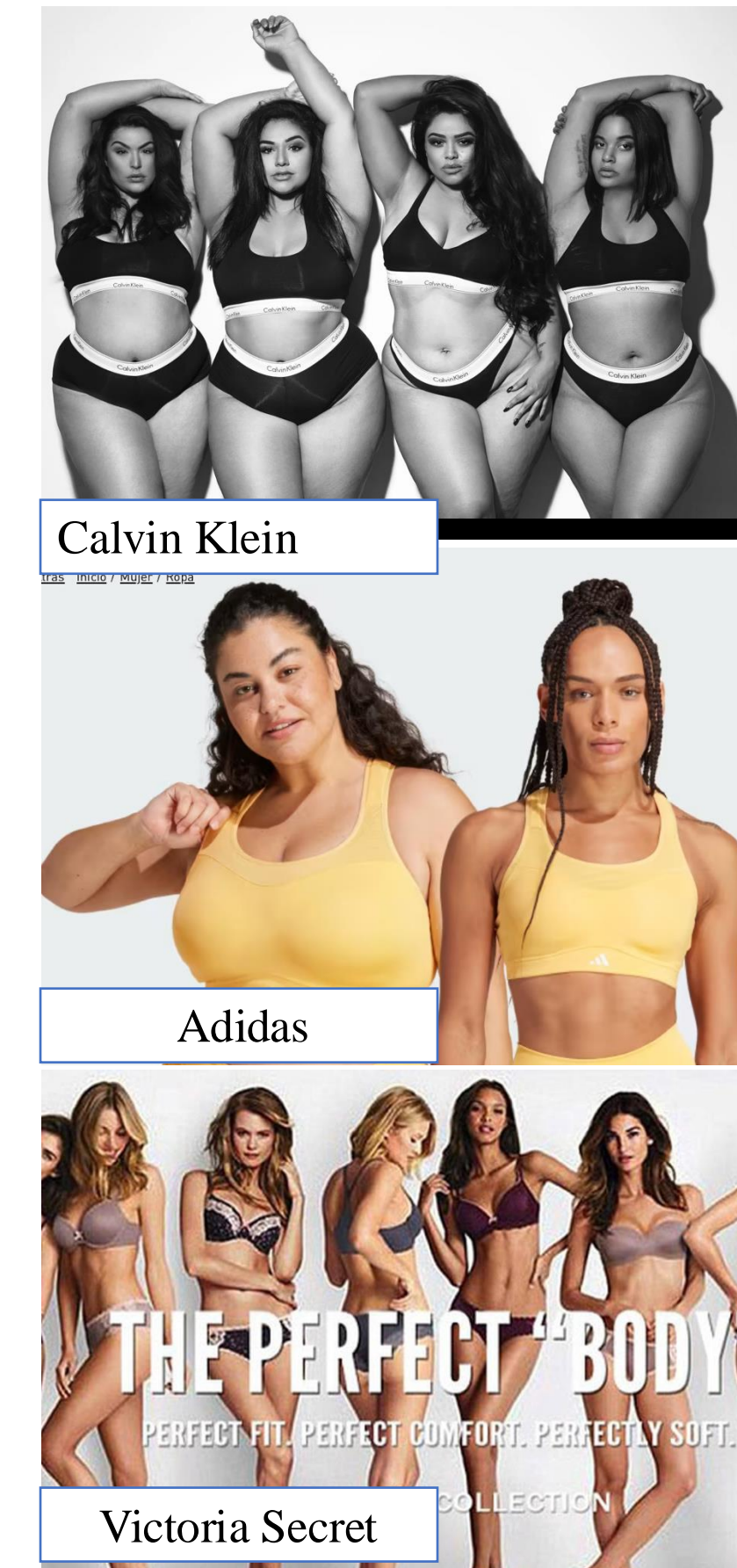


1. MOTIVATION

In a context of rising consumer demand for inclusive marketing, three main representation strategies co-exist:

- “Stigmatized representations” feature models with traditionally stigmatized attributes (e.g., Calvin Klein)
- “Mixed representations” feature models with and without stigmatized attributes (e.g., Adidas)
- “Unstigmatized representations” feature non-stigmatized groups (e.g., Victoria Secret).



