIn, and WhatsApp, as well as by family and friends, to ensure reaching the specific target audience. In total, 197 valid responses were collected, 96 from Baby Boomers and 101 from Generation Z. The duration of the survey was 6 minutes. The following describes the characteristics of the Baby Boomers who participated in the study. The sample consisted of 57 males (59%) and 39 females (41%). The majority held a Bachelor's degree (23%), a Master's degree (41%), or a Doctorate or higher (10%), while 23% had a college degree or lower. Additionally, the majority of Baby Boomers were either self-employed (46%) or employed full-time (31%), with a monthly income of 6,000 Euro or more (45%). Most respondents were German (93%).

In Generation Z, there were 34 males (34%), 62 females (61%), and five individuals who identified as non-binary or third gender (5%). The majority of them hold a Bachelor's degree (60%) followed by a Master's degree (16%). Additionally, most of Generation Z were students (60%), and 32% were employed full-time, with the majority having a monthly income of 1,000 – 1,999 euros (35%). The current country of residence was Germany for 64% and Portugal for 26%. In the literature, there is no consistent number defining when a sample size is deemed adequate, as it varies depending on the study (Alroobaea, 2014). The duration of the survey was approximately 6 minutes.

5.6 Data Analysis Qualitative Approach

Mayring's (2014) qualitative content analysis, was used to evaluate the interviews. The text was then coded, to systematically analyze the data. This framework was employed to derive

insights from the qualitative data and interpret the results. This method was chosen because the interviews were based on open-ended questions, and responses were coded together if they referred to similar words. This study implemented the principle of code saturation after Henning et al. (2017). This principle is applied until no new insights can be gained through interviews, resulting in a stable construct of data (Henning et al., 2017). To ensure reliable results, categories were developed from the data and further analyzed. Multiple categories were created to gain a comprehensive understanding of the phenomenon. The first categories for the level of involvement (cognitive and affective) regarding the LGBTQIA+ movement have been established. Additionally, attitudes towards the brand, advertisement, brand reputation, and purchase intention after seeing the advertisement of Calvin Klein have been categorized. This process has resulted in the creation of a category system for overall response, aimed at gaining a deeper understanding. The participant's reactions were differentiated by generation to facilitate effective comparison of the results. This approach aims to ensure transparency, evidence, and objectivity. Expert interviews follow a similar approach, with the exception that they did not adhere to the principle of saturation as outlined by Henning et al. (2017), and a different method was utilized to form the category system. The main categories were about how companies can position themselves to reach a greater acceptance in society for the LGBTQIA+ community and how their attitude toward the advertisement of Calvin Klein.

5.7 Data Analysis Quantitative Approach

The quantitative analysis was conducted with SPSS. After cleaning the data and removing incomplete responses, those participants who did not fit the population criteria or were unfamiliar with the brand Calvin Klein were excluded. Frequencies and descriptive statistics were analyzed by dividing the sample into generations and examining key characteristics.

To assess the reliability of the survey scales, a Cronbach's Alpha test was conducted. To test the model, a regression analysis was conducted since the variables were metric. The multiple linear regression was in this context the most appropriate method to test the relationship. The independent variables were the level of involvement, which contained the cognitive variables (issue salience and issue positioning), and the affective variables. The study examined the impact of the independent variables on the dependent variables which were: attitudes toward the brand, advertisement, and brand reputation. Further, it was tested which effect the dependent variables had on the purchase intention. The analysis included generational affiliation as a

moderator, with categorical variables coded as dummy variables. For testing the brand attitude before and after seeing the advertisement, a paired sample t-test was conducted. For conducting the measurement all variables were coded as average variables.

6 Main Findings

6.1 Model Testing

For testing the three different models, the distribution of normality, the reliability of the scales, the significance of the models as well as the multicollinearity were checked. For testing the normality distribution of the survey, a Kolmogorov-Smirnov and Shapiro-Wilk test was conducted, and this was significant ($p < .005$). This indicates that the collected data follows a normal distribution. The Cronbach's Alpha test measured the reliability of the scales and all scales were above $\alpha = .90$, which indicates a high reliability (Appendix G, Table G1). All models were significant ($p < .001$) and there is no multicollinearity. Therefore, the variance inflation factors (VIF) test was conducted and indicated that values > 2.5 are indicators for multicollinearity. For values that were larger than 2.5 an additional collinearity check was conducted and besides a few collinearities that were detected for the interaction variables were not found. The existent collinearity for the interaction effects is not relevant. The degree of freedom was measured as well, and it is based on the premise of making estimations about a population based on a sample to avoid a biased estimate. The F-distribution measures the ratio of variability among the group. The Durbin-Watson test shows the reproduction of the test is not correlated. The stepwise method was used so that no statistically significant variables were automatically excluded. This allows the researcher to analyze a model with variables that show a stronger relationship with the dependent variable.

6.2 Hypotheses Testing

6.2.1 Attitude toward the Brand

For testing the first model the first Hypothesis (H1a) suggests that the level of involvement toward the attitude of the brand has a stronger effect on Generation Z than on the Baby Boomers. The model was significant $F(3, 193) = 42.23, p < 0.001, R^2 = .396$ and the Durbin Watson Test signals no autocorrelation (1.821). The dummy variable was coded as 1 for Generation Z and 0 for Baby Boomers. The finding showed that Generation had a moderating

effect, but only between cognitive (issue positioning) and attitude toward the brand ($p < .001$, $\beta = .333$, $VIF = 4.053$). The interaction between cognitive (issue positioning) and generation was significant. This indicates that only issue positioning has a moderating effect on Generation Z referring to the attitude toward the brand. The more they see the advocacy of interests negatively the more negative the attitude toward the brand, for Baby Boomers it had no effect. Baby Boomers had a more negative attitude toward the brand ($p < .001$, $\beta = -1.978$, $VIF = 4.989$) (Baby Boomers 0) compared to Generation Z. Further, the affective component had a positive correlation with the attitude toward the brand ($p < .010$, $\beta = .201$, $VIF = 1.660$), this indicates the more negative the feelings the more negative the attitude toward the brand. For more details refer to Appendix H (Table H1 – H3).

The other variables were excluded since the significance was not given. H1a can be supported since the model is significant and the affective dimension, which is a component of the level of involvement had a significant effect on the model. Further, the interaction effect was significant. This indicates that there is a stronger level of involvement for Generation Z, and they have a more favorable attitude toward the brand than Baby Boomers.

For testing H1b which suggests that Generation Z has a more positive attitude toward the brand after seeing the advertisement than Baby Boomers, a paired sample t-test, with the bootstrapping method was conducted. Both tests were statistically significant (Generation Z, $p < .001$; Baby Boomers, $p < .006$). Generation Z had a more positive attitude (mean 2.82) toward the brand after seeing the advertising than Baby Boomers (mean 4.08). Further, the Baby Boomers had a more negative attitude toward the brand than before (mean before 3.33; mean after 4.08). Generation Z had a slightly more positive attitude toward the brand after seeing the advertisement (mean before 2.86; mean 2.82). This suggests that H1b is supported. For more details refer to Appendix H (Table H4- H6).

6.2.2 *Attitude toward the Advertisement*

For testing the second hypothesis (H2) which is that the level of involvement toward the attitude of the advertisement has a stronger effect on Generation Z than on the Baby Boomers. The model was significant $F(4, 192) = 71.23$, $p < 0.001$, $R^2 = .597$) and the Durbin Watson Test signals no autocorrelation (1.707). Affective as an independent variable was significant ($p < .001$, $\beta = .815$, $VIF = 2.695$) and conveys that the more negative the feelings are the more negative the attitude toward the advertisement of Calvin Klein. Further, it indicates that Baby

Boomers have more negative attitudes toward the advertisement than Generation Z ($p < .009$, $\beta = -1.326$, VIF = 10.043). Moreover, the interaction between the cognitive (issue positioning) and Generation Z was significant ($p < .001$, $\beta = .554$, VIF = 5.680) and showed that the more negative Generation Z perceives how the LGBTQIA+ advocate their rights the more negative the attitude toward the advertisement of Calvin Klein. For Baby Boomers, this had no effect. Additionally, the affective component had an interaction with generational affiliation. Namely, Baby Boomers had a moderating effect ($p < .004$, $\beta = -.528$, VIF = 11.109) on the relationship between feelings and advertisement. The more negative feelings regarding the LGBTQIA+ community they had the more negative the attitude toward the advertisement of Calvin Klein.

Therefore H2 is supported since the model is significant and affective, which is a component of the level of involvement that had a significant effect on the model. The interaction effect was significant. This indicates that there is a stronger level of involvement of Generation Z and they have a more favorable attitude toward the advertisement than Baby Boomers. For more details refer to Appendix H (H7-H9).

6.2.3 *Brand Reputation*

For testing the third hypothesis (H3), which indicates that a high level of involvement toward the brand reputation has a stronger effect on Generation Z than on the Baby Boomers. The model was significant $F(5, 189) = 40.145$, $p < .001$, $R^2 = .515$) and the Durbin Watson Test signals no autocorrelation (1.814). Affective had a significant influence on the dependent variable brand reputation ($p < .001$, $\beta = .802$, VIF = 4.801), and indicates the more negative feelings an individual toward the LGBTQIA+ community has the more negative will they evaluate that Calvin Klein is taking stance on this issue. Cognitive (issue positioning) has a significant effect on the brand reputation ($p < .026$, $\beta = -.290$, VIF = 4.526). This shows that the more negative individuals perceive how the LGBTQIA+ community advocates their interests the more positive the attitude that Calvin Klein is taking a stance on the issue.

Baby Boomers evaluated it more negatively that Calvin Klein is taking a stance toward the issue than Generation Z ($p < .001$, $\beta = -2.153$, VIF = 10.426). A significant interaction effect indicates that Generation Z moderates between cognitive (issue positioning) and brand reputation. The more negative the perception is toward the advocacy of LGBTQIA+ rights the more negative the evaluation of the brand reputation ($p < .001$, $\beta = .938$, VIF = 12.450). For the Baby Boomers, it had no effect. Additionally, the generational affiliation, namely Baby Boomers had a

moderative effect between affective and brand reputation ($p < .004$, $\beta = -.627$, VIF = 14.367). Baby Boomers have more negative feelings compared to Generation Z in terms of brand reputation when feelings are considered.

Therefore, H3 is supported since affective and cognitive (issue positioning) had a significant effect on the model. The interaction effect was significant. This indicates that there is a stronger level of involvement of Generation Z and they evaluate it more favorably when Calvin Klein is taking a stance on the issue than Baby Boomers. For more details refer to Appendix H (H10-H12).

6.2.4 Brand Attitude and Purchase Intention

For testing the fourth hypothesis (H4) Generation Z has a stronger attitude toward the brand Calvin Klein and therefore is more likely that they will purchase the products of the brand than Baby Boomers. The model was significant $F(5, 189) = 40.145$, $p < 0.001$, $R^2 = .509$) and the Durbin Watson Test signals no autocorrelation (1.874). The attitude to the brand had an effect on the purchase intention ($p < .001$, $\beta = .561$, VIF = 1.346) which conveys that a more negative attitude to the brand will negatively influence the purchase intention. Further, it indicates that Baby Boomers will be less likely to purchase Calvin Klein than Generation Z ($p < .001$, $\beta = -.556$, VIF = 1.346). Generational affiliation had no moderating effect on the purchase intention.

Therefore, H4 cannot be fully supported. Since there is no significant interaction effect, it cannot be proven that Generation Z has a stronger attitude toward the brand Calvin Klein than Baby Boomers. However, Generation Z is more likely to buy products from Calvin Klein than Baby Boomers. For more details refer to Appendix H (H13- H15).

6.2.5 Advertisement and Purchase Intention

For testing the fifth hypothesis (H5) that Generation Z has a stronger attitude toward the advertisement Calvin Klein and therefore is more likely to purchase the products of the brand than Baby Boomers. The model was significant $F(2, 194) = 45.984$, $p < 0.001$, $R^2 = .322$) and the Durbin Watson Test signals no autocorrelation (1.777). The advertisement had a significant effect on the purchase intention, it suggests that the more negatively an individual perceives the advertisement the less likely will they buy products from Calvin Klein ($p < .001$, $\beta = .200$, VIF

= 1.470). Further Baby Boomers will purchase products from the brand less likely than Generation Z ($p < .001$, $\beta = -.872$, VIF = 1.470).

Therefore, H5 is not fully supported. There is no significant interaction effect between the advertisement and the generation. Therefore, generational affiliation has no moderating effect on purchase intention. However, Generation Z is more likely to purchase products from Calvin Klein than Baby Boomers. For more details refer to Appendix H (H16- H18).

6.2.6 Brand Reputation and Purchase Intention

Testing the sixth hypothesis (H6) where Generation Z has a stronger attitude toward the brand reputation of Calvin Klein and therefore is more likely to purchase the products of the brand than Baby Boomers. The model was significant $F(2, 192) = 48.320$, $p < 0.001$, $R^2 = .335$) and the Durbin-Watson Test is acceptable (1.625). Brand reputation had a significant effect on the purchase intention ($p < .001$, $\beta = .228$, VIF = 1.341) and indicates that the more negative an individual perceives how Calvin Klein took a stance on the issue the less likely will they be to buy the brand. Further Baby Boomers had a more negative effect on the purchase intention than Generation Z and will be less likely to purchase from the brand ($p < .001$, $\beta = -.866$, VIF = 1.341).

Therefore, H6 is not fully supported. There is no significant interaction effect between generational affiliation and brand reputation. However, Generation Z is more likely to purchase products from Calvin Klein than Baby Boomers. For more details refer to Appendix H (H19- H21).

6.3 Results Consumer Interviews

In the following chapter, the results of the semi-structured consumer and expert interviews are described. This qualitative approach cannot be concluded since the sample size is not representative. Overall, it can be concluded that participants sometimes did not position themselves clearly, and there have been overlaps in categories. Additionally, it has been observed that, on average, Baby Boomers have expressed more negative opinions than Generation Z.

6.3.1 General Questions

Generation Z demanded that brands engage in more sustainable practices which include involvement in social and environmental sectors and also enhancing the quality of products so that they last longer. Furthermore, they mentioned that brands should take a stance on controversial topics in society. Baby Boomers highlighted that brands should get involved in the social and environmental fields, as well as in health prevention. However, they also claimed that it depends on the values of the brand. Generation Z emphasized that they would boycott a brand if it was not sustainable, by endangering the environment or disregarding social factors. Additionally, brands taking a negative stance on a topic or those that were inauthentic could be a reason for boycotting. Factors for boycotting a brand for Baby Boomers included engaging in controversial practices such as endangering the environment, discrimination, supporting radical right-wing politics, or conducting animal testing.

The reason for supporting a brand from the perspective of Generation Z comprises a brand's advocacy, taking a stance on issues, commitment, and sustainability. Baby Boomers valued factors like regional production, sustainability, and the price-performance ratio. A more detailed overview is in Appendix I (Figure I1-I6).

6.3.2 Level of Involvement

6.3.2.1 Cognitive attitude toward the LGBTQIA+ Advertisement

Focusing on the level of involvement, starting with an analysis of the cognitive component. Generation Z perceived the relevance of the LGBTQIA+ movement as either highly important or moderately important. The reasons for evaluating it as highly important include that some individuals are not personally detached from this community but still find the issue very important. The moderate importance was determined by the fact, that other topics are relevant as well. Comparing this with Baby Boomers, the responses can be clustered as either important or unimportant. The important results indicated that even though they are detached, it is still important to them. Additionally, if the movements were not too dominant, their attitudes tended more negative as one participant responded (Participant (P) 4). Baby Boomers who saw the relevance of the movement as unimportant justified their view by arguing that they were egalitarian and respected every human being (P5). Appendix I (Figure I7-I8) provides a broader overview.

6.3.2.2 Feelings toward the LGBTQIA+ Community

Focusing on emotions, Generation Z exhibited either positive or neutral feelings towards the LGBTQIA+ community. Positive feelings were attributed to the perception of the movement as peaceful (P9) and due to increasing societal acceptance in society (P8). Neutral feelings were reported by participants who felt indifferent but also held concerns, citing that the community has not yet achieved widespread acceptance in society and expressing worry about potential backlash (P6).

Conversely, Baby Boomers displayed both positive and negative attitudes. Their positive feelings were contingent upon the community, but only if it is not exaggerated. One reason was that to be integrated into society, the community should adopt a less dominant presence (P1). On the other hand negative feelings were described by a participant who felt that the topic was too prominent in public discourse (P5). For a more detailed overview refer to Appendix I (Figure I9-I10).