RQ: Do these three representation strategies have a differential impact on consumers with and without stigma, and if so, why?

2. SUMMARY

Across 12 studies, including field and consequential choice experiments, we find that, compared to stigmatized and unstigmatized representations:

- **Mixed representations^a**, lead to higher choice, interest and recommendations for consumers **with and without stigma**.
- The superiority of mixed cues is mainly attributable to their ability to **signal a more inclusive environment**.
- The results hold for different stigmas (weight, age and gender) and purchases (products and services).
- Our results suggest that mixed representations are a **dignity affirming** step (Lamberton, 2019) that companies can use to foster inclusion.

^aSee results from study 2a for more nuances

3. BACKGROUND

	Our research	Distinctiveness & Non-target market (Aaker et al., 2000)	Stereotype threat (Steele et al., 2002)
Targets	With and W/o Stigmas	With and W/o Stigmas	With Stigmas
Attribute	Weight, Age and Gender	Mainly race	Race & gender
Diversity Manipulation	Visual: ad's models Uses <u>mixed</u> representations	Visual: ad's Spokesperson Does NOT use mixed representations	Physical or visual. Focuses on ingroup vs outgroup Rarely uses mixed groups
Mechanisms	Positive: Inclusion	Neutral: Targeting & similarity	Negative: Discrimination, anticipated devaluation (Harmeling et al., 2020)

4. METHODS

4.a Overview of Studies

	1A&B	2A&B	3A&B	4A&B	5A&5B	Consequential choice	Field
N	2800	3000	1980	2700	780	600	500,000 impressions
Stigma	Weight (BMI>25)	Age (+68)	Gender (Women)	Weight (BMI>25)	Weight (BMI>25)	Weight (BMI>25)	Weight (BMI>25)
Design	3-cell Between-subject				Within-subject	Within-subject	A/B/C Ad test on Fb
Goal	Main effect				Mechanisms & Generalizability		External validity

4b. Illustrating methods & results with studies 2a&b

- Stigmatized attribute: Weight
 - 2a: Consumers with stigma (BMI>25)
 - 2b: Consumers w/o stigmatized (BMI [18.5; 25])
- 3-cell between-subject design: Participants learnt about a new gym in their area and read the testimonial of two gym members. To manipulate the representation strategies, we modified the gym goers' physical appearance.
- Main DV: Interest in gym sign ups
- Mechanisms:
 - Inclusion (Acceptance, Dignity)
 - Anticipated devaluation (Harmeling et al., 2020)
 - “Audience Alignment” (Targetedness and Similarity (Aaker et al., 2000))



References & Acknowledgements

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Lamberton, C. (2019). Toward a Dignity Architecture: The Critical Challenges of Stigmatized-Identity Cues for Consumer Psychology. *Journal of Consumer Psychology*, 29(1), 152-159. <https://doi.org/10.1002/jcpsy.1077>