6.3.3 Importance of LGBTQIA+ in Advertisement

The significance of representing the LGBTQIA+ community was a topic addressed exclusively during the interviews. For Generation Z, responses were categorized as either positive or neutral. Participants who found it important to include the community, albeit not critically, suggested a partial integration. They expressed the belief that the community should be represented but without excessive emphasis, as mentioned by Participant 6. Participants who evaluate it as highly important, named reasons for it like to create awareness or to show more diversity in the advertisement. Those who assessed its importance as high cited reasons such as raising awareness and showcasing more diversity in advertising. For the Baby Boomers responses were grouped into categories of important and unimportant. Some stated that inclusion is crucial because LGBTQIA+ individuals are part of society (P9).

Conversely, Baby Boomers argued partly that advertising should concentrate on the product and that the focus should not solely rely on it, this was characterized as unimportant (P2, P3, P4). On the other hand, they supported it as well as the importance since they are part of society (P1, P3, P4). For more details refer to Appendix I (Figure I11-I12).

6.3.4 Brand Attitude

Before viewing the advertisement, Generation Z held a positive perception toward the brand, since the brand was perceived as attractive and exclusive (P6, P8, P9). After viewing the Calvin Klein advertisement, participants' perceptions of the brand were either positive or neutral. A positive perception was associated with an enhancement of Calvin Klein's brand image through advertisement (P8). Those categorized as neutral perceived the brand the same as before, with no change in brand image (P6, P9).

Baby Boomers had a positive perception of the brand before the advertising due to its attractiveness and exclusivity. After viewing the advertisement, their perceptions could be characterized as either negative or neutral. Negative perceptions were due to the polarizing advertisement (P1) or simply because they did not like the advertising (P5). Neutral responses were attributed to the advertisement's increased diversity because the brand held no significance for them (P3) Appendix I (Figure I13-I14).

6.3.5 Attitude toward Advertisement

Generation Z perceives the advertisement as either positive or neutral. A positive perception was linked to the belief that Calvin Klein supports the issue, thereby creating diversity; in this context, the brand itself is of minor importance (P9, P10). Additionally, it was noted that the brand is taking a risk due to the potential for backlash (P6). Participants who viewed the advertisement as standard were characterized as neutral.

Baby Boomers, on the other, had perceived the advertisement as either neutral or negative. A negative perception stemmed from the advertising being too extreme, unattractive, and unnatural. As neutral, the responses such as participants show no interest in the brand (P3) Appendix I (Figure I15-I16).

6.3.6 Brand Reputation

Generation Z perceived Calvin Klein's stance on the issue as either positive or neutral. The reasons for a positive evaluation included the power of the message (P9, P10) and the brand's trustworthiness (P8, P9, P10). Perceptions coded as neutral were due to the questionable

achievement of Calvin Klein (P6) and the belief that integrating the community should be natural (P6, P7).

Baby Boomer's views are coded as either negative or neutral. The negative considerations stemmed from the perception that the brand was too courageous, which was seen unfavorably (P2). Neutral views were partly because the majority did not care about the brand's stance on the issue (P1, P5) Appendix I (Figure I17-I18).

6.3.7 Purchase Intention

The purchase intention of Generation Z is considered positive since the brand advocates for a purpose (P6, P10). It is categorized as neutral when the advertisement has not influenced the participants (P6, P8). A few participants, especially from the generation of Baby Boomers had the intention to boycott the brand because of the campaign (P1, P2). Those who were more neutral were coded as apathetic since the advertisement did not influence their buying behavior (P3, P4, P5) Appendix I (Figure I19-I20).

6.3.8 Influence of Advertisement on Society

This question was exclusively asked in the interviews. Generation Z believes that advertising could divide society due to its polarizing nature (P7, P8, P9). However, they also acknowledge that it could positively impact society by raising awareness (P10). Baby Boomers evaluated it negatively because they found it unattractive and polarizing (P1, P2, P3, P5). They consider their reaction as neutral when they interpreted the advertisement as a redefinition of previous norms (P4) Appendix I (Figure I21-I22).

6.3.9 Influences of the Decision-Making Process

Generation Z would recommend Calvin Klein to enhance their buying behavior by advocating for more diversity (P6, P9, P10), providing more education about the issue (P6), and continuing to make statements about the topic (P8). Factors that influenced their purchase intention included an appealing product (P8, P9), sustainability (P8), a brand's stance on the issues (P10), and the influence of price, quality (P6,7), and advertisements (P9).

To boost consumer purchase intention, Baby Boomers suggested, on one hand, greater diversity by including various segments of society (P1, P3), while also stating that such diversity should not be emphasized (4, P5). Factors that influenced their purchase intention included regional products (P5), quality and price (P1), and the message conveyed by the brand (P2, P5) Appendix I (Figure I23-I24).

6.4 Results Expert Interview

The expert interviews serve as a supplement to illuminate strategies companies can employ to achieve greater acceptance in society. Two organizations, QueerNext and Queere Vernetzung Hamburg, which advocate for the rights of the LGBTQIA+ community, were interviewed for this purpose. The initial question focused on the portrayal of the LGBTQIA+ community in the media. Both organizations called for a reframing of the narrative by including positive headlines and challenging stereotypes. Regarding company stances on LGBTQIA+ issues, the organizations recommended that companies not only declare their positions but also take concrete actions. This includes creating role models within the community by challenging typical conventions (QueerNext) and acting as spokespersons to influence perceptions (Queere Vernetzung Hamburg).

Regarding advertising the organizations acknowledged that some companies are performing well but also pointed out areas for improvement. They appreciated that companies are promoting visibility for the community through advertisement (Queere Vernetzung Hamburg). However, they suggest that these efforts should not be limited to pride month, as recommended by Queere Vernetzung Hamburg. Further, this organization criticized the temporary nature of some initiatives which they label as ‘rainbow-washing’ when not sustained year-round. Focusing on the Calvin Klein ad, they point out the positive aspects of the ads, such as the visibility of the community and the accompanying education of society by breaking conventional stereotypes and creating role models. However, QueerNext expressed concerns about the authenticity of these efforts and questioned if they were primarily profit-driven. Additionally, extreme portrayals in the advertisements could potentially lead to backlash. QueerNext suggests that companies increase diversity by representing various transgender experiences. To further enhance authenticity, Queere Vernetzung Hamburg recommends partnering with LGBTQIA+ organizations. The positioning of a company on LGBTQIA+ issues is also crucial. Companies that previously had a negative stance can rebrand themselves

by taking meaningful action and communicating the reasons for their changed perspective authentically (Queere Vernetzung Hamburg). It is important to avoid merely responding to the current popularity of the issue (QueerNext). Additionally, companies can take further measures to foster acceptance within their organizations, such as offering comprehensive training for employees that addresses everyday inclusivity. Companies can establish metrics to measure their commitment to LGBTQIA+ issues and take proactive stances. In conclusion, companies have the potential to serve as advocates and shape societal perspectives on LGBTQIA+ rights and inclusion. For more details refer to Appendix J (Figure J1-J7).

7 Discussion

Companies are increasingly engaging with socio-political issues. For instance, Nike supported the Black Lives Matter movement with the campaign “Dream Crazy” (Draper & Creswell, 2019) and Anheuser and Busch took a stance on the LGBTQIA+ movement by featuring the transgender model, Dylan Mulvaney. Research on consumer perceptions of company involvement in CSA activities is limited (Gaither et al., 2018). It is crucial to interpret the data from this study with caution and consideration, as it is not representative. This study explores the level of involvement, both cognitive and affective, and its impact on attitudes toward the brand, advertisement perceptions, and brand reputation among Baby Boomers and Generation Z. It also examines how these attitudes influence purchase intentions within these generational cohorts.

The subsequent sections will present the results of the interviews and survey, organized by the study’s thematic areas. The survey synthesized the attitudinal differences between the generations, while the interviews aimed to uncover the potential underlying reasons for these differences. Further, the impact of generational affiliation on these perceptions will be discussed. Finally, the insights from expert interviews will be integrated into the existing body of literature.

7.1 Level of Involvement

The study suggests that the level of involvement could be a potential predictor of how consumers evaluate the CSA activities of a company, aligning with Li et al. (2022). The study indicates that the affective component had a potentially stronger effect on attitudes toward the

brand, advertisement, and brand reputation than the cognitive components, especially when considering generational affiliation as a moderating factor.

Moreover, the cognitive component, specifically issue salience, did not significantly impact the outcome variables, implying it is not a reliable predictor of attitudes toward the brand, advertising effectiveness, or brand reputation. Previous research has indicated that affective involvement plays a role in shaping consumer behavior, while cognitive involvement has not shown a significant impact (Kang et al., 2015). Further, it can be concluded that Generation Z had a stronger effect on the level of involvement compared to Baby Boomers.

7.2 Attitude toward the Brand

Even though attitude can be used as a predictor, the literature is relatively scarce regarding the dynamics between consumer attitudes and brands involved in social issues (Li et al., 2022). The findings are consistent with Parcha and Kingsley Westerman (2020), which found that brand engagement in CSA activities can influence individuals' attitudes. The study observed that Baby Boomers exhibited a more favorable attitude toward the brand before than after seeing the advertisement. This supports the findings of Parcha and Kingsley Westermann (2020). For Generation Z the attitude toward the brand was slightly more positive after viewing the advertisement. Further, according to MacKenzie and Lutz (1989), it can be assumed that the advertisement influenced the brand's perception. The shift in attitude could be attributed to Generation Z's preference that brands are more neutral and not gender-specific (Francis & Hoefel, 2018; McKinsey & Company, 2023; Pandit, 2015). These preferences could explain the more positive attitude toward the brand after seeing the advertising. The campaign appears to have altered attitudes toward the brand, consistent with Gardener's (2019) findings that advertisements can change consumer attitudes. Further, it supports the findings of Mitchell and Olsen's (1981) assertion that advertising influences brand attitudes.

The negative shift in perception by Baby Boomers after the campaign may be due to a disparity between the traditionally conveyed brand image and the new image presented in the campaign. For years, the brand's image was molded by a male stereotype, contrasting with the recent portrayal. This difference may have been particularly jarring for Baby Boomers accustomed to more traditional gender roles (Schonard, 2023). Although some interviewees highlighted the extremity of this shift, it remains one of several possible explanations. Given the limited data, only assumptions can be made and definitive conclusions cannot be drawn.

7.3 Attitude toward the Advertising

The findings of this study suggest that Baby Boomers perceived the advertisement more negatively compared to Generation Z. Additionally, it was observed that the more negative an individual's feelings towards the LGBTQIA+ community, the more negatively they perceived the advertisement, aligning with the research of Pieters & de Klerk-Warmerdam (1996). Edell and Burke (1987) also conclude that feelings could predict an advertisement's effectiveness. From the interviews, several reasons emerged for Baby Boomer's negative attitudes: partially they described the advertisements as unnatural, unattractive, and overly extreme. Conversely, Generation Z participants highlighted more positive aspects during the interviews, such as the brand's support for diversity and its representation of minor voices.

7.4 Brand Reputation

Baby Boomers judged Calvin Klein's stance on social issues more negatively than Generation Z. Gözükar and Yildirim, (2015) emphasized that attitudes toward advertising significantly influence brand reputation, which the interview results indicate. Francis and Hoefel (2018) noted that Generation Z expects companies to address polarizing topics, which may explain their more favorable view of the brand's reputation. One reason identified in the interviews for Generation Z's positive perception was the advertisement's powerful message. Additionally, occasionally Baby Boomers may have viewed the brand's courage to address such issues negatively.

7.5 Purchase Intention

The findings indicate that Baby Boomers are less likely to purchase products from Calvin Klein compared to Generation Z. Further, brand reputation had an impact on the purchase intention of an individual. Previous literature supports the correlation between a brand's reputation and increased purchase intentions (Brown et al., 1997, as cited in Jung & Seock, 2016; Saxton, 1998). Further, a negative reputation has an impact on the buying behavior of consumers, a consistent finding with Jung and Seock (2016) and this study. Mitchell and Olsen (1981) established that advertising influences purchase intentions. This aligns with the current findings that a negative attitude toward an advertisement decreases the likelihood of purchasing from

Calvin Klein. Baby Boomers who had a negative attitude toward the purchase intention expressed in the interview a sporadic inclination to boycott the brand due to the campaign. In contrast, Generation Z participants often remarked that their purchase intentions were positively influenced by the brand's advocacy for a cause. Consumers tend to make more definitive decisions about boycotting or supporting a brand when a company openly takes a stand on issues (Hong & Li, 2020). These mentioned tendencies are reflected in the interviews and can help explain the quantitative data. In addition, Generation Z participants, for example, indicated their support for brands that advocate sustainability, address controversial issues, and demonstrate commitment. Meanwhile, some Baby Boomers prioritized sustainability, price ratio performance, and regional production when it came to supporting a brand. The few Baby Boomers who discussed boycotting a brand cited reasons such as harmful environmental impacts, discrimination, and support for extreme right-wing politics. Conversely, Generation Z's criticism was often aimed at brands perceived as unsustainable, inauthentic, or negatively addressing social issues. The relatively positive reaction of Generation Z towards the campaign, and the subsequent positive impact on their purchase intention, could be attributed to their support for brands that take a stance on controversial societal topics, as noted in the interviews.

On the other hand, the more reserved purchase intentions among Baby Boomers may be partially due to their different value system, emphasizing the price-performance ratio rather than a brand's stance on current societal issues, as occasionally mentioned in the interviews. Weinberg's (n.d.) findings also suggest that Baby Boomers' reluctance to purchase may stem from a greater emphasis on quality, features, and price over other factors.

7.6 Generational Affiliation

The difference in perception could also be explained by generational affiliation. Generation Z, displaying a more positive attitude than Baby Boomers, may have been shaped by the era they grew up. This could be a possible explanation for the discrepancy in perception. Baby Boomers were raised during a time when gender equality was gaining ground (Oesterreichische Nationalbibliothek, n.d.; Rubio-Marín, 2014; Schonard, 2023). In contrast, Generation Z has come of age during a time marked by significant progress in rights for the LGBTQIA+ community. This may be a potential explanation for fostering a more inclusive and open-minded attitude within this cohort toward diverse identities. Further Tyson et al. (2021) and Warren (2022), indicate that Generation Z tends to have a more socially conscious mindset

compared to other generations, offering a possible explanation for the perceptual differences between the two cohorts. The increased demand for equality may also contribute to Generation Z's more favorable perceptions of the brand, highlighted by McKinsey and Company (2023). Further, they favored brands that get involved in social issues (Majidi, 2023) which can also be a possible explanation for their more positive reaction to the campaign. Their openness to diversity further supports this rationale, as documented by McKinsey and Company (2023) and Pandit (2015).

Moreover, Generation Z occasionally emphasizes in the interviews that they value authenticity, when brands engage in CSA. They believe that a brand's purpose should align with its values to avoid being perceived as engaging in 'woke washing'. Enhancing the actions in a long-term frame is essential, a component echoed in the expert interviews. This is consistent with Francis and Hoefel (2018) and Vredenburg et. al (2020).

7.7 Acceptance Measures

The expert interviews suggest that one way to enhance societal acceptance of the LGBTQIA+ community is for companies to feature role models from this community. This is consistent with Ochman's (1996) findings, that same-sex characters had a beneficial impact on children's self-confidence. Moreover, Gomillion & Giuliano (2011) propose that greater visibility of gay, lesbian, and bisexual (GLB) individuals in media, may lead to stronger identification with the GLB community. The organizations acknowledged the step of Calvin Klein's initiative in addressing LGBTQIA+ issues while also noting the risk of a backlash, as some societal groups may find the portrayals too progressive. To approach the topic more effectively, companies could foster diversity by representing a wider range of the transgender community thus embracing its multifaced nature. Moreover, these organizations advise companies to take proactive steps, such as providing advanced training, to support the community internally.

In summary, regarding the research questions R1 and R2, the data indicates that the level of involvement influences attitudes towards the brand, advertising, and brand reputation across different generational cohorts. It is particularly noteworthy that the affective component impacted all three of these variables. Generation Z demonstrated a stronger level of involvement than Baby Boomers, who in turn displayed a more negative attitude towards the brand, advertisement, and brand reputation in comparison to Generation Z.

To address the second research question, it was found that negative attitudes towards the brand, advertising, and brand reputation affect the purchase intention. Further, Baby Boomers are less likely to purchase Calvin Klein products than Generation Z.

8 Practical Implications

This study also provides practical implications for companies that are interested in engaging in CSA. Companies should consider the characteristics and preferences of their target group to avoid a potential backlash that could harm the company and the issue itself. In addition to that companies should analyze which customer group generates their financial results since this has a significant impact on the financial performance of a company. For Generation Z, it is important to take a stance on the issue, while maintaining high authenticity. Considering Baby Boomers, it is crucial to recognize that they may have different values and that companies should be sensitive to controversial topics. Focusing on purchase intention, they tend to prioritize the functionality of the product, its cost-effectiveness, and overall quality, when targeting Baby Boomers.