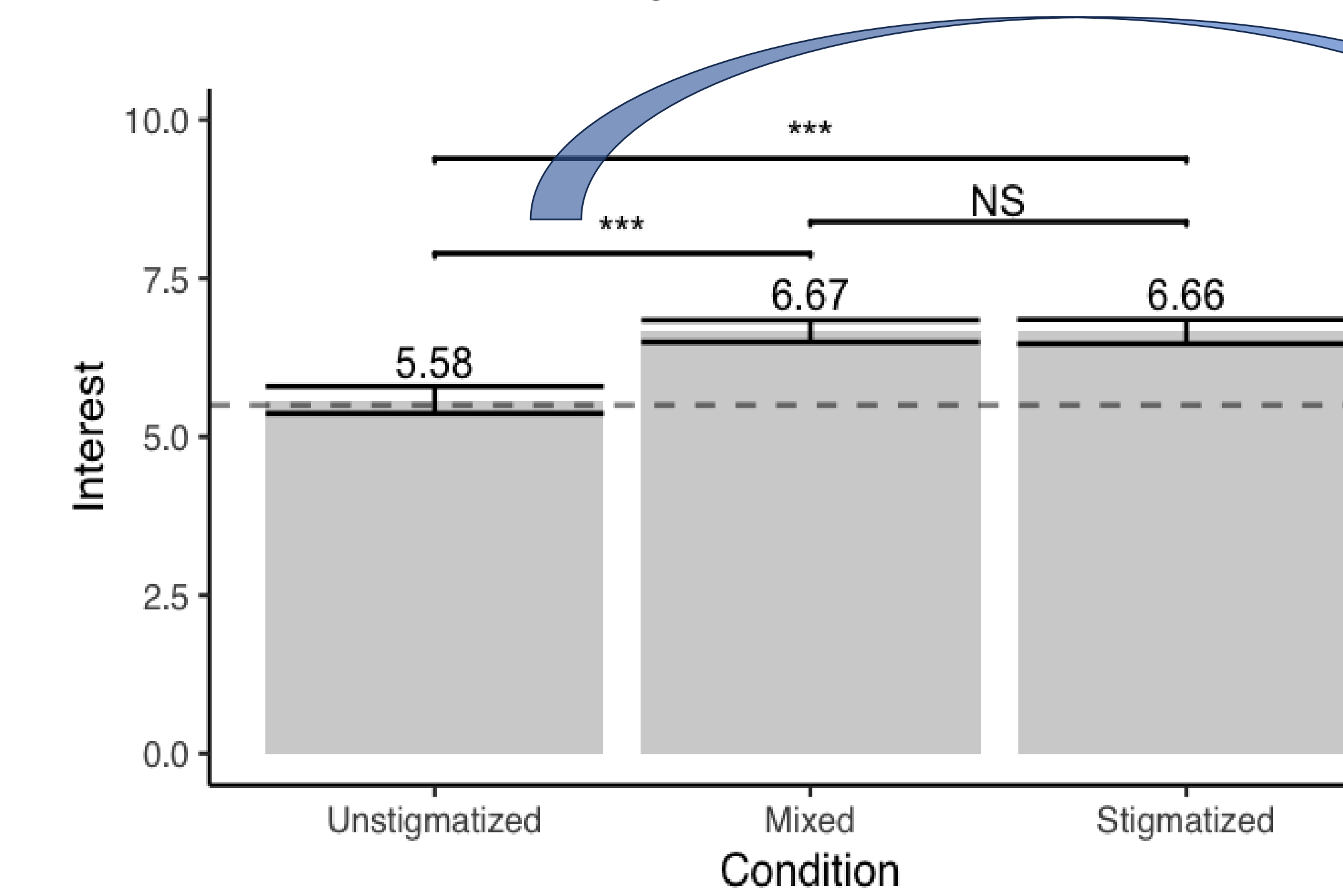
Link, B. G., & Phelan, J. C. (2001). Conceptualizing Stigma. *Annual Review of Sociology*, 27(1), 363-385. <https://doi.org/10.1146/annurev.soc.27.1.363>

Steele, C. M., Spencer, S. J., & Aronson, J. (2002). Contending with group image: The psychology of stereotype and social identity threat. In *Advances in Experimental Social Psychology* (Vol. 34, pp. 379-440). Elsevier. [https://doi.org/10.1016/S0065-2601\(02\)80009-0](https://doi.org/10.1016/S0065-2601(02)80009-0)