By engaging in CSA, companies can act as spokespersons and shape society's perception by educating them about an issue and making it visible, which could be a crucial factor. Companies need to execute their actions authentically. To ensure authenticity, companies could collaborate with organizations that specialize in the issue and link the purpose and values of the company with their actions. By taking additional and long-term measurements into account, companies can increase the authenticity of their commitment. By implementing measurements in the company, such as advanced training for employees, could signal a serious commitment to addressing the issue and taking responsibility. Promoting diversity and presenting a broad spectrum of the LGBTQIA+ community can lead to greater acceptance in society. By avoiding highlighting non-heterosexual relationships and instead focusing on various types of relationships they can become more acceptable to society and reduce the risk of backlash. Establishing role models can have a positive effect on the LGBTQIA+ community. The affective component had a strong effect on attitudes. Creating positive feelings with the audience could potentially help mitigate the risk of a backlash. Additionally, a positive attitude toward the brand, advertising, and brand reputation could have a potentially more positive influence on consumers' purchase intentions.

9 Limitations and Future Research

This chapter discusses the limitations of this study and its implications for future research. Firstly, due to the limited dataset, this study cannot be considered representative research, and therefore no generally verifiable statements can be made (Gioia et al., 2013). Additionally, since the study only focuses on two generations (Baby Boomers and Generation Z), the attitudes and perceptions of other generations remain unexamined. Due to the small sample size, it is impossible to draw an overall conclusion for these two generations or any specific population. Future studies should include a broader range of generations and a representative sample of the general population. Future studies examining perceptions of CSA activities among different groups, such as gender and LGBTQIA+ communities, could be crucial for understanding the generational differences. Interestingly would also be, to explore how perceptions of such advertisements vary across different countries. For instance, gaining more insights into how consumers perceive this advertisement in countries with established legal laws and those without. It is important to note that the survey only considers the brand Calvin Klein and features only one photo from Mother's Day campaign 2022 on Instagram. The evaluation of the consumer may have been affected differently if more diverse photos from the campaign were included. Additionally, the campaign was from 2022 and the attitudes and perceptions may have differed at that time compared to now. Furthermore, it may be of great importance that the effects of CSA are not measured exclusively based on an advertisement, but more on the broader actions of companies towards a controversial issue. To gain a broader understanding of how consumers perceive CSA and respond to it, it would be beneficial to focus on different brands with varying levels of involvement and advertising approaches. In addition, addressing various topics of CSA and not exclusively focusing on the LGBTQIA+ community, comparing them to other movements would help make data more generalizable. Further limitations are that the cognitive and affective involvement is measured before viewing the advertisement, but without measuring afterward. This could give new beneficial insights. Additionally, further investigations can be made about the effects of CSA on various factors, beyond purchase intention and attitude. For example, word of mouth or the behavior of commenting and sharing such advertisements on the internet, especially on social media. As Vredenburg et al. (2020) suggested that focusing on authenticity would also be beneficial.

However, it is important to address the limitations of the interview. Participants were selected using quota sampling, a non-probability sampling method. Due to the small sample size, no representative statements can be made. To obtain a broader picture, it is recommended to

conduct interviews with more organizations. The data collection time was insufficient due to the short time frame. One limitation of the survey, below the low response rate, by distributing it through social media, only participants with a digital device could access it.

10 Conclusion

The objective of this study was to examine the influence of the level of involvement on attitude toward the brand, advertising, and brand reputation, and to analyze how these attitudes correlate with purchase intentions across two generational cohorts: Baby Boomers and Generation Z. This study with its non-representative sample limits the generalizability of the findings. To engage in CSA in the future, companies have to consider various factors to mitigate the risk of a potential backlash (Hydock et al., 2020). This study provides insights into how companies could approach this topic and illustrate the perceptions of two generational cohorts. The results suggest that Generation Z shows a stronger level of involvement than Baby Boomers when it comes to attitudes toward the brand, advertisement, and brand reputation.

Significantly, the affective component showed a consistent relationship with all three dependent variables – attitude toward the brand, advertisement, and brand reputation. This suggests that individual feelings can influence the perception of a brand. Conversely, the cognitive component, particularly issue positioning, demonstrated an impact on these three dependent variables only intermittently, suggesting its influence is not uniformly observed across generational cohorts. Moreover, the cognitive (issue salience) did not affect the dependent variables, when including generational affiliation as a moderator. The study suggests that the level of involvement also appears to affect consumer evaluations of CSA initiatives. Further results from testing the first three hypotheses indicate that Generation Z has a more positive attitude towards the brand, advertisement, and brand reputation than Baby Boomers.

Even though hypotheses H4-H6, were not fully supported the findings still indicate that Generation Z has an increased likelihood of purchasing products from Calvin Klein than Baby Boomers. Further, they suggest that attitude toward the brand, advertisement, and brand reputation have an impact on the purchase intention.

Therefore, companies should recognize that favorable assessments of their actions may lead to improved financial outcomes. When engaging in CSA activities companies need to take into consideration their target audience, as different generational cohorts have distinct

characteristics and preferences. Authenticity is paramount to prevent the perception of ‘woke washing’. Achieving authenticity involves engaging with relevant organizations and developing consistent, strategic approaches to address societal issues within the company’s operations. In their role as societal influencers, companies have the opportunity to bring attention to controversial issues. Nevertheless, they must carefully strategize their involvement to minimize the risk of backlash.

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12 Appendices

Appendix A: Model

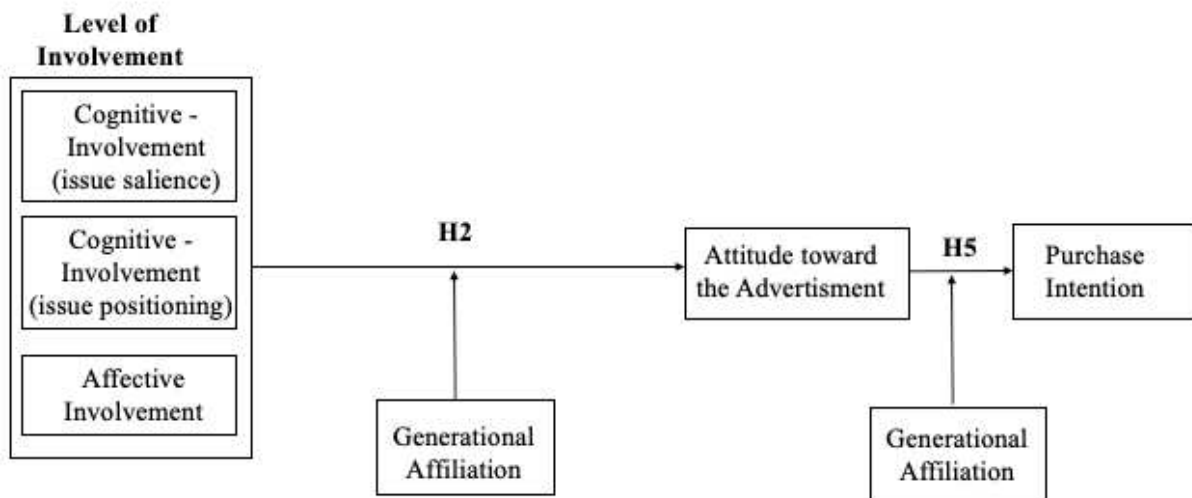


Figure A1. Model Attitude toward the Advertisement

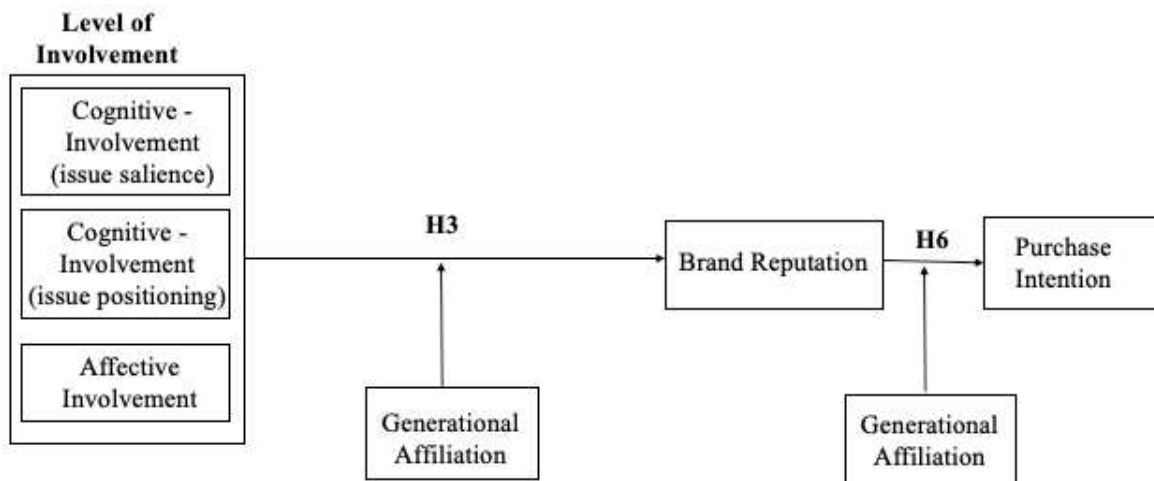


Figure A2. Model Brand Reputation

Appendix B: Image Campaign Calvin Klein



Figure B1. Image from Campaign Calvin Klein 2022 (Mother's Day). Created by (Calvin Klein, 2022)

Appendix C: Interview Guide Consumers

Exemplary Interview Guide:

Before starting the Interview the participant gets instructions about:

- The participants have the opportunity to do this interview in German as well
- There is no right or wrong answer
- They are allowed to ask questions if he/she does not understand the question or if something is unclear
- The interview will be recorded and they have to give their permission
- Clarifying important terminology (e.g. LGBTQIA+ community, transgender)

General Questions:

- In which topics should brands get involved?
- For which reasons would you boycott a brand?
- For which reasons would you support a brand?

Cognitive Involvement:

- How relevant are the concerns of the LGBTQIA+ community for you?
- How important is it that the LGBTQIA+ community is part of advertising?

Affective Involvement:

- Which feelings do you have regarding the LGBTQIA+ community?

Brand Attitude of Calvin Klein before seeing the advertisement of Calvin Klein:

- What do you think about the brand?
- Can you describe a person who would buy Calvin Klein?

Introducing the advertisement image of Calvin Klein to participants:

- Explanation of Campaign, that it was a Campaign from Calvin Klein toward Mother's Day 2022 and that it represents a transgender couple (explaining what transgender means) and that they are expecting a child

After seeing the advertisement:

- How do you perceive this advertisement?
- Which feelings do you have regarding this advertisement?
- What do you think impact has this advertisement on society?

Brand Attitude:

- What do you think about the brand?
- Would you describe the person in a different way than before?

Brand Reputation:

- How do you feel about Calvin Klein taking a stance on that issue?

Purchase Intention:

- How would this marketing campaign influence your buying decision?
- What are the factors that influence you during your decision-making process?
- Which recommendations or advice would you give Calvin Klein in order to enhance your buying behavior?

Questions about demographics:

- How old are you?
- Which gender do you identify with?
- Where do you live?
- What is your current employment status?

Figure C1. Exemplary Interview Guide Consumers

Appendix D: Interview Guide Experts

Interview Guide Expert Interviews

Before starting the Interview:

- Participants can interview German as well
- Ask them to record the interview for academic purposes
- If they do not understand a question they can interrupt every time
- There is no right or wrong answer
- Permission for using the name of the organization for academic purposes

Start the Interview with some general questions:

- How progressive do you think Germany is at the moment in terms of developing laws or freedom for the LGBTQIA+ community?
- From the government's perspective, what needs to be done so that people who identify as part of the LGBTQIA+ community feel more recognized in Germany?
- How do you think the LGBTQIA+ community is represented in the media?
 - Are there any changes you would like to see?

Company Issue Positioning:

- What is your attitude towards how companies take a stand on this issue?

Calvin Klein Advertisement:

- (Explanation of Campaign, that it was a Campaign from Calvin Klein toward Mother's Day 2022 and that it represents a transgender couple and that they are expecting a child)
- What do you think about this advertisement of Calvin Klein?
- Should Calvin Klein use a different approach?

Importance Positioning of Companies:

- How relevant is it for you how companies positioned themselves in the past regarding this topic?
- What measures should companies take?

Figure D1. Exemplary Interview Guide Experts

Appendix E: Survey

Dear Participant,

This survey is part of my master's dissertation at Católica Lisbon School of Business & Economics. The estimated duration is 6 minutes.

Please note the following instructions:

- Answer all questions spontaneously
- There is no right or wrong answer, only your personal opinion counts
- I kindly request to answer all questions truthfully
- All data will be stored and evaluated completely anonymously and exclusively used for the research purpose to develop my master's thesis.

If you consent to using your data for the given purpose please click the button below.

If you have any questions or comments, please feel free to contact me by e-mail:
s-aschaller@ucp.pt

Thank you very much for your support and your time!

Chiara Schaller

When were you born? (Please indicate your year of birth)

- Before 1928
- 1928 - 1945
- 1946 - 1964
- 1965 - 1980
- 1981 - 1996
- 1997 - 2012
- After 2012

In the following, you will be asked about the LGBTQIA+ community. This is related to an individual who is lesbian, gay, bisexual, transgender, queer or questioning, intersex, asexual, and more (The center, 2023). This term is used to describe an individual's gender identity or sexual orientation (La Trobe University, 2023).

How relevant are the concerns of the LGBTQIA+ community for you?

Important	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Unimportant
Of concern to me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Of no concern to me
Means a lot to me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Means nothing to me
Valuable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Worthless
Fundamental	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Minor
Significant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Insignificant
Matter to me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Does not matter to me
Essential	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Nonessential
Vital	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Superfluous

What is your stance on how the LGBTQIA+ community publicly advocated their interests?

Beneficial to society	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Not beneficial to society
Benign to society	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Harmful to society
Positive	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Negative
Desirable	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Undesirable

Which feelings do you have regarding the LGBTQIA+ community's movement?

Love	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Hateful
Delighted	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Sad
Happy	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Annoyed
Relaxed	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Angry
Acceptance	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Disgusted
Joy	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Sorrow

Do you know the brand, Calvin Klein?

- No
- Yes

What is your attitude toward the brand Calvin Klein?

Positive	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Negative
Like	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Dislike
Good	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Bad
Desirable	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Undesirable

Please take your time to read this small text and look carefully at the picture.

In the following, you will see a picture from Calvin Klein, which was part of their Mother's Day Campaign 2022, with the description: "Today in support of women and mothers all over the world, we're spotlighting the realities of new families" (Calvin Klein, 2022, p. 4).

You will see a transgender couple in the picture, the man is pregnant. (Transgender means that their current gender is different than that gender when they were born) (Oxford Learner's Dictionary, 2023).

Mother's Day Campaign Picture:



What was your overall reaction toward the advertisement?

Favourable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Unfavourable
Positive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Negative
Good	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Bad
I like it a lot	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	I do not like it

How do you feel that Calvin Klein is taking a stance on the issue?

Positive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Negative
Good	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Bad
Favourable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Unfavourable
Likable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Not likable

What is your attitude toward the brand?

Positive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Negative
Like	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Dislike
Good	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Bad
Desirable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Undesirable

To what extent do you agree or disagree with the statements?

	Strongly Agree	Agree	Somewhat agree	Neutral	Somewhat disagree	Disagree	Strongly disagree
It is very likely that I will buy products from Calvin Klein	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I will buy from Calvin Klein the next time, when I need a product	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I will definitely try Calvin Klein next time	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Which gender do you identify with?

- Male
- Female
- Non-binary / third gender
- Prefer not to say

What is the highest level of education you have completed?

- Less than high school
- High school graduate
- College degree
- Bachelor's degree
- Master's degree
- Doctorate or higher
- Other

What is your current employment status?

- Employed full time
- Employed part time
- Self employment
- Minor employment / Mini job
- Unemployed
- Student
- Retired
- Homemaker
- Other

What is your current country of residence?

- Portugal
- Germany
- France
- Netherlands
- Spain
- Belgium
- United Kingdom
- Austria
- Other

Please select the option that best represents your estimated monthly gross income.

- Less than €500
- €500 - €999
- €1,000-€1,999
- €2,000 - €2,999
- €3,000 - €3,999
- €4,000 - €4,999
- €5,000 - €5,999
- €6,000 or more

Figure E1. Survey Participant

Factor:	Question:	Possible Answer:	Author/Article:	Measurement:	Randomization:
Sociographic/ Demographic	When were you born? (Please indicate your year of birth)	<ul style="list-style-type: none"> - Before 1928 - 1928 – 1945 - 1946 – 1964 - 1965 – 1980 - 1981 – 1996 - 1997 – 2012 - After 2012 		Multiple Choice	Not randomized
	Which gender do you identify with?	<ul style="list-style-type: none"> - Female - Male - Non-binary /third gender - Prefer not to say 		Multiple Choice	Not randomized
	What is the highest level of education you have completed?	<ul style="list-style-type: none"> - Less than high school - High school graduate - College degree - Bachelor's degree - Master's degree - Doctorate or higher - Other 		Multiple Choice	Not randomized
	What is your current employment status?	<ul style="list-style-type: none"> - Employed full time - Employed part-time - Self- employment - Minor employment / Mini Job - Unemployed - Student - Retired - Homemaker - Other 		Multiple Choice	Not randomized

	What is your country of residence?	<ul style="list-style-type: none"> - Germany - Portugal - France - Netherlands - Spain - Belgium - United Kingdom - Austria - Other 		Multiple Choice	Not randomized
	Please select the option that best represents your estimated monthly gross income.	<ul style="list-style-type: none"> - Less than €500 - €500-€999 - €1,000 - €1,999 - €2,000 - €2,999 - €3,000 - €3,999 - €4,000 - € 4,999 - €5,000 - €5,999 - € 6000 or more 		Multiple Choice	Not randomized
Awareness Calvin Klein	Do you know the brand Calvin Klein?	<ul style="list-style-type: none"> - Yes - No 		Multiple Choice	Not randomized
Cognitive Involvement (Issue Salience)	The original question was the perceived relevance towards the issue of NFL players national anthem protests: How relevant are the concerns of the LGBTQLA+ community for you?	<ul style="list-style-type: none"> - Unimportant/Important - Of no concern to me/ Of concern to me - Means nothing to me/ Means a lot to me - Worthless: Valuable - Trivial*/Fundamental - Insignificant/ Significant - Does not matter to me/ Matter to me - Nonessential/Essential - Superfluous/Vital 	Li, J. Y., Kim, J. K., & Alharbi, K. (2022). Exploring the role of issue involvement and brand attachment in shaping consumer response toward corporate social advocacy (CSA) initiatives: The case of Nike's Colin Kaepernick campaign. <i>International journal of advertising</i> , 41(2), 233-257. https://doi.org/10.1080/02650487.2020.1857111	Seven-point semantic differential scale	Randomized

* Trivial was changed into minor

			Based on the article of: Becker-Olsen, K. L., Cudmore, B. A., & Hill, R. P. (2006). The impact of perceived corporate social responsibility on consumer behavior. <i>Journal of business research</i> , 59(1), 46-53. https://doi.org/10.1016/j.jbusres.2005.01.001		
Cognitive Involvement (Issue Position)	What is your stance on how the LGBTQIA+ community publicly advocates their interests?	<ul style="list-style-type: none"> - Not beneficial to society/beneficial to society - Harmful to society; benign to society - Negative; positive - Undesirable/desirable 	<p>Li, J. Y., Kim, J. K., & Alharbi, K. (2022). Exploring the role of issue involvement and brand attachment in shaping consumer response toward corporate social advocacy (CSA) initiatives: The case of Nike's Colin Kaepernick campaign. <i>International journal of advertising</i>, 41(2), 233-257. https://doi.org/10.1080/02650487.2020.1857111</p> <p>Based on the article of: Becker-Olsen, K. L., Cudmore, B. A., & Hill, R. P. (2006). The impact of perceived corporate social responsibility on consumer behavior. <i>Journal of business research</i>, 59(1), 46-53. https://doi.org/10.1016/j.jbusres.2005.01.001</p>	Seven-point semantic differential scale	Randomized
Affective	Which feelings do you have regarding the LGBTQIA+ community's movements?	<ul style="list-style-type: none"> - Love/hateful - Delighted/sad - Happy/annoyed - Relaxed/angry - Acceptance/disgusted - Joy/sorrow 	Crites Jr, S. L., Fabrigar, L. R., & Petty, R. E. (1994). Measuring the affective and cognitive properties of attitudes: Conceptual and methodological issues. <i>Personality and social psychology bulletin</i> , 20(6), 619-634. https://doi.org/10.1177/0146167294206001	Seven-point semantic differential scale	Randomized
Attitude toward the Advertisement	What is your overall reaction toward the advertisement?	<ul style="list-style-type: none"> - favorable/unfavorable - positive/negative - bad/good - liked a lot/no liking 	MacKenzie, S. B., Lutz, R. J., & Belch, G. E. (1986). The role of attitude toward the ad as a mediator of advertising effectiveness: A test of competing explanations. <i>Journal of marketing research</i> , 23(2), 130-143. https://doi.org/10.1177/002224378602300205	Seven-point semantic differential scale	Randomized
Attitude toward the brand	What is your attitude toward the brand?	<ul style="list-style-type: none"> - Positive/negative - Like/dislike - Good/bad - Desirable/undesirable 	Crites Jr, S. L., Fabrigar, L. R., & Petty, R. E. (1994). Measuring the affective and cognitive properties of attitudes: Conceptual and methodological issues. <i>Personality and social psychology bulletin</i> , 20(6), 619-634. https://doi.org/10.1177/0146167294206001	Seven-point semantic differential scale	Randomized

Purchase Intention	To which extent do you agree or disagree with the statements?	<ul style="list-style-type: none"> - It is very likely that I will buy (brand) - I will purchase (brand) the next time I need a (product) - I will definitely try (brand) 	Putrevu, S., & Lord, K. R. (1994). Comparative and noncomparative advertising: Attitudinal effects under cognitive and affective involvement conditions. <i>Journal of advertising</i> , 23(2), 77-91. https://doi.org/10.1080/00913367.1994.10673443	Seven-point Likert scale	Randomized
Corporate Reputation	How do you feel that Calvin Klein is taking a stance on this issue?	<ul style="list-style-type: none"> - Negative/positive - Bad/good - Unfavorable/favorable - Not likable/likable 	<p>Adopted from (as secondary source)</p> <p>Lim, J. S., & Young, C. (2021). Effects of issue ownership, perceived fit, and authenticity in corporate social advocacy on corporate reputation. <i>Public Relations Review</i>, 47(4), 102071. https://doi.org/10.1016/j.pubrev.2021.102071</p> <p>Primary source:</p> <p>Jonkman, J. G., Boukes, M., Vliegthart, R., & Verhoeven, P. (2020). Buffering negative news: Individual-level effects of company visibility, tone, and pre-existing attitudes on corporate reputation. <i>Mass Communication and Society</i>, 23(2), 272-296. https://doi.org/10.1080/15205436.2019.1694155</p> <p>Meijer, M.-M., & Kleinnijenhuis, J. (2006). Issue news and corporate reputation: Applying the theories of agenda setting and issue ownership in the field of business communication. <i>Journal of Communication</i>, 56(3), 543–559. https://doi.org/10.1111/j.1460-2466.2006.00300.x</p>	Seven-point semantic differential scale	Randomized
			<p>corporate reputation. <i>Mass Communication and Society</i>, 23(2), 272-296. https://doi.org/10.1080/15205436.2019.1694155</p> <p>Meijer, M.-M., & Kleinnijenhuis, J. (2006). Issue news and corporate reputation: Applying the theories of agenda setting and issue ownership in the field of business communication. <i>Journal of Communication</i>, 56(3), 543–559. https://doi.org/10.1111/j.1460-2466.2006.00300.x</p>		

Table E2. Survey with adopted scales from scientific literature

Appendix F: Demographics Interview Participants

Participants Interview Demographics:

Participant:	Gender	Employment Status	Generation	Year of Birth
Participant 1	Female	Self-employed - Finance Consultant	Baby Boomer	1962
Participant 2	Male	Self-employed – Automotiv Mechanic	Baby Boomer	1964
Participant 3	Female	Part Time employed - Accountant	Baby Boomer	1961
Participant 4	Male	Self employed - Doctor	Baby Boomer	1960
Participant 5	Female	Full Time employed - Controller	Baby Boomer	1964
Participant 6	Female	Student	Generation Z	1999
Participant 7	Male	Student	Generation Z	1999
Participant 8	Female	Working Student	Generation Z	1997
Participant 9	Male	Police Officer	Generation Z	1997
Participant 10	Female	Student	Generation Z	1997

Table F1: Participants Interview Demographics

Appendix G: Reliability Test

Cronbach's Alpha

Variable	Cronbach's Alpha	Number of items
Cognitive (issue salience)	.968	9
Cognitive (issue positioning)	.946	4
Affective	.921	6
Attitude toward the brand (before)	.911	4
Attitude advertisement	.968	4
Brand Reputation	.974	4
Attitude toward the brand (after)	.949	4
Purchase Intention	.914	3

Table G1. Results Variables Cronbach's Alpha

Appendix H: Results Survey

Model Summary

R Square	Adjusted R Square	Std. error of the Estimate	Durbin-Watson
.396	.396	.978	1.821

Table H1. Model Summary (Dependent Variable Attitude toward the Brand)

Anova

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	121.162	3	40.387	42.231	<.001
Residual	184.575	193	.956		
Total	305.737	196			

Table H2. Anova (Dependent Variable Attitude toward the Brand)

Coefficients

Model	Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.	VIF
Constant	3.372	.290		11.628	<.001	
Generation Z	-1.978	.311	-.793	-6.351	<.001	4.989
Interaction Generation Z and Cognitive (Issue Positioning)	.333	.083	.451	4.008	<.001	4.053
Affective	.201	.077	.188	2.611	.010	1.660

a. Dependent Variable: Brand Attitude after seeing the advertisement

Table H3. Coefficients (Dependent Variable Attitude toward the Brand)

Paired Sample T-Test

Generation	Variable		Statistic	Bias	Std. error	95% Confidence Interval	
						Lower	Upper
Baby Boomers	Attitude to brand before	Mean	3.33	.00	.09	3.16	3.15
		Std. Deviation	.874	-.007	.091	.706	1.057
		Std. Error Mean	.089				
Baby Boomers	Attitude to brand after	Mean	4.08	.00	.09	3.92	4.27
		Std. Deviation	.934	-.009	.092	.740	1.099
		Std. Error Mean	.101				

Table H4. Paired Sample T-Test Baby Boomers

Generation	Variable		Statistic	Bias	Std. error	95% Confidence Interval	
						Lower	Upper
Generation Z	Attitude to brand before	Mean	2.86	.00	.10	2.66	3.06
		Std. Deviation	1.016	-.012	.096	.817	1.198
		Std. Error Mean	.101				
Generation Z	Attitude to brand after	Mean	2.82	.00	.12	2.60	3.05
		Std. Deviation	1.201	-.009	.122	.958	1.430
		Std. Error Mean	.119				

a. Unless otherwise noted, bootstrap results are based on 1000 bootstrap samples.

Table H5. Paired Sample T-Test Generation Z

Paired Sample Correlations

Generation	Variable	Correlation	Significance		Std. Error	95% Confidence Interval	
			One-Sided p	Two-Sided p		Lower	Upper
Baby Boomers	Attitude to the brand before and attitude to the brand after	.254	.006	.013	.154	-.090	.522
Generation Z	Attitude to the brand before and attitude to the brand after	.512	<.001	<.001	.117	.274	.713

Table H6. Paired Sample T-Test Correlations

Model summary

R Square	Adjusted R Square	Std. error of the Estimate	Durbin-Watson
.597	.589	1.114	1.707

Table H7. Model Summary (Dependent Variable Attitude toward Advertisement)

Anova

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	353.749	4	88.437	71.237	<.001
Residual	238.359	192	1.241		
Total	592.108	196			

Table H8. Anova (Dependent Variable Attitude toward Advertisement)

Coefficients

Model	Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.	VIF
Constant	2.042	.411		4.964	<.001	
Affective	.815	.111	.549	7.306	<.001	2.695
Generation Z	-1.326	.503	-.382	-2.635	.009	10.043
Interaction Generation Z and Cognitive (Issue Positioning)	.554	.112	.540	4.949	<.001	5.680
Interaction Generation Z and Affective	-.528	.180	-.448	-2.937	.004	11.109

Table H9. Coefficients (Dependent Variable Attitude toward Advertisement)

Model summary

R Square	Adjusted R Square	Std. error of the Estimate	Durbin-Watson
.515	.502	1.178	1.814

Table H10. Model Summary (Dependent Variable Brand Reputation)

Anova

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	278.652	5	55.730	40.145	<.001
Residual	262.372	189	1.388		
Total	541.024	194			

Table H11. Anova (Dependent Table Variable Brand Reputation)

Coefficients

Model	Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.	VIF
Constant	2.492	.449		5.554	<.001	
Affective	.802	.158	.564	5.078	<.001	4.801
Generation Z	-2.153	.545	-.646	-3.951	<.001	10.426
Interaction Generation Z and Cognitive (Issue Positioning)	.938	.176	.952	5.328	<.001	12.450
Interaction Generation Z and Affective	-.627	.218	-.552	-2.876	.004	14.357
Cognitive (Issue Positioning)	-.290	.130	-.241	-2.237	.026	4.526

Table H12. Coefficients (Dependent Variable Brand Reputation)

Model Summary

R Square	Adjusted R Square	Std. error of the Estimate	Durbin-Watson
.509	.504	8.64	1.847

Table H13. Model Summary (Brand Attitude and Purchase Intention)

Anova

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	278.652	5	55.730	40.145	<.001
Residual	262.372	189	1.388		
Total	541.024	194			

Table H14. Anova (Brand Attitude and Purchase Intention)

Coefficients

Model	Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.	VIF
Constant	2.255	.250		9.017	<.001	
Attitude to the brand after seeing advertisement	.561	.057	.571	9.781	<.001	1.346
Generation Z	-.556	.143	-.227	-3.890	<.001	1.346

Table H15. Coefficients (Brand Attitude and Purchase Intention)

Model Summary

R Square	Adjusted R Square	Std. error of the Estimate	Durbin-Watson
.322	.315	1.015	1.777

Table H16. Model Summary (Advertisement and Purchase Intention)

Anova

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	94.842	2	47.421	45.984	<.001
Residual	200.060	194	1.031		
Total	294.901	196			

Table H17. Anova (Advertisement and Purchase Intention)

Coefficients

Model	Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.	VIF
Constant	3.559	.270		13.173	<.001	
Generation Z	-.872	.176	-.356	-4.968	<.001	1.470
Advertisement	.200	.545	.051	-4.968	<.001	1.470

Table H18. Coefficients (Advertisement and Purchase Intention)

Model Summary

R Square	Adjusted R Square	Std. error of the Estimate	Durbin-Watson
.335	.328	1.002	1.625

Table H19. Model Summary (Brand Reputation and Purchase Intention)

Anova

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	96.951	2	48.475	48.320	<.001
Residual	192.619	192	1.003		
Total	289.570	194			

Table H20. Anova (Brand Reputation and Purchase Intention)

Coefficients

Model	Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.	VIF
Constant	3.576	.236		15.184	<.001	
Generation Z	-.866	.166	-.355	-5.215	<.001	1.341
Brand Reputation	.228	.050	.311	4.568	<.001	1.341

Table H21. Coefficients (Brand Reputation and Purchase Intention)