5. Results & Discussion

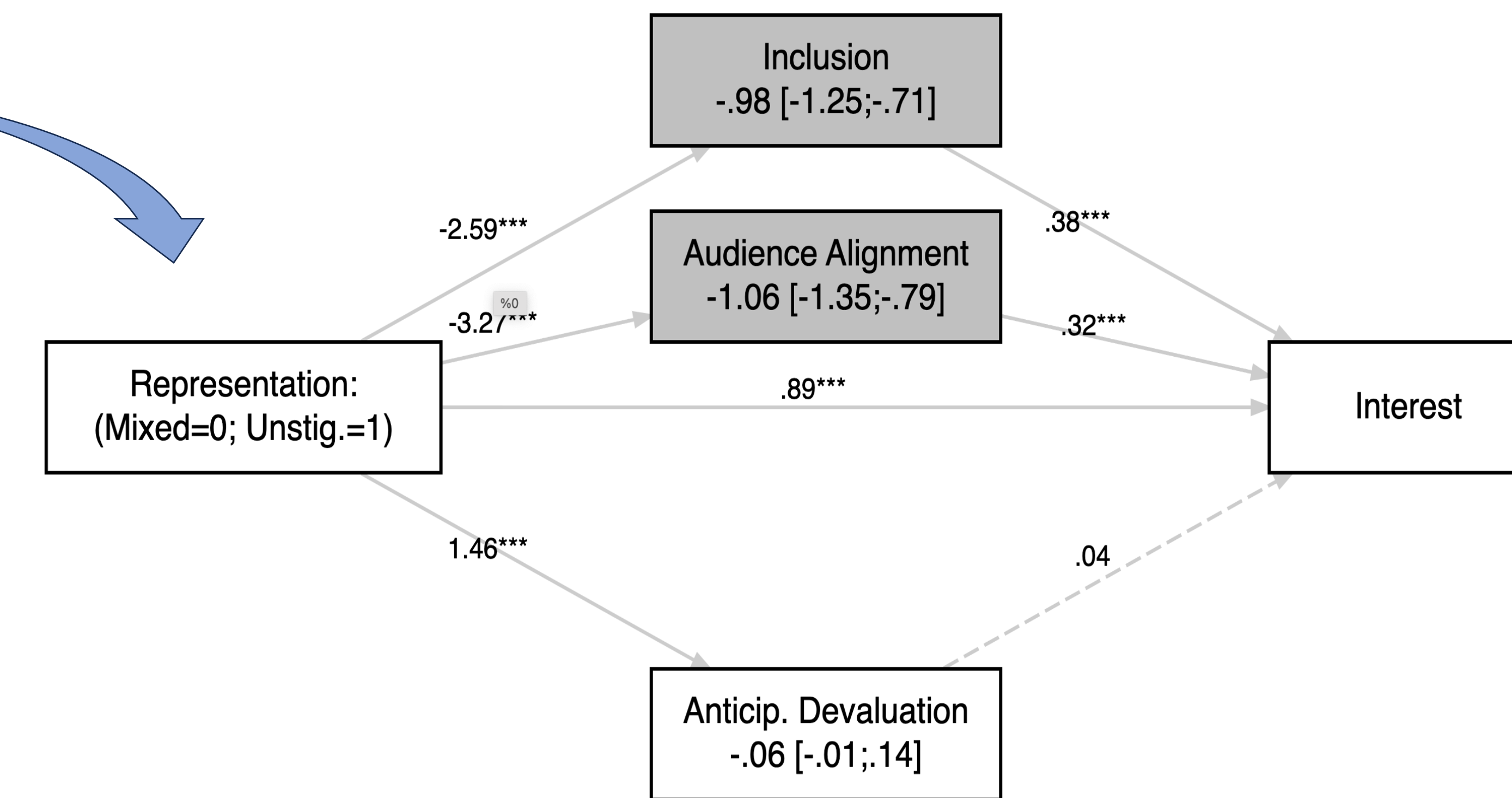
Main effect: Mean differences in interest by representation strategy