Appendix I: Consumer Interviews



Figure I1. Engagements of Brands Generation Z

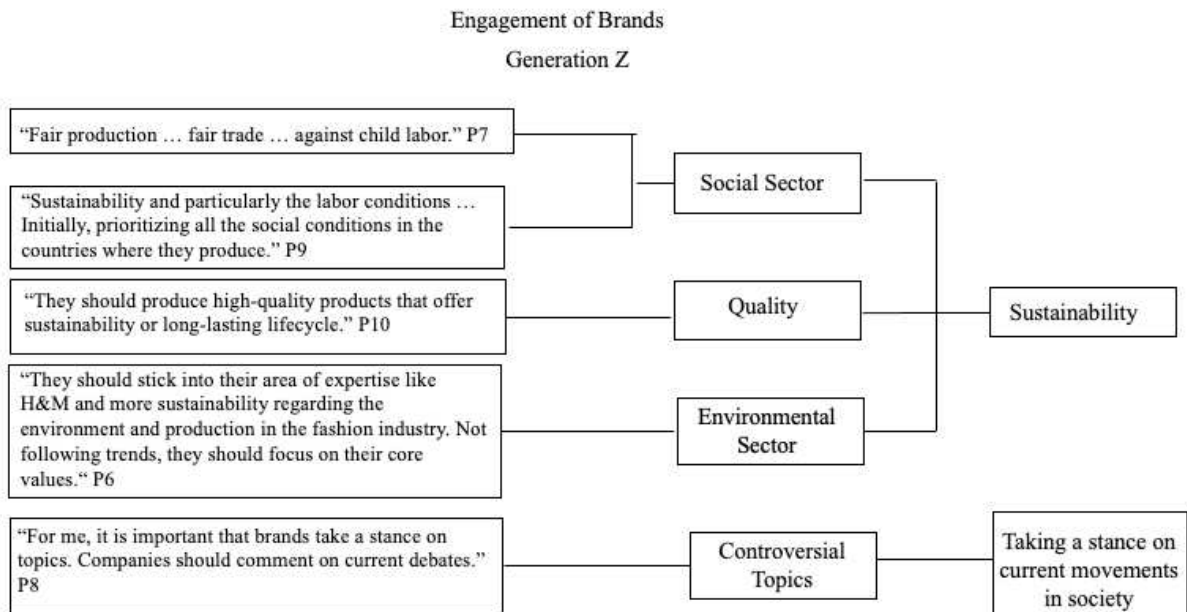


Figure I2. Engagement of Brands Generation Z

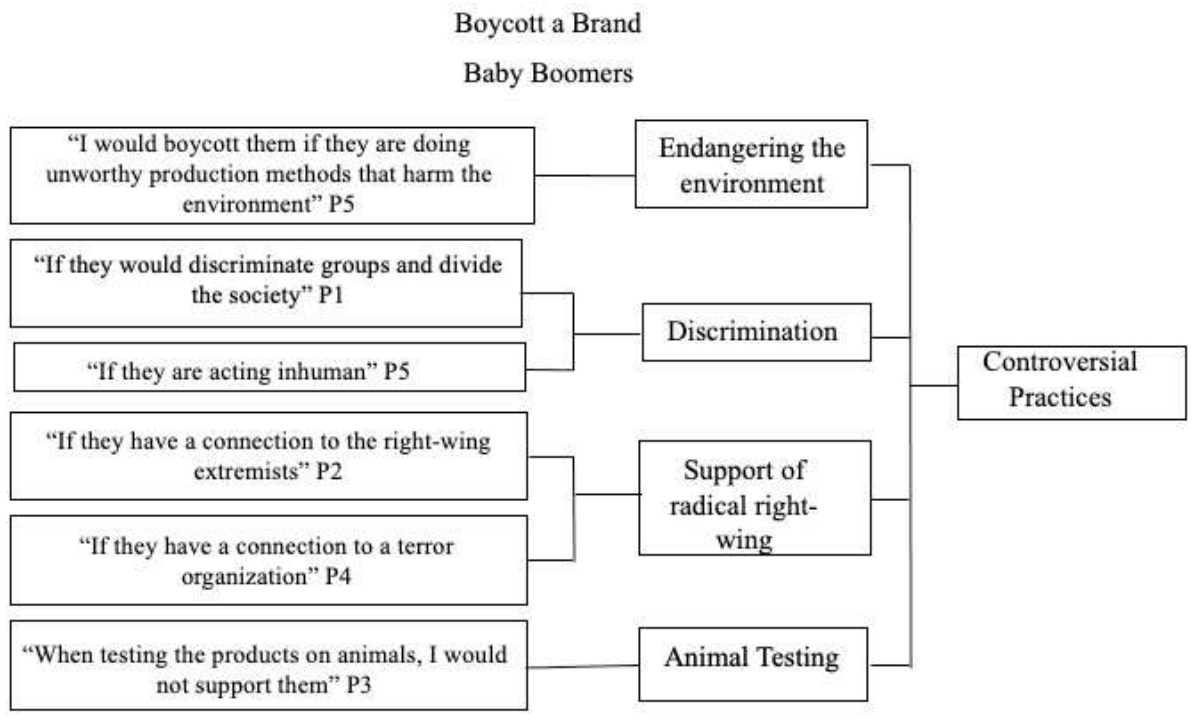


Figure I3. Boycott a Brand Baby Boomers

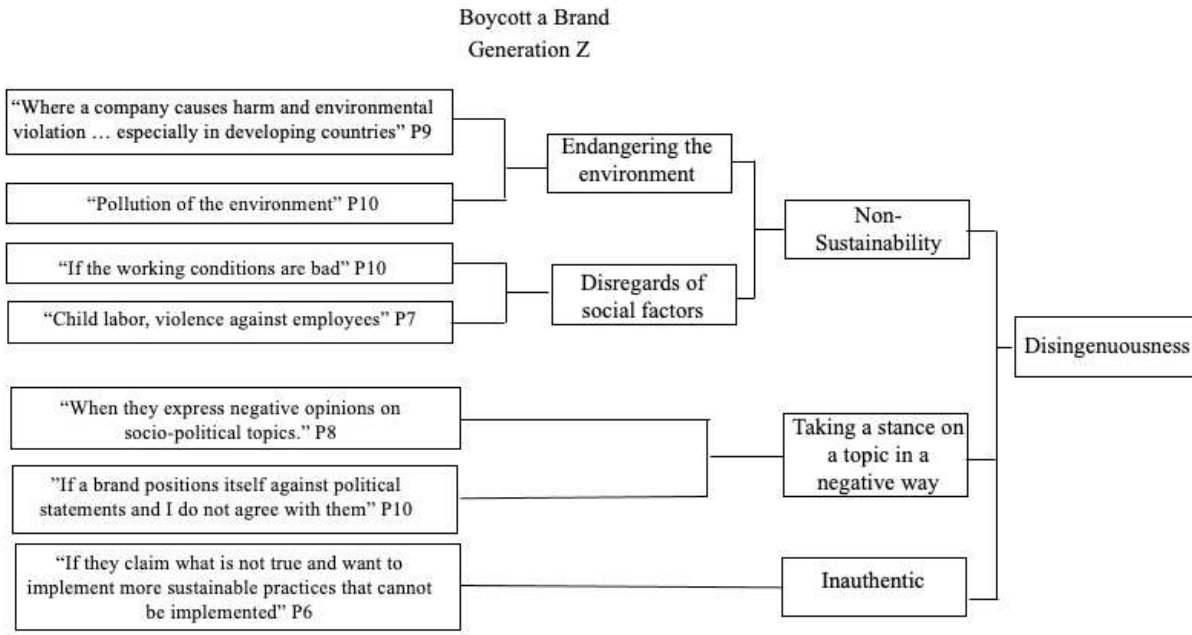


Figure I4. Boycott a Brand Generation Z

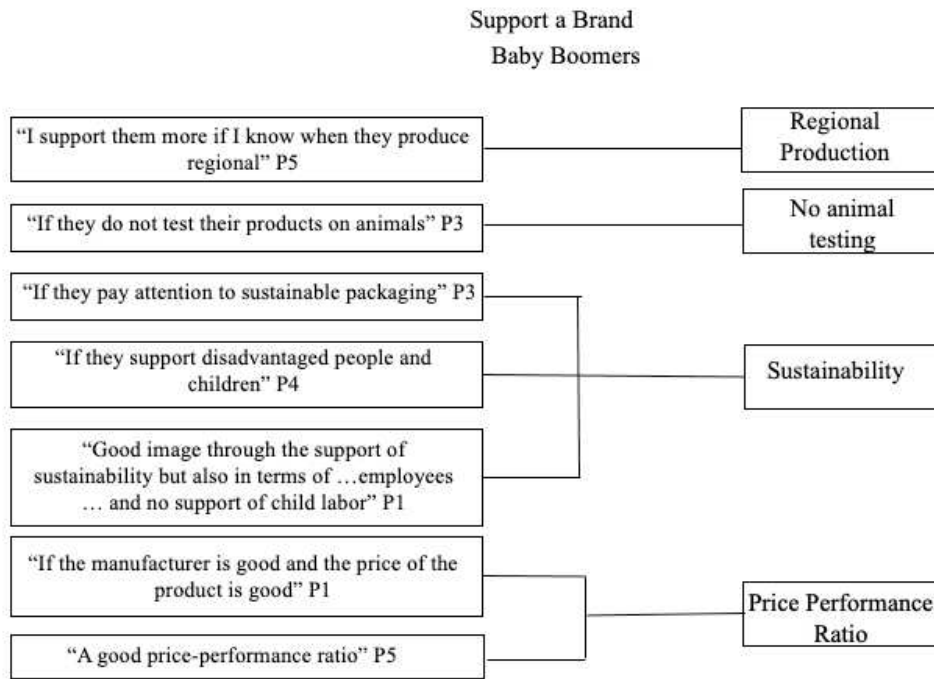


Figure I5. Support a Brand Baby Boomers

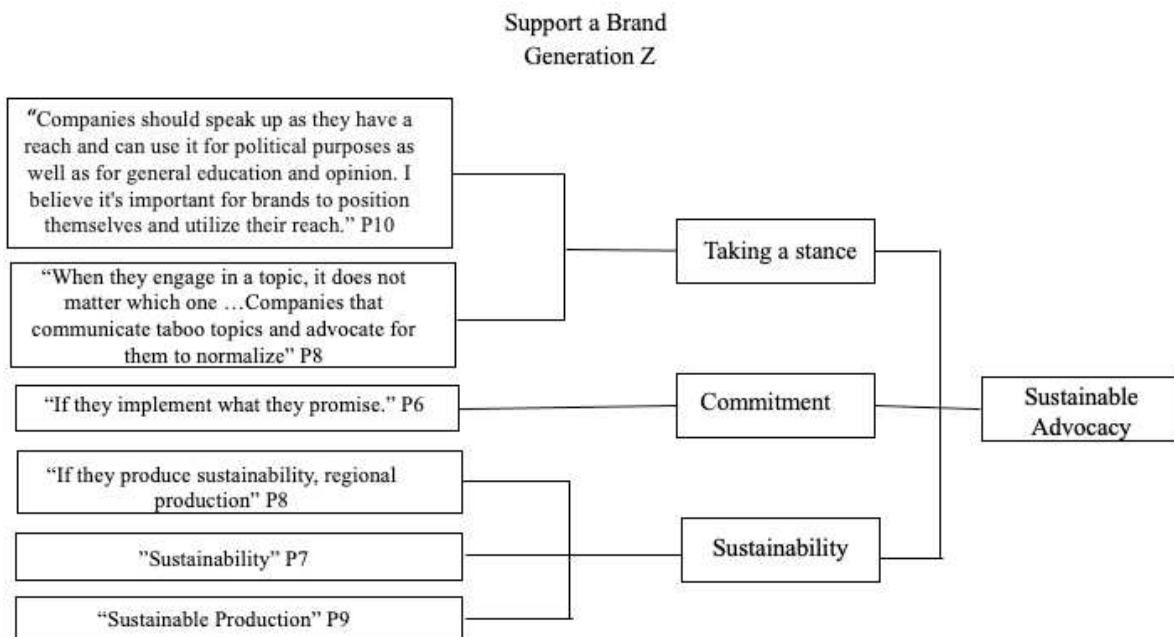


Figure I6. Support a Brand Generation Z

Cognitive (Issue salience) toward the LGBTQIA+ Movement

Baby Boomer

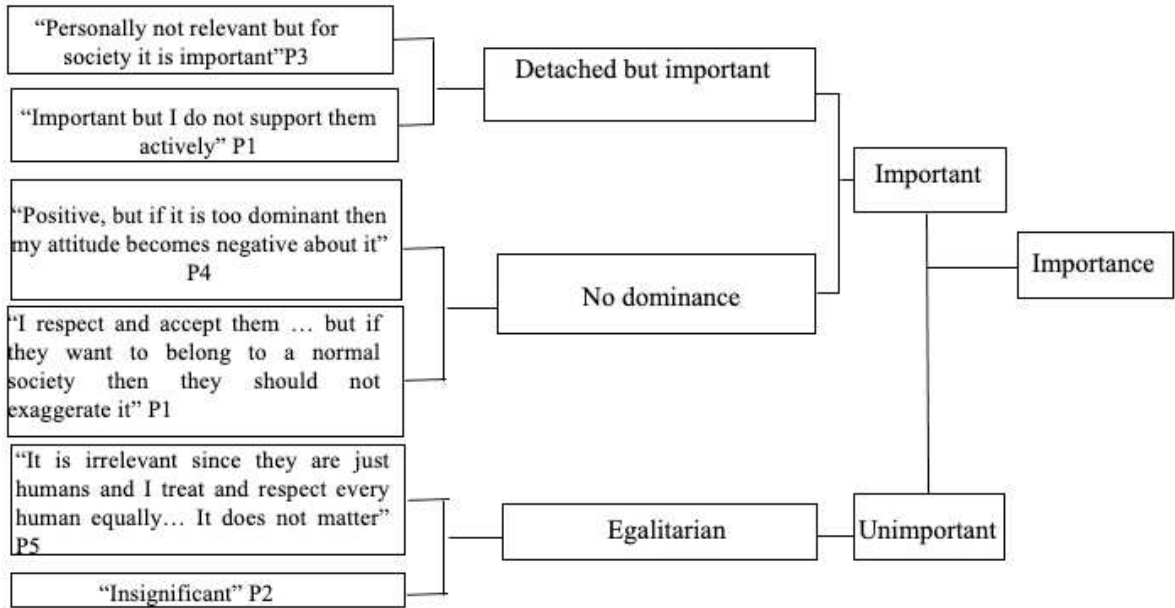


Figure I7. Cognitive Involvement (issue salience) Baby Boomer

Cognitive (issue salience) toward the LGBTQIA+ Movement

Generation Z

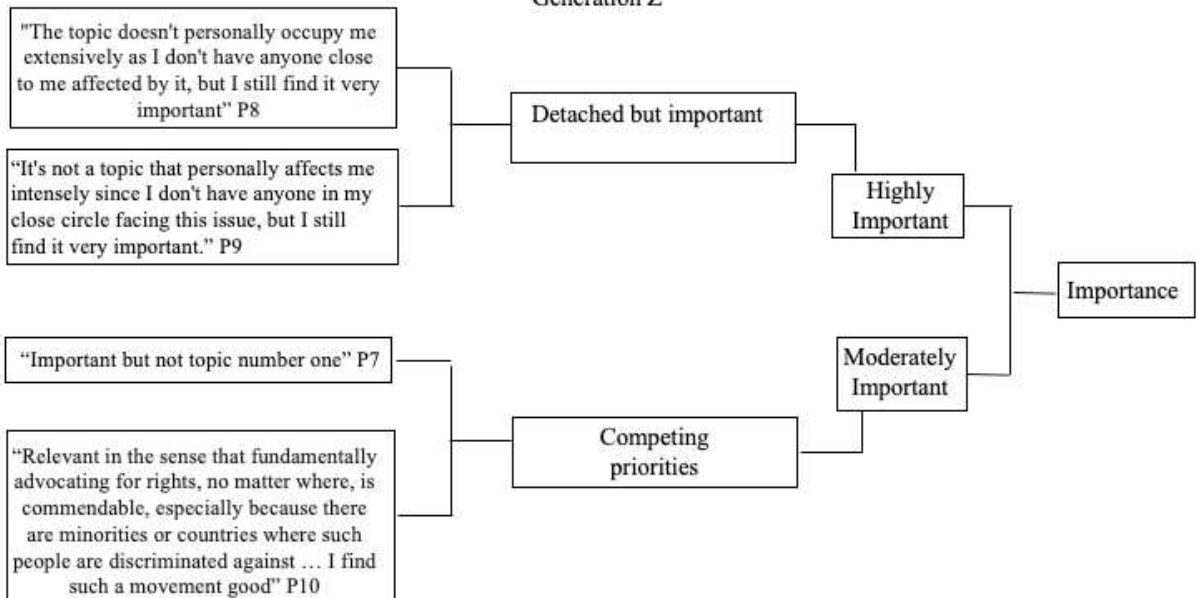


Figure I8. Cognitive Involvement (issue salience) Generation Z

Importance of LGBTQIA+ in Advertisement
Baby Boomer

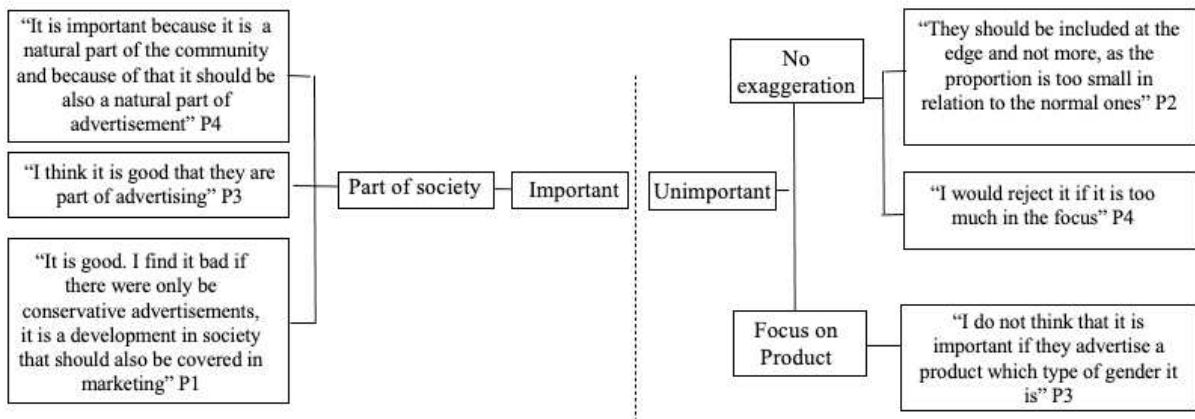


Figure I9. Importance of LGBTQIA+ in Advertisement Baby Boomer

Importance of LGBTQIA+ in Advertisement
Generation Z

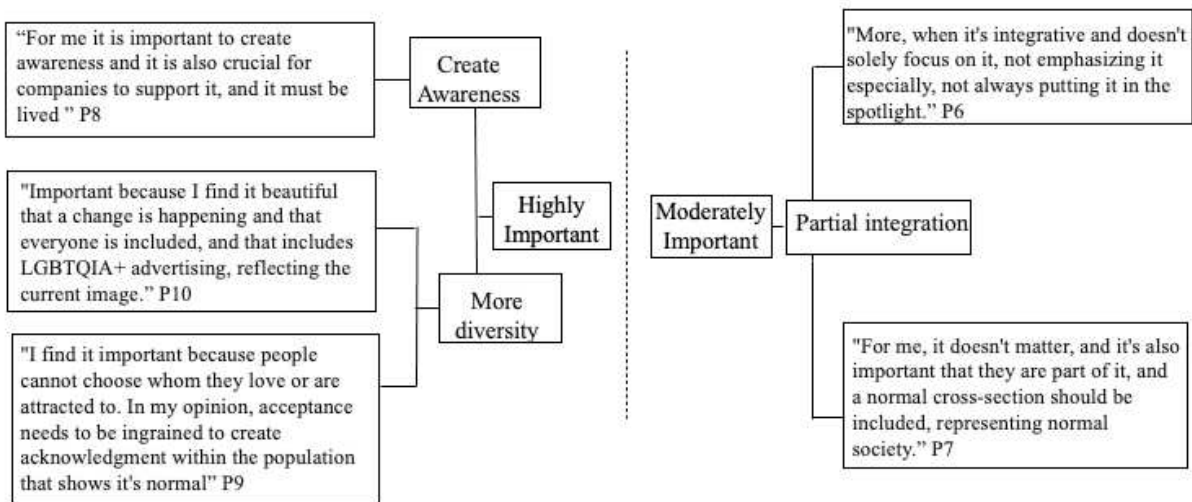


Figure I10. Importance of LGBTQIA+ in Advertisement Generation Z

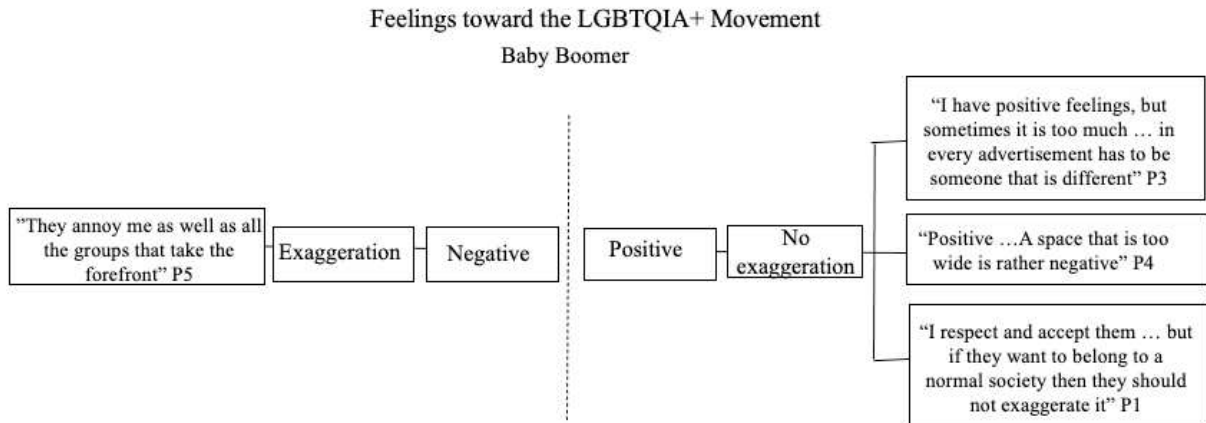


Figure I11. Feelings toward LGBTQIA+ Movement Baby Boomer

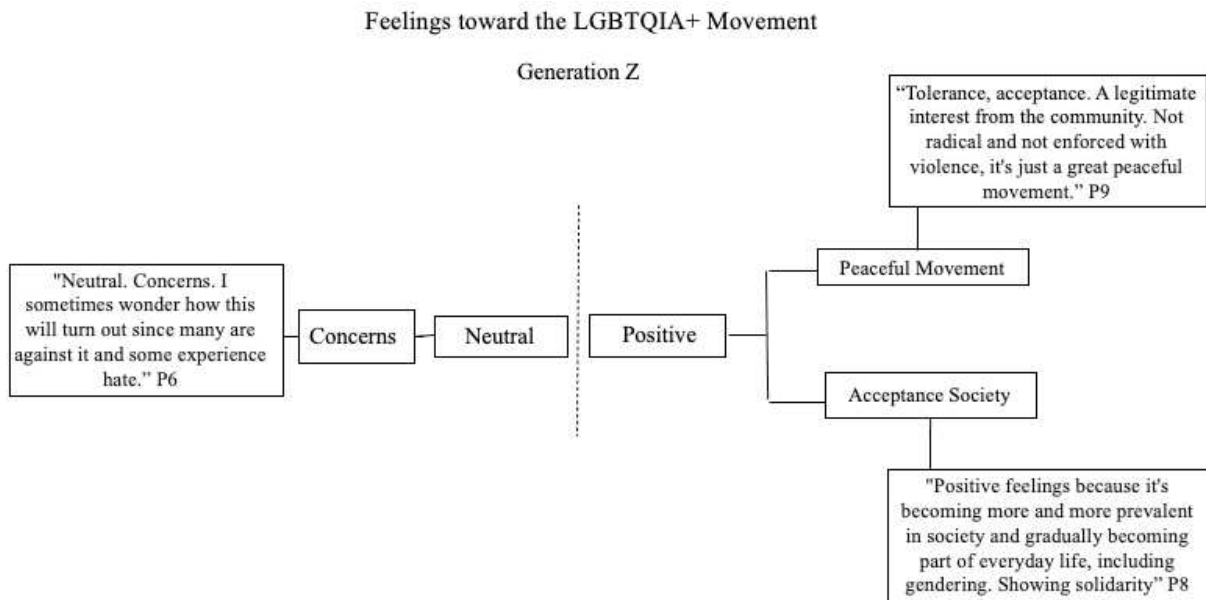


Figure I12. Feelings toward LGBTQIA+ Movement Generation Z

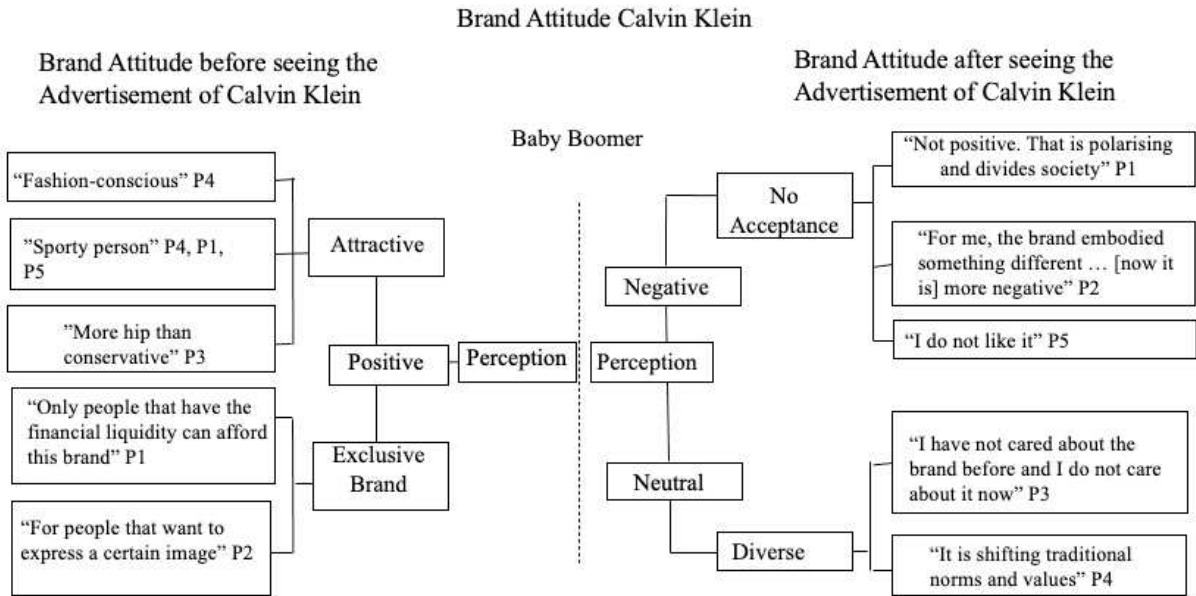


Figure I13. Brand Attitude before and after seeing the Advertisement of Calvin Klein Baby Boomers

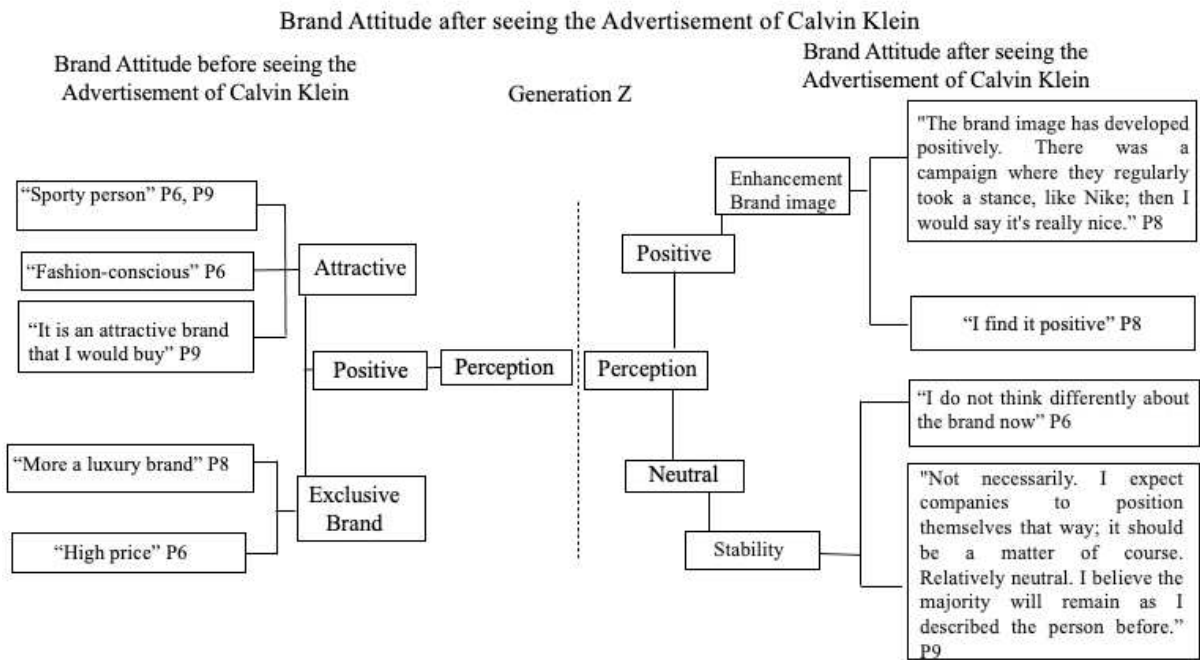


Figure I14. Brand Attitude before and after seeing the Advertisement of Calvin Klein Baby Boomers