2a: Consumers **with** a stigmatized attribute



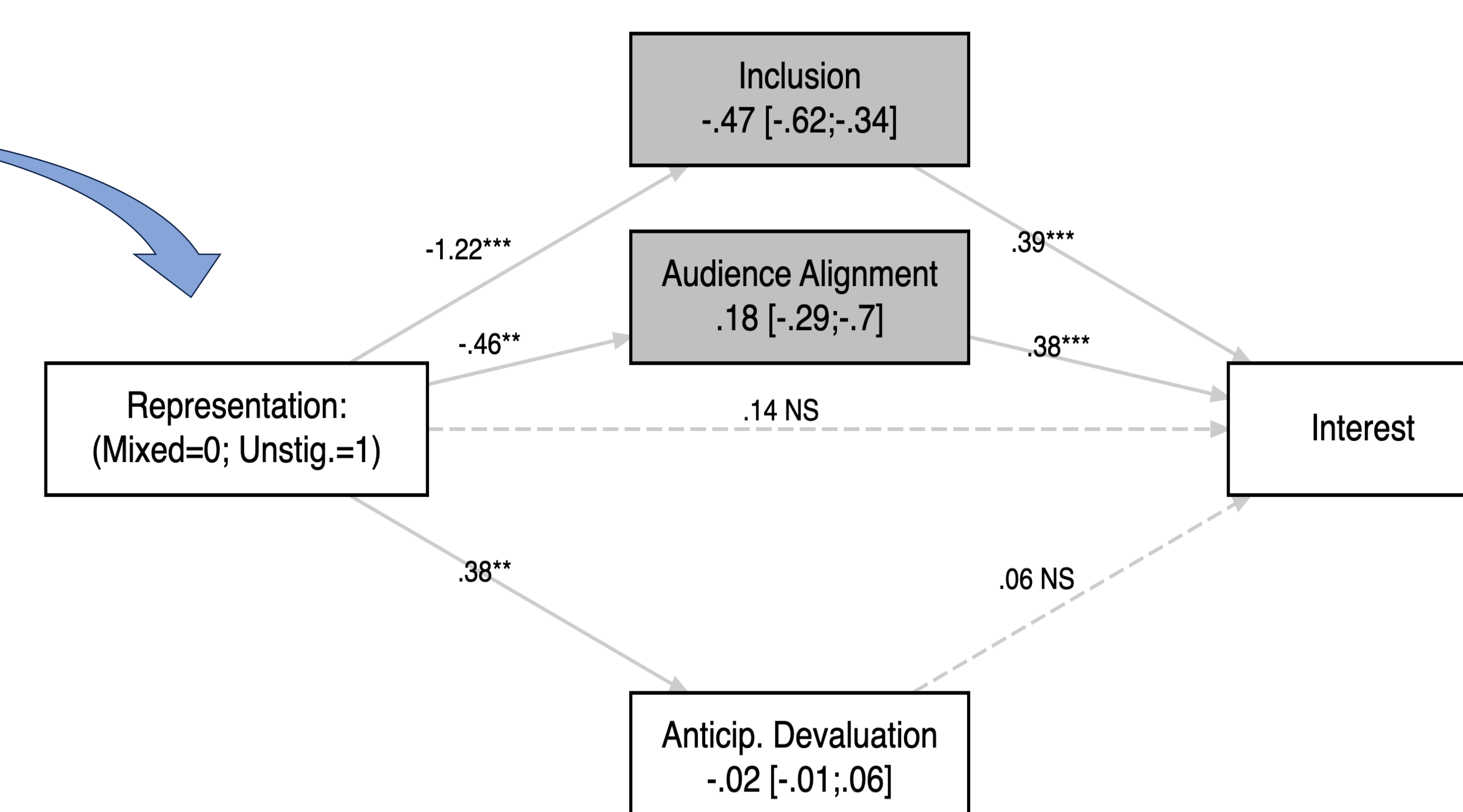
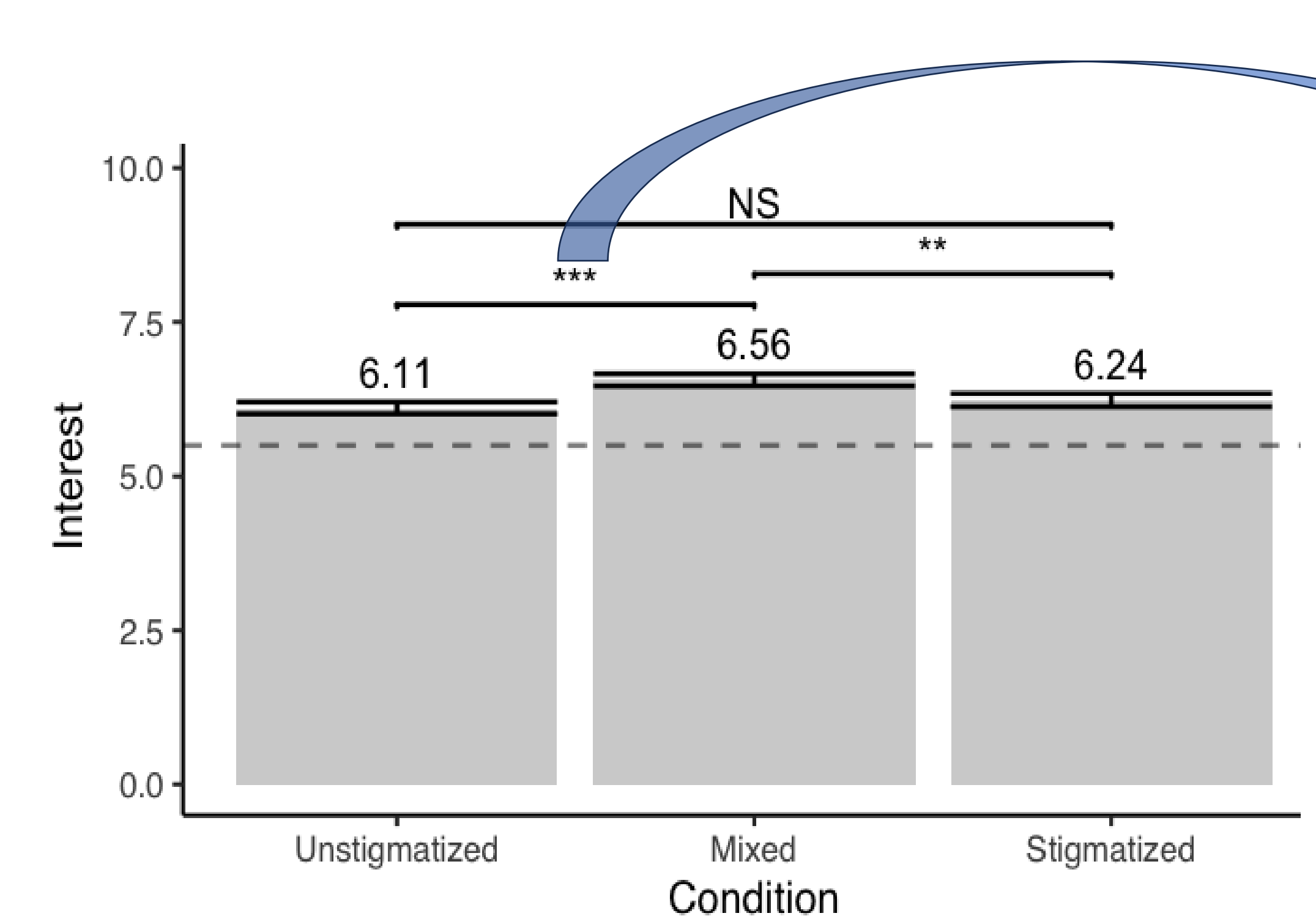
NOTE- The dashed line represents the scale midpoint (5.5)
*p<.05; **p<.01; ***p<.001