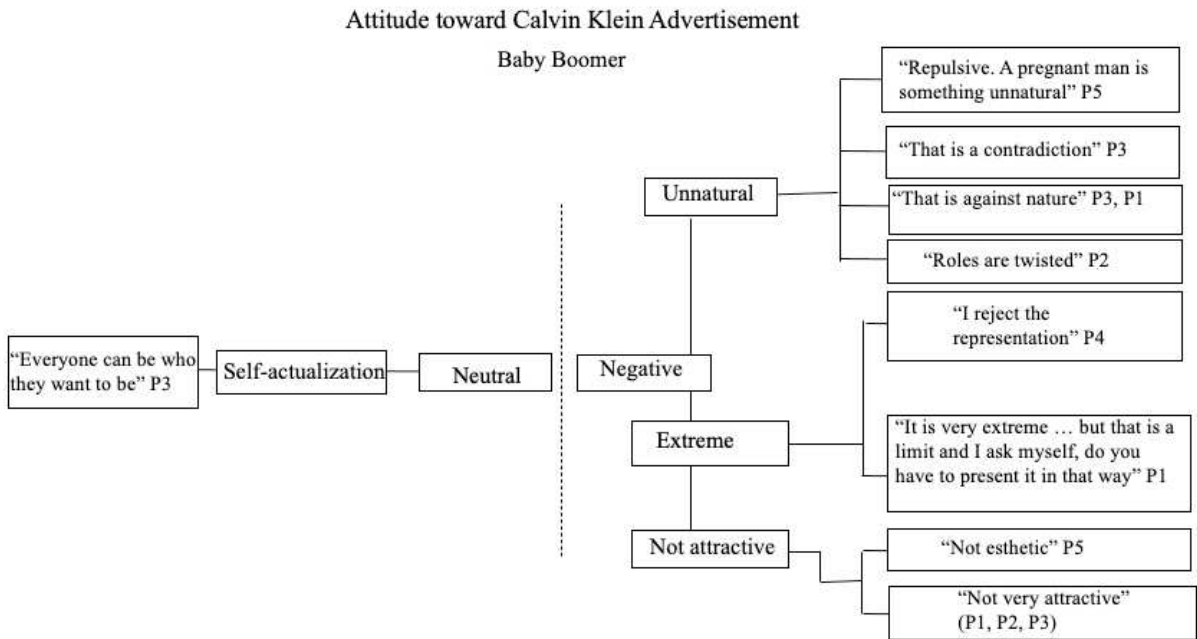


Figure I15. Attitude toward Advertisement Baby Boomers

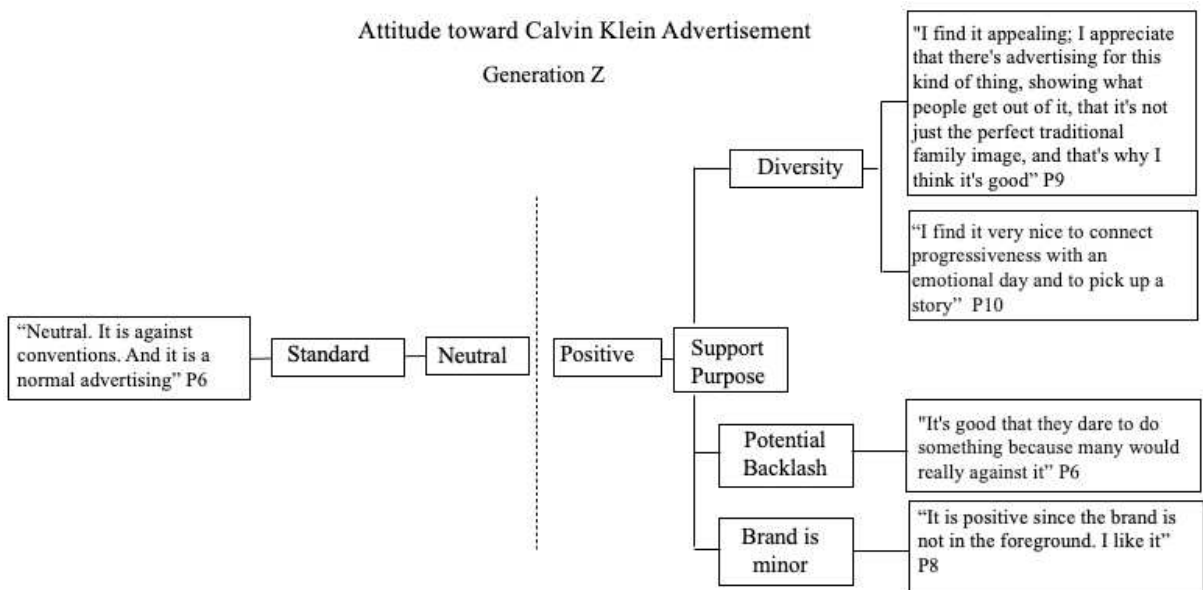


Figure I16. Attitude toward Advertisement Generation Z

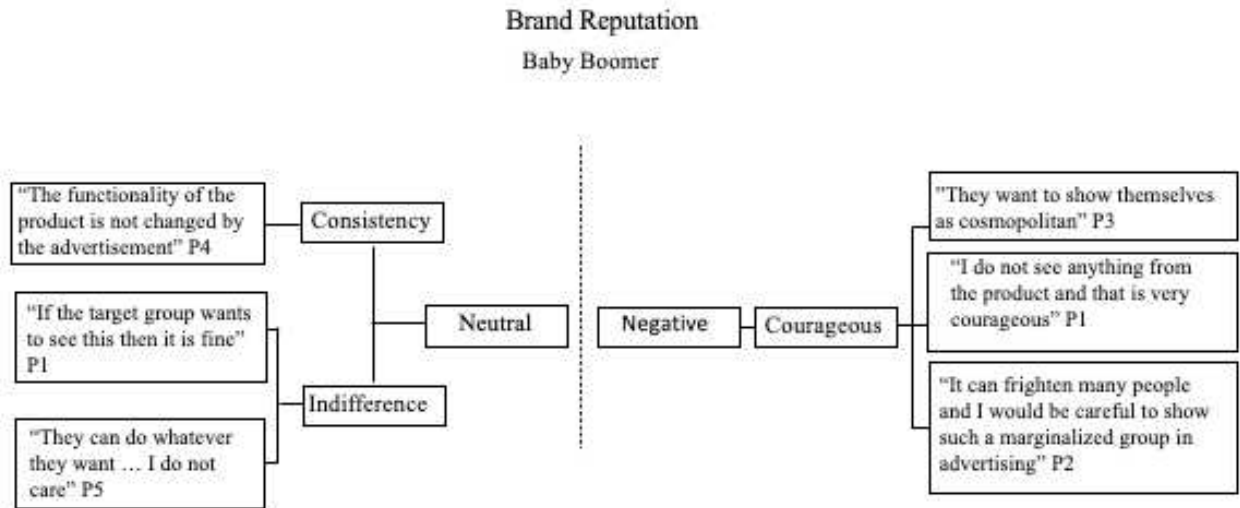


Figure I17. Brand Reputation Baby Boomers

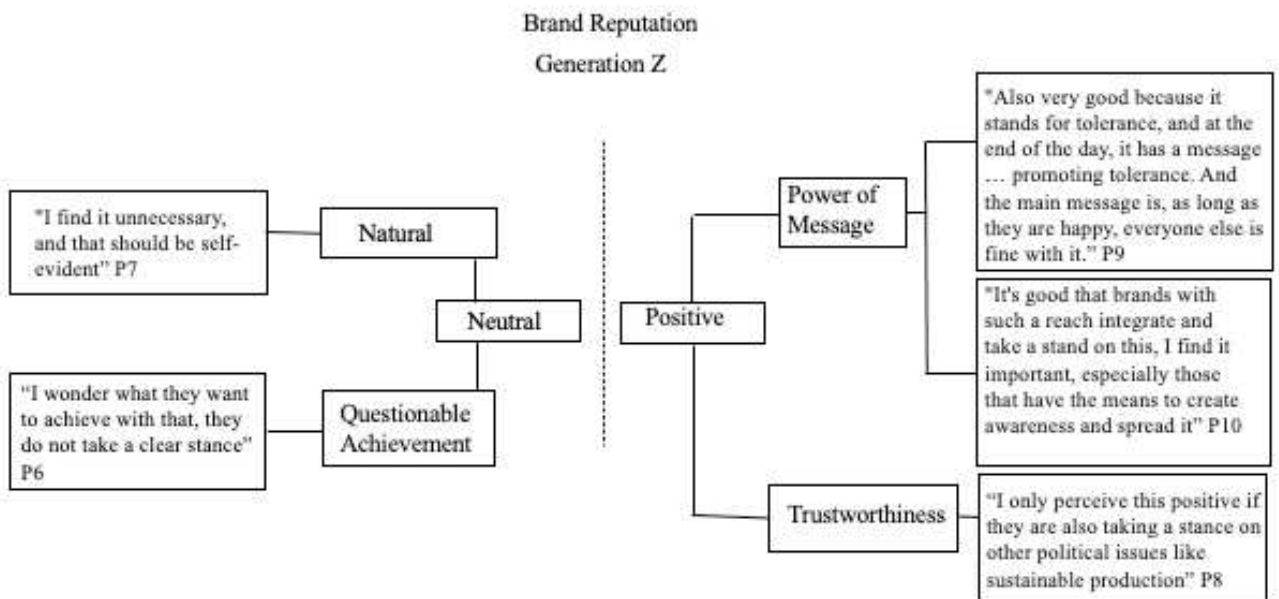


Figure I18. Brand Reputation Generation Z

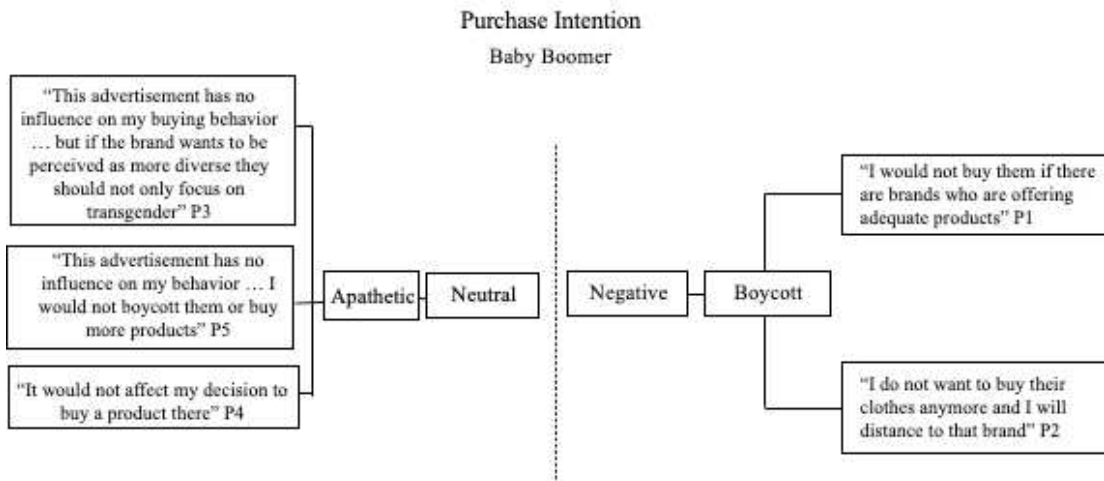


Figure I19. Purchase Intention Baby Boomer

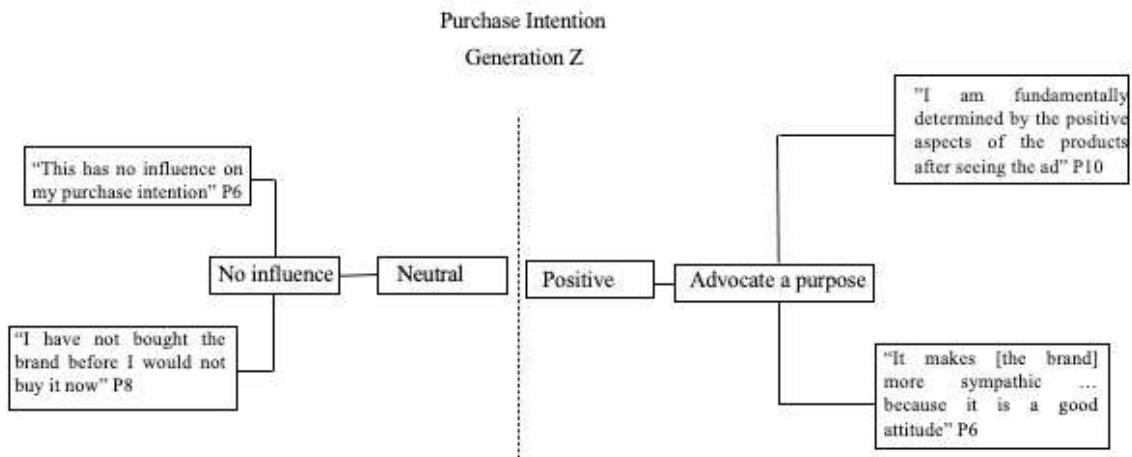


Figure I20. Purchase Intention Generation Z

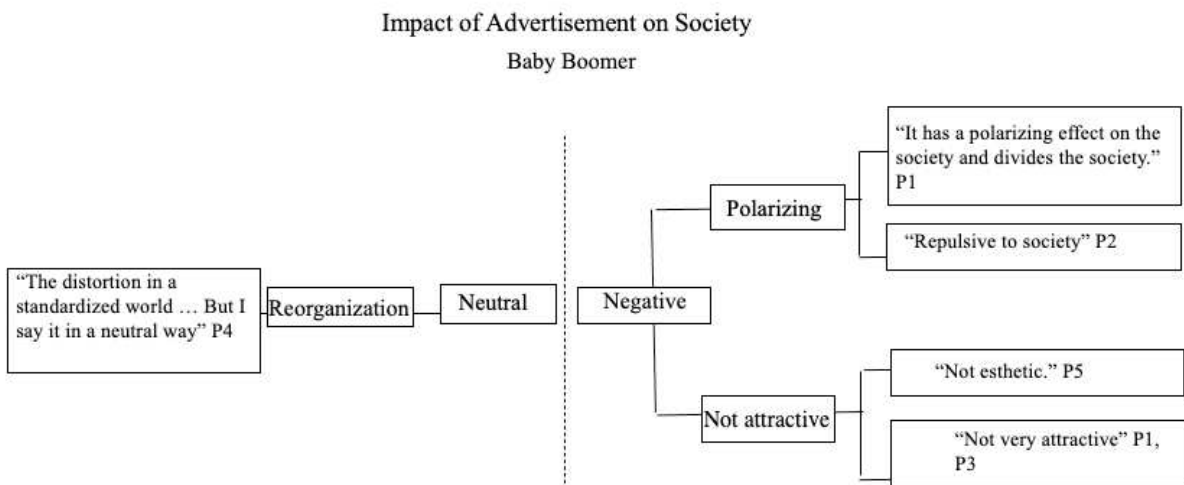


Figure I21. Impact of Advertisement on Society Baby Boomer

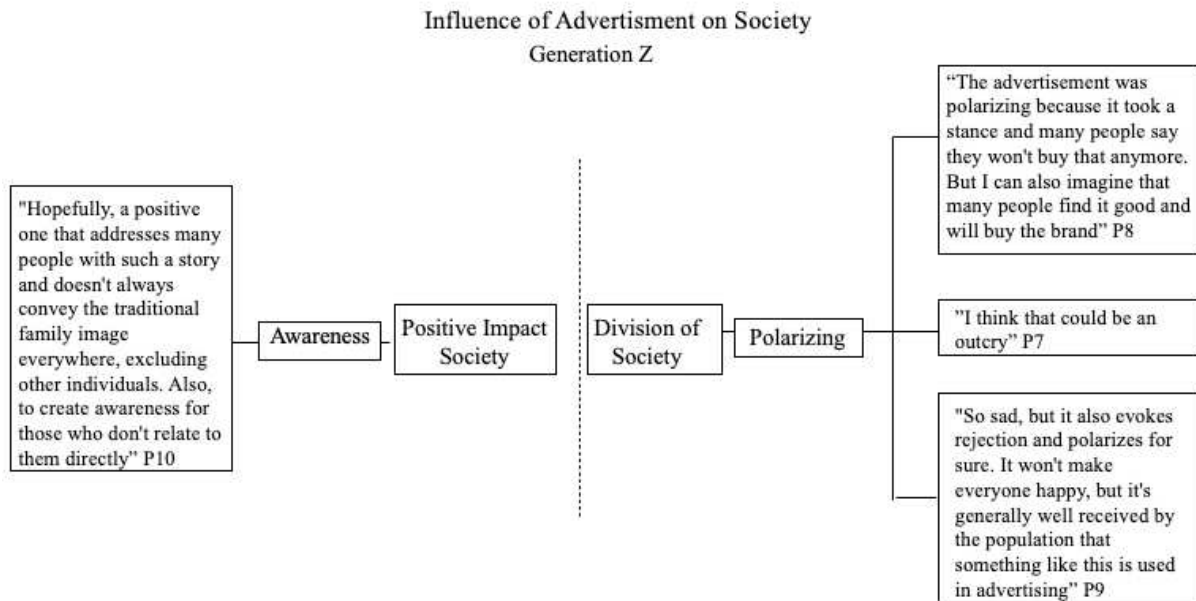


Figure I22. Impact of Advertisement on Society Generation Z

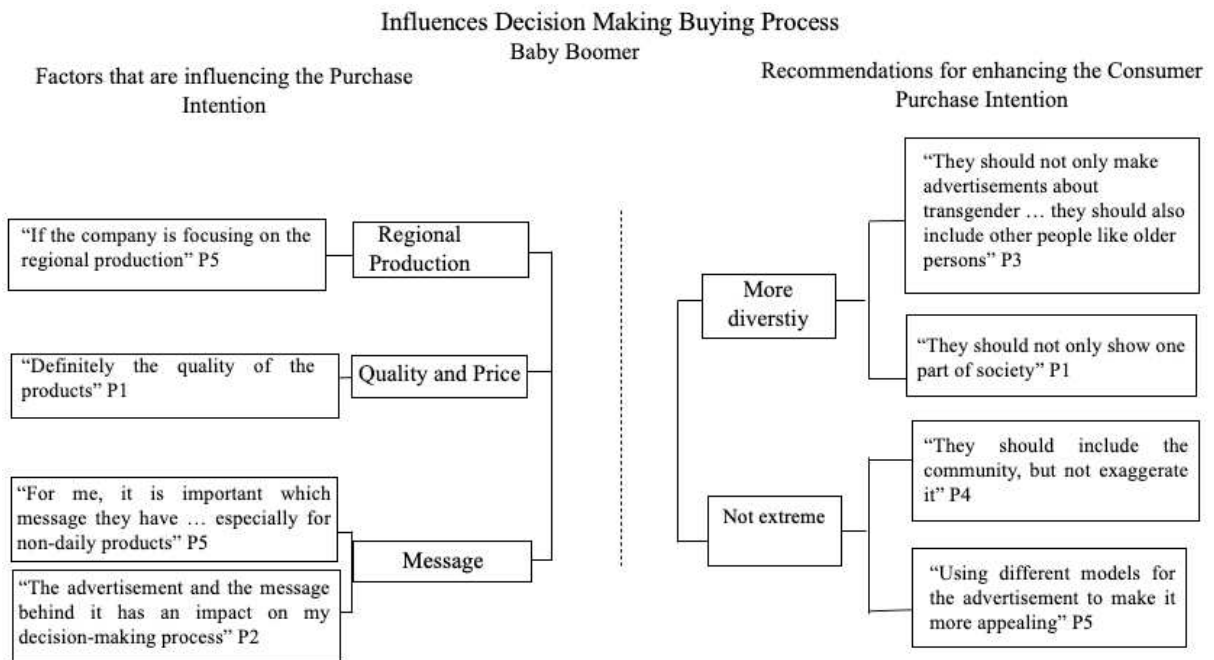


Figure I23. Influences Decision Making Buying Process Baby Boomers

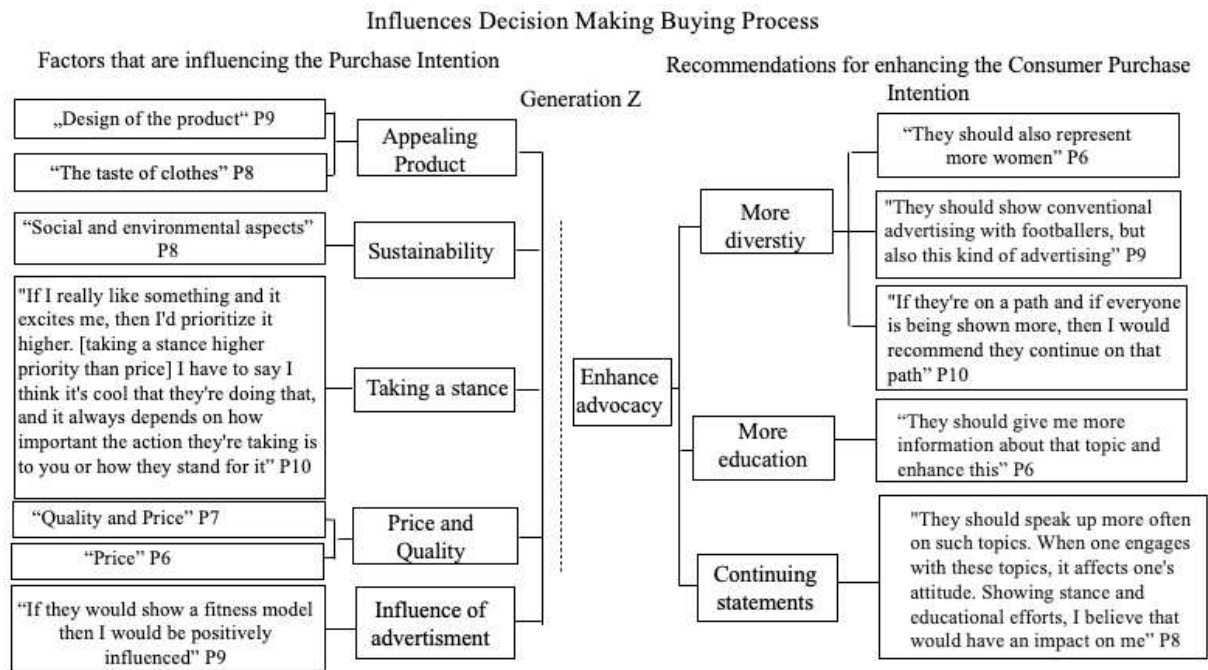


Figure I24. Influences Decision Making Buying Process Generation Z

Appendix J: Results Interview Experts

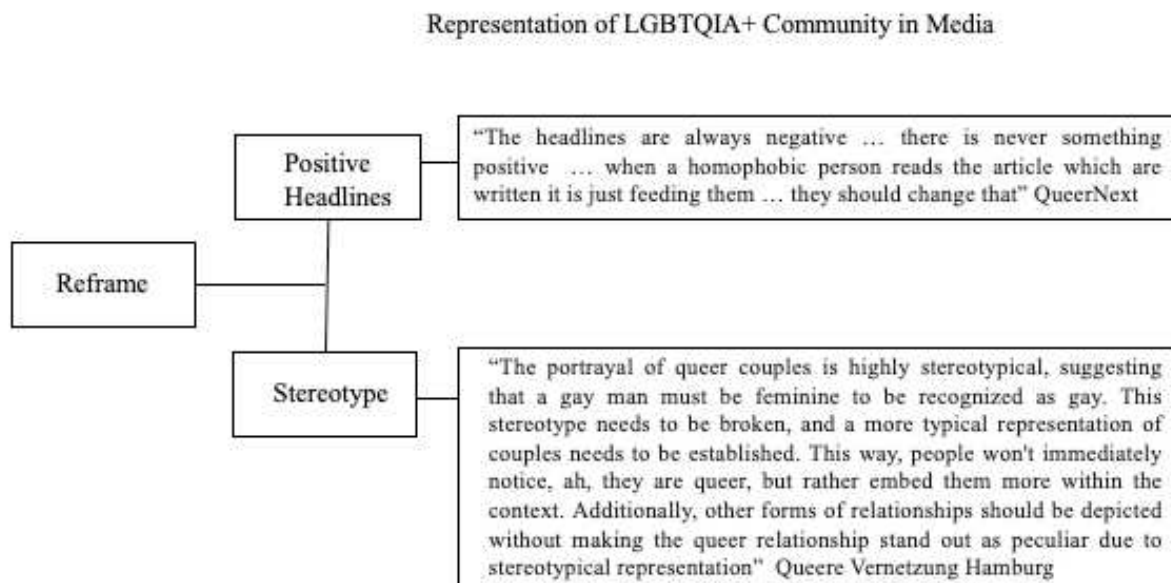


Figure J1. Representation LGBTQIA+ Community in Media

Positioning of Companies towards the LGBTQIA+ Movement

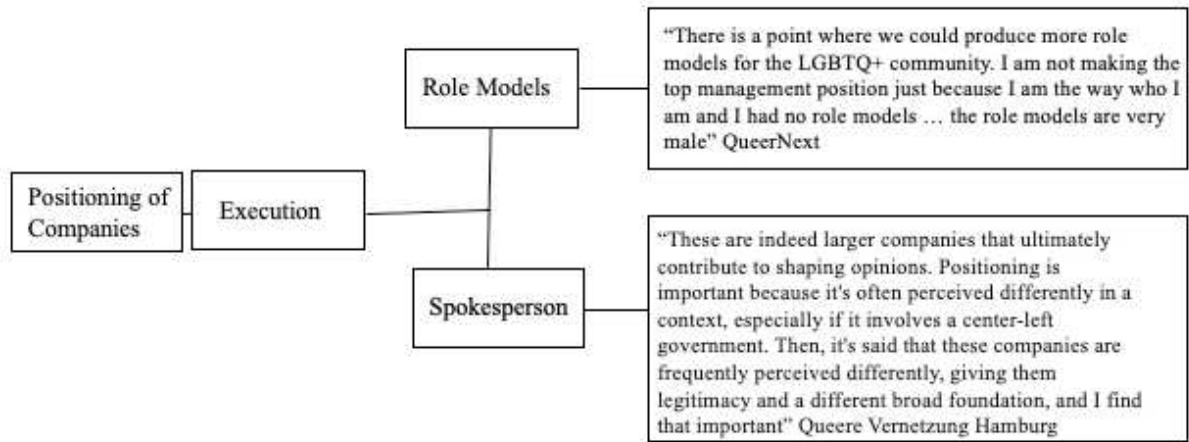


Figure J2. Positioning of Companies towards the LGBTQIA+ Movement

Advertisement in General

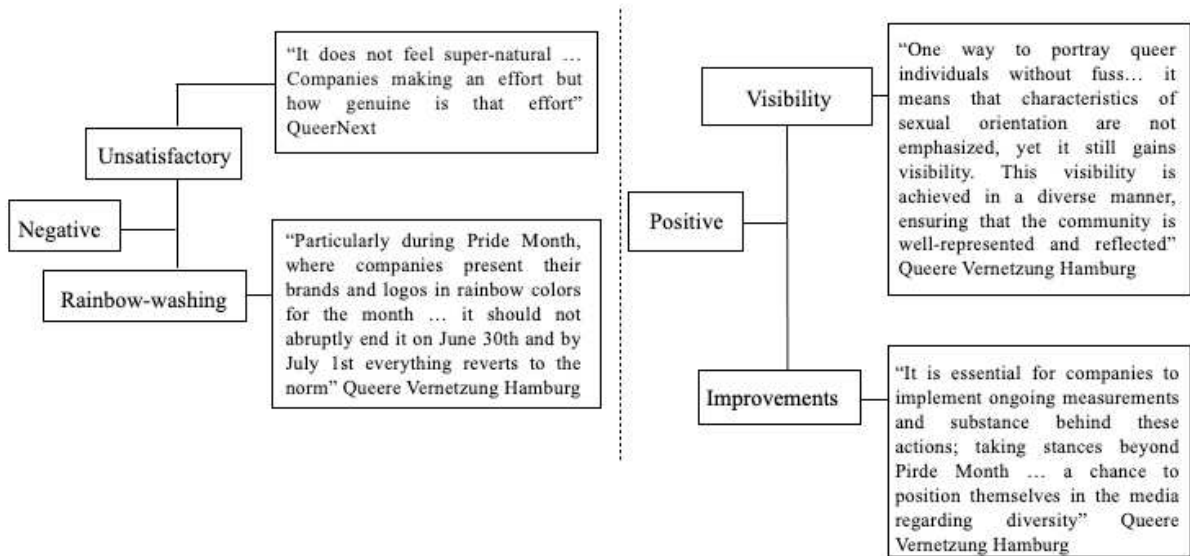


Figure J3. Perception Advertisement in General

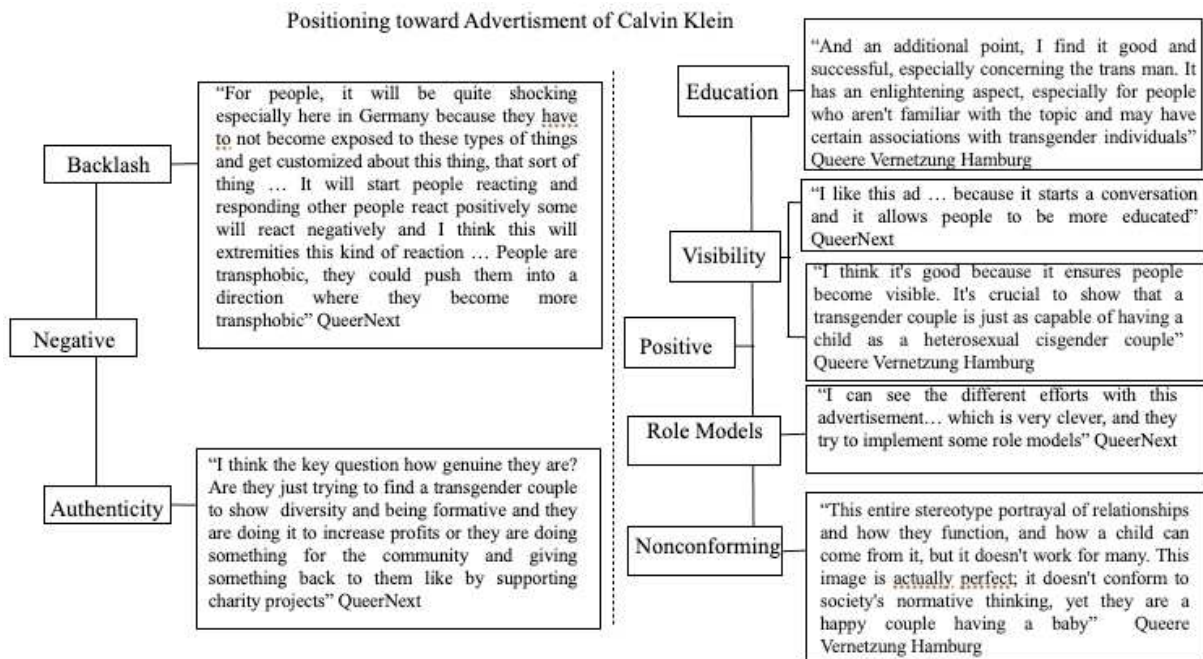


Figure J4. Perception Advertisement of Calvin Klein

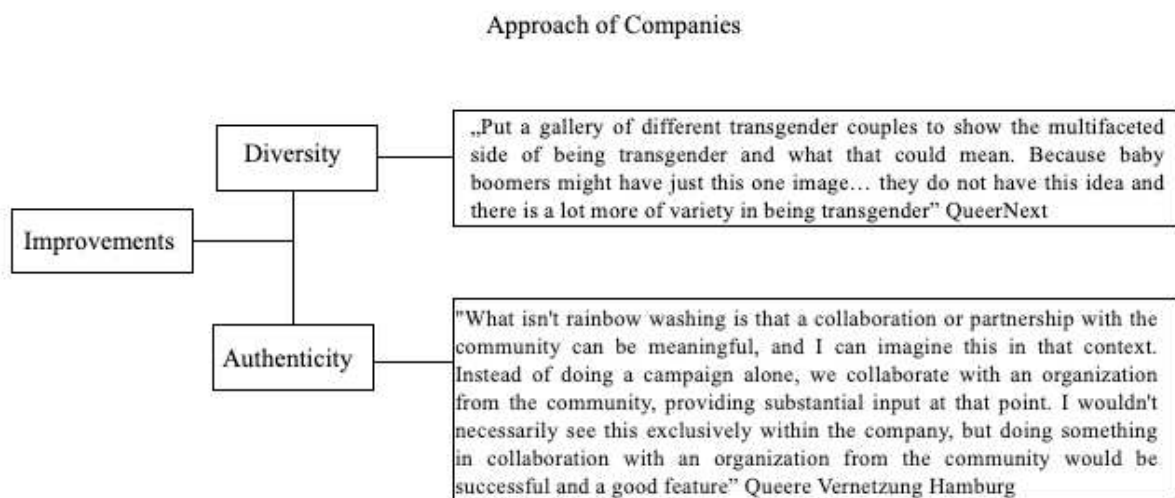


Figure J5. Approaches of Companies

Companies that Positioned themselves negatively in the Past towards the Topic

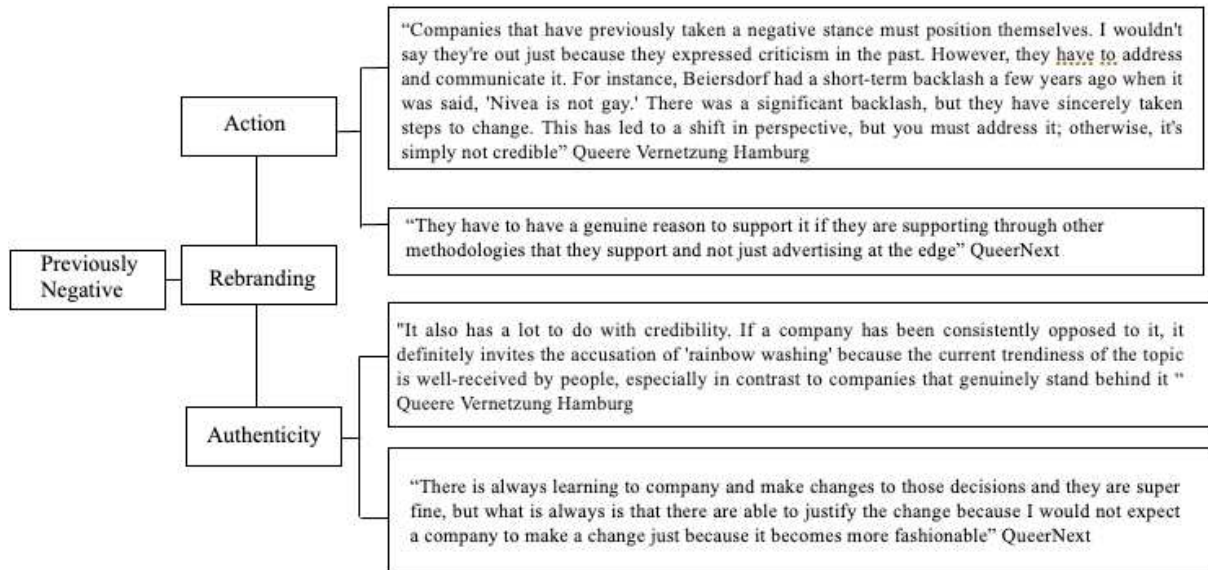


Figure J6. Companies that Positioned themselves negatively in the Past towards the Topic

Further Measurements

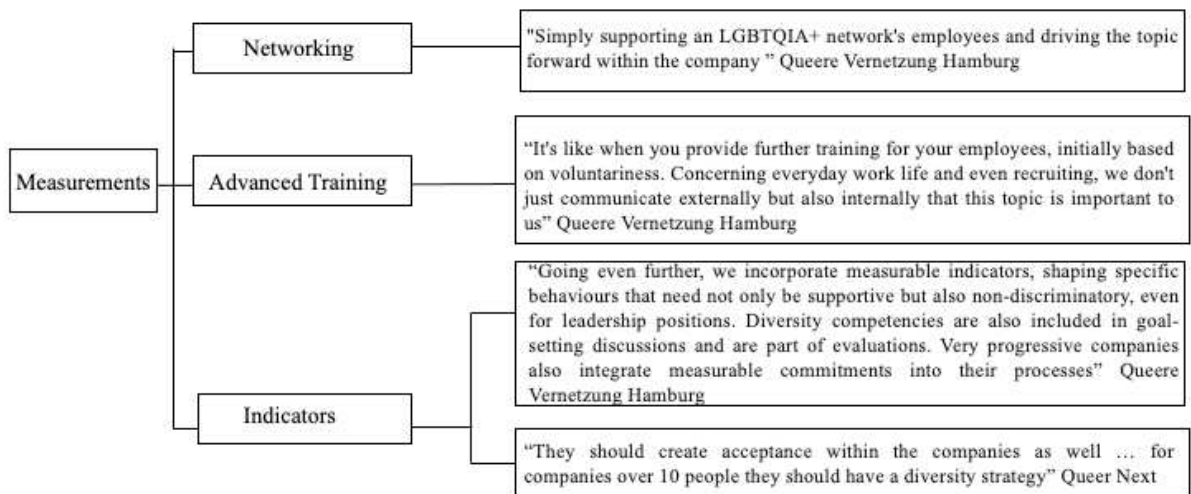


Figure J7. Further Measurements

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