Mechanisms: Parallel mediation results for Mixed vs Unstigmatized representations (5.000 bootstraps; Process Model 4 (Hayes, 2012))



NOTE- Numbers inside the nodes indicate indirect effects. Bracketed numbers indicate 95% CIs. Dashed lines indicate paths that were not statistically significant.
*p<.05; **p<.01; ***p<.001

2b: Consumers **w/o** a stigmatized attribute



Results & Discussion

- **Main effect^a:**
 - For consumers with a stigma, **mixed and stigmatized** representations are effective in fostering interest^a
 - For consumers w/o stigma, **mixed** representations lead to the higher interest
- **Mechanisms:**
 - Inclusion and audience alignment **mediated** the effect of representation strategy on interest when comparing mixed and unstigmatized representations. Results:
 - **Support** our theorized mechanism (**inclusion**)
 - **Replicate** results from the non target market research (Aaker et al., 2000)
 - **Discard** anticipated devaluation, when including the other mechanisms
- **Alternative explanations discarded:**
 - Ad's originality
 - Positive spillovers: Alleviation of concerns not directly related to the represented stigma (e.g., fitness level)
- **Replication for different:**
 - Stigmas (age & gender)
 - Purchases (product: cars)
 - Presentation Modes: Simultaneous presentations
 - DVs: Recommendations (WOM) & Choice
- **Managerial & societal implications:**
 - Companies serving **both**, consumers with and without stigmatized attributes, can **optimize resources** and foster **inclusion** in their entire market by using **mixed representations**.
 - Greater diversity representation in ads could contribute to **de-stigmatization** and foster a sense of societal **belonging** among groups with socially stigmatized attributes (Link & Phelan, 2001